

REALTOR®

Your local Association news source

March/April 2023

WOMEN IN REAL ESTATE

Live panel



Brandi Jones

David Lyng RE
 REALTOR® &
 Past WCR President



Aldina Maciel

Aldina Real Estate
 Real Estate Broker® CRS,
 ABR, GRI, SRES, CCPM



Morgan Lukina

David Lyng RE
 Managing Broker
 & CEO



Jennifer Watson

Christie's Int'l R.E. Sereno
 SCCAR President &
 REALTOR®



Marion Proffitt

Bailey Properties
 REALTOR® &
 2009-2022
 C.A.R. Director



Carol VanAusdal

Carol VanAusdal Broker
 Real Estate Broker®
 & SCCAR President Elect

MEMBER NEWS

Cornhole Tournament
 Save the Date for
 fun in May!



EVENTS

2023 Real Estate
 Economic Update with
 Jordan Levine



MARKET DATA

State and local housing
 data + Market Minute





Jennifer Watson, SCCAR President

PRESIDENT'S MESSAGE

I'd like to talk about our Affiliates and the strength they add to our real estate community. The Association's affiliate referral program is the backbone of our business. Think of all the people involved in every transaction, of course there's the REALTOR® but what about the rest? You will need title and escrow, probably a lender, a sign maker to post the open house signs, a deli, food truck or baker to provide open house lunches, your inspectors to talk about the condition of the house, the contractors and shops to prepare the house for sale (painters, hardware stores, plumbers, septic), the gift shops to appreciate your clients or those along the way...there are SOOOO many untapped resources in our community. We want to include them in our membership as Affiliates. I am asking you to invite them.

Affiliates get to be in front of our 1300+ members (and our clients) to build their business and we get vetted vendors that are good at what they do to use when we need them. How many times have you gone in a panic to your current resource, whether that is in your office or someone you've used before and felt good about referring them to a client because someone you trust has referred them to you? As REALTORS®, we'd all love to work that way, so why don't we do the same? My goal this year is to build our Affiliate program to over 100 affiliates that we know, love, and trust. You can find the current Affiliate Service Directory [here](#). So when you need someone to refer and use START here first. It's a win/win for everyone.

I would encourage you to get to know our Affiliate members, say "Hi" at an event and introduce yourself. They are invited to be at our events and the weekly network marketing meeting for your benefit. You never know when a client might ask, hey, I am updating my house so you can sell it next month....who do you know that can do___? Now you have an answer. Please invite your favorite service people to be part of our membership, they can gain new business and we get GREAT people to know and refer. Have them contact Karen Kirwan at the association, kkirwan@mysccar.org or 831-464-2000, for more information or to sign up.

March 2023

Affiliate Service Directory

1031 Exchange
 Tai Cheri Fitzpatrick-Aguirre
 R.F. 1031 Exchanges LLC
 900 E. Hamilton Ave Suite 100
 Campbell, CA 95008
 Mobile: 831-901-8124
 Office: 831-901-8124
 tai@r1031.com

Reinita Osborne
 Fidelity Nat'l Home Warranty
 1029 Chapel Hill Way
 San Jose, CA 95122
 Mobile: 408-410-9751
 Office: 408-410-9751
 reinita.osborne@fnf.com
 http://homewarranty.com

Inspection Services
 Paige Bohrer
 Pillar to Post Home Inspectors
 PO Box 182
 Seaside, CA 93955
 Office: 831-888-8160
 paige.bohrer@pillartopost.com

Carpet Cleaning
 Thomas Rossi
 On The Spot
 P.O. Box 67213
 Scotts Valley, CA 95067
 Mobile: 831-227-7002
 Office: 831-227-7002
 tomrossi25@gmail.com

Beth Powanda
 Old Republic Home Protection
 PO Box 5017
 San Ramon, CA 94583
 Mobile: 831-252-2256
 Office: 800-445-6999
 beth.powanda@orhp.com

Disclosure Services
 Chris Gordon
 GeoDisclosure
 P. O. Box 206
 Mt. Hermon, CA 95041
 Office: 831-469-4438
 cgordon@geodisclosure.com

Ashley Steffenson
 Homeguard Incorporated
 510 Madera
 San Jose, CA 95112
 Mobile: 408-993-1900
 Office: 408-993-1900
 asteffenson@homeguard.com

Tye Watson
 ARW Home Warranty
 103 Pebble Drive
 Dayton, NV 89403
 Mobile: 831-221-6656
 Office: 831-221-6656
 tyewatson@arwhome.com
 https://arwhome.com/realstate

Dana Clem
 Essential Home Inspection
 201 Chilverton Street
 Santa Cruz, CA 95062
 Mobile: 831-888-6594
 Office: 831-888-6594
 essentialhomeinspections@yahoo.com

Kevin Corr
 A.R.E. Inspections
 1 Victor Square Suite 3012
 Scotts Valley, CA 95066
 Mobile: 831-227-0805
 Office: 831-227-0805
 kevin@areinspections.com

Dennis Spencer
 WIN Home Inspection SC/Wat
 7960 B Soquel Drive, Ste 202
 Aptos, CA 95003
 Mobile: 831-214-8805
 Office: 831-621-6303
 dspencer@wini.com



ALLEN PROPERTY GROUP, INC. COMMERCIAL REAL ESTATE
 PROPERTY MANAGEMENT SPECIALISTS

CAL DRE# 01843086

WINNER Readers Choice
 Santa Cruz Sentinel
 2017-2021

Experience. Integrity. Results.

347 Spreckels Drive | Aptos, CA 95003 | 831.688.5100 tel | 831.688.5102 fax | alleninc.com



Thank you to our Centennial Club members whose contribution of \$197+, the true cost of doing business, to the REALTOR® Action Fund helps us protect private property rights and your ability to do business.

To learn how you can be a club member, contact SCCAR.

Steven Allen, Allen Property Group
Fred Antaki, Main Street Realtors
Joe Bailey, Bailey Properties, Inc.
Lisa Bailey, Bailey Properties, Inc.
Paul Bailey, Bailey Properties, Inc.
Robert Bailey, Bailey Properties, Inc.
Gloria Behman, Bailey Properties
Candace Bradfield, Bradfield & Associates
Judy Brose, C21 Real Estate Alliance
Paul Burrowes, David Lyng Real Estate
Frank Claiborne, Oasis Properties
Nancy Comstock, Sotheby's Int'l Realty
Pete Cullen, Bailey Properties
Robert Deacon, Monterey Bay Properties
Pamela Easton, Sotheby's Int'l Rlty
Todd Fitzpatrick, Monterey Bay Properties
John Flaniken, Trade In RE
Seb Frey, Compass
Lisa Gerety, Bailey Properties, Inc.
Kathy Hartman, Santa Cruz County AOR
John Hickey, Monterey Bay Properties
Danielle Huff, Bailey Properties, Inc.
Sandy Kaplan, Santa Cruz Properties
Stephen Karon, Karon Properties
Maureen Kendall, David Lyng Real Estate
Datta Khalsa, Main Street Realtors
Connie Landes, Anderson Christie, Inc.
Neal Langholz, Karon Properties
Jeremy Larson, eXp Realty of California
Genie Lawless, David Lyng Real Estate
Carol Lerno, Main Street Realtors
Greg Lukina, David Lyng Real Estate
Morgan Lukina, David Lyng Real Estate



Marion Lyng, Christie Int'l R.E. Sereno
Renee Mello, Keller Williams Realty - SC
Tony Melo, Aldine Real Estate, Inc.
Jlnnette Melo-Sousa, Aldine Real Estate, Inc.
Teresa Medoza, Christie's Int'l Real Estate
Candie Noel, Bailey Properties, Inc.
Denise Norris, David Lyng Real Estate
Kathy Oliver, Oliver Property Mgmt
Barbara Palmer, Bailey Properties, Inc.
Stephen Pearson, Pearson Properties
Dianne Pereira, Bailey Properties, Inc.
Stephen Pereira, Bailey Properties, Inc.
Douglas Pringle, Bailey Properties, Inc.
Honora Roberston, Robertson Real Estate
Dana Sales, C21 Real Estate Alliance
Rachel Shaffer, Bailey Properties, Inc.
Polly Smith, Bailey Properties, Inc.
Lauren Spencer, Coldwell Banker
Jan Taylor, Century 21 Sandcastle
Suzanne Teixeira, Bailey Properties, Inc.
Mary Thomas, Bradfield & Associates
Joanne Thompson, Bailey Properties, Inc.
Randy Turnquist, C21 Real Estate Alliance
Carol VanAusdal, Carol VanAusdal Broker
Margie Vickner, David Lyng Real Estate
Carolyn Wade, David Lyng Real Estate
Karen Wade, Bailey Properties Management
Debra Wallace, Karon Properties
Jennifer Watson, Christie Int'l R.E. Sereno
Jeff Wickum, eXp Realty of California
Peggy Youmans, Capital Financial Realty
James Zenner, Karon Properties

LEADERSHIP SPOTLIGHT



PETE EUBANK, SCCAR DIRECTOR & EDUCATION COMMITTEE CHAIR

In addition to being a full time realtor and founder of his team, The Eubank Property Group, he is also on the Board of Directors at the Santa Cruz County Association of REALTORS® as well as the chair of the Education Committee. This year during the first meeting of the committee the vision was set to present educational classes, seminars, and panel discussions that focus on useful tactical tools agents can use as well as prescient topics of the ever-changing real estate market.

Being raised in a family who ran a construction company, Peter Eubank had his interest in the housing industry piqued at a young age. While growing up in Ventura County, Peter was taught to wake up early, work hard all day, and leave late after the job is done. He continues to hone that strong work ethic in his real estate career today.

Since becoming a real estate agent in 2017, Peter has applied a can-do and passionate attitude to each of his deals. For every transaction, Peter approaches his clients with the positive mentality that good economics stems from good ethics. Focusing on the client's needs and treating each person ethically and fairly is the only way to be successful within the industry.

Peter came to real estate from a sales and account management background, which helped instill in him the understanding of how to build a rapport with clients, while also getting results. Typically when Peter has some downtime, he will spend time with his family cooking tacos with handmade tortillas and enjoys recreational activities like surfing, walking on the beach, and having a fire in the backyard with friends

MILES J. DOLINGER CALL TODAY
(831) 477-9193
ATTORNEY AT LAW 311 Capitola Ave, Capitola, CA

LAND USE • REAL ESTATE • BUSINESS • LITIGATION

Expertise.
Efficiency.
Advocacy.
Happy Clients.

What you can expect when you put 21 years of land use, real estate and litigation experience on your side.

www.dolingerlaw.com
Serving all of Santa Cruz County and Beyond

DEPENDABLE and KNOWLEDGEABLE agent seeks customers looking for real **PROTECTION** and long-term **RELATIONSHIP**.

Laureen Yungmeyer ChFC, Agent
Insurance Lic#: 0B10216
230-F Mount Hermon Road
Scotts Valley, CA 95066
Bus: 831-423-4700
Fax: 831-426-0524

Look no further.
Having one special person for your car, home and life insurance lets you get down to business with the rest of your life. It's what I do.
GET TO A BETTER STATE. CALL ME TODAY.

State Farm Mutual Automobile Insurance Company,
State Farm Indemnity Company, State Farm Fire and Casualty Company,
State Farm General Insurance Company, Bloomington, IL

1101201.1

Thank you to our Modern Real Estate Professionals (MREP) 2023 sponsors for their support!



Save the DATE for May 19, 2023! SCCAR will be hosting a Cornhole Tournament at Woodhouse Blending & Brewing from 1 - 4 PM.

UPCOMING EVENTS & EDUCATION

Preparing for an Open House

3/16

This live Interactive workshop will cover any questions you have about preparing for an open house. The webinar is hosted and taught by MLS Listings, Inc.

Thursday, March 16 2023- 1 - 2 pm
Live webinar



Advertising Compliance 101: Common Mistakes

3/15

The NAR Code of Ethics outlines the dos and don'ts when advertising your listing, yourself, your services and products you endorse. Make sure your marketing, advertising, website and social channels are in compliance!

Monday, March 20, 2023 - 10 AM - 12 PM
Held at the SCCAR office. [Register](#)

Aculist Disclosures and Aligned Showings

3/30

This live Interactive workshop will help you learn about our new Aculist Disclosures and Aligned Showings tools.

Thursday, March 30, 2023 - 3 - 5 PM
Live webinar





There is still time to earn your Santa Cruz County Pro Certification!
Learn more at
<https://mysccar.org/wpress/sccp>



Solar: NEM 3.0

4/3

NEM (Net Energy Metering) 3.0 takes affect April 15th which will reduce Solar Credit by 75% for new Solar Customers. There is a window for those needing solar to obtain it with NEM 2.0 and be grandfathered in for 20 years. This class will address a number of questions iaround this timely subject.

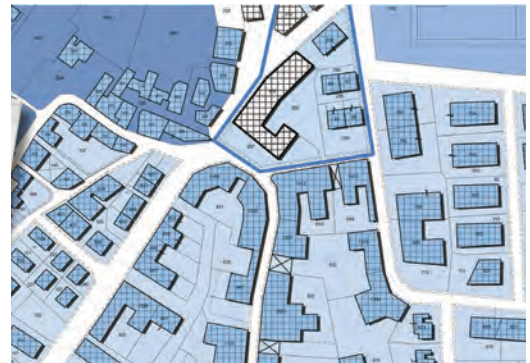
Monday, April 3, 2023- 9:30- 10:30 AM
Held at the SCCAR office. [Register](#)

Land Use in Santa Cruz County

4/14

Learn all about land use in our county! This class is part of our Santa Cruz County Pro series but can be taken independently.

Friday, April 14, 2023 - 9:30 - 11 AM
Held at the SCCAR office. [Register](#)



Tour Marketing Meeting

Thursday Mornings

Join us for our weekly Tour Marketing meeting to promote a listing, hear about what's on the market and what's coming up, share wants/needs and see some friendly faces! Meetings are held at our office, 2525 Main St., Soquel from 9 – 9:30 AM.

REAL ESTATE ECONOMIC OUTLOOK



Wednesday, May 17, 2023

9:30 - 11 AM

Seacliff Inn, Aptos

Ticket price: \$25, includes continental breakfast and beverages

Jordan Levine

Vice President & Chief Economist
California Association of REALTORS®



Sponsored by:



Bailey Properties

santa cruz
lending group

powered by
MASON-MCDUFFIE MORTGAGE CORPORATION

What Does Solar Credit Reduction Mean to You?

NEM (Net Energy Metering) 3.0 takes affect April 15th which will reduce Solar Credit by 75% for new Solar Customers. There is a window for those needing solar to obtain it with NEM 2.0 and be grandfathered in for 20 years. This class will address a number of questions including:

- What is NEM 3.0 vs. 2.0?
- What does this mean for you?
- What has changed?
- What can this mean for those needing Solar?
- When will it take effect?
- What are the money saving benefits of obtaining solar before NEM 3.0?

Monday, April 3, 2023

9:30 - 10:30 AM

SCCAR Office

\$15 registration fee

Speaker:

Kyle Wade, Solar Energy Partners

Register online @ mysccar.org
or call 831-464-2000

#edcomm





Get Your Team Ready to Support Children in Our Community!

Join the '**REALTOR Rumble**' at the Big Brothers Big Sisters Annual Bowl for Kids' Sake! This fun event raises critical funds to support the mentoring services of Big Brothers Big Sisters programs in Santa Cruz County for at-risk youth. This year we are inviting all REALTORS and Affiliates to compete!

The team that raises the most money wins!

Saturday, April 22, 2023

10:30 - 11:45

Boardwalk Bowl

115 Cliff Street, Santa Cruz



Sign up online at:

www.mysccar.org/wpress/bowl-for-kids-sake

LOCAL GOVERNMENT RELATIONS SPEAKER SESSIONS - YOU'RE INVITED!

Our Local Government Relations Committee (LGR) invites you to attend their speaker sessions as part of their meetings. At these meetings, Local government agencies update LGR on various aspects of our county via Zoom. We welcome you to attend that portion of the meeting and stay in the loop.

Schedule of speakers:

April 7 - Tiffany Wise-West on Managed Retreat

May 5 - Cabrillo College Housing Plan

June 2 - Guy Preston SCC RTC.

Meetings begin at 8:30 am. Please email our Government Affairs Director, Victor Gomez gad@mysccar.org for a meeting link.



RE EVENTS PRODUCTION PRESENTS

Real Estate REVIVE!

COAST 2 COAST
VIRTUAL CONFERENCE

2023

06 APR | SAVE THE DATE | 09 AM PST

WOMEN IN REAL ESTATE

live panel



Brandi Jones

David Lyng RE
REALTOR® &
Past WCR President



Aldina Maciel

Aldina Real Estate
Real Estate Broker® CRS,
ABR, GRI, SRES, CCPM



Morgan Lukina

David Lyng RE
Managing Broker
& CEO



Jennifer Watson

Christie's Int'l R.E. Sereno
SCCAR President &
REALTOR®



Marion Proffitt

Bailey Properties
REALTOR® &
2009-2022
C.A.R. Director



Carol VanAusdal

Carol VanAusdal Broker
Real Estate Broker®
& SCCAR President Elect

Wed., March 29, 2023

9:30 - 11 AM

SCCAR Office

2525 Main St., Soquel

Register online: mysccar.org

Learn about women in our industry, the barriers they faced, the benefits and how they overcame and thrived!



Great home & auto rates for any budget.

Call me for a quote.

Lydia Harville 831-476-6665

Insurance Lic#: 0D86836



Individual premiums and budgets will vary by customer. All applicants subject to State Farm® underwriting requirements.

#SCRealtorsCare



Hey SCCAR members! SCCAR wants to know what you and your offices are doing for our community! We are aware that many of you, either individually or through your office, support charities and volunteer in a variety of ways to make our community a better place and want to recognize those efforts.

To assist in that endeavor, we are utilizing the **#screaltorsCare** hashtag on facebook & instagram to pull together those activities into one common topic.

Its' easy! Whenever you or your company post about giving back to the community add **#screaltorsCare** to the post! This will make it possible for us and others to easily find out what good works are happening and acknowledge those efforts.

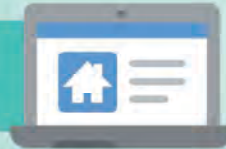
Report as of

March 2023



California Latest Market Data

How the market is doing



*Daily Average for week ending March 4, 2023

403

Closed Sales per day*



250

Pending Sales per day*



203

New Listings per day*



% change indicates change from last week



What REALTORS® are saying



4.4%

15.5%

Closed a sale



9.3%

19.6%

Entered escrow



6.6%

19.1%

Listed a property

% change indicates change from last month

What REALTORS® think will happen



15.6%

34.5%

Sales will be **up**

6.8%

9.3%

Prices will be **up**

5.5%

37.6%

Listings will be **up**

% change indicates change from last month

Source: California Association of REALTORS®

Santa Cruz County Housing Statistics

February 2023: Santa Cruz County - Single Family Residential

City	New	Inventory	Sold	Avg. DOM	Avg. Sale Price	Median Sale Price	Median \$/Sqft	% LP Rec'd	Sale Volume	Avg. Home Sq. Ft.	Avg. Lot Sq. Ft.	Months of Inventory
Aptos	18	24	9	70	\$1,826,209	\$1,760,000	\$978	99%	\$16,435,888	2,059	83,383	3
Ben Lomond	3	6	0									
Boulder Creek	8	17	5	55	\$609,400	\$490,000	\$656	102%	\$3,047,000	982	75,751	3.2
Brookdale	1	1	2	78	\$590,000	\$590,000	\$486	84%	\$1,180,000	1,627	17,490	0.8
Capitola	3	5	1	0	\$1,510,000	\$1,510,000	\$1,407	100%	\$1,510,000	1,073	2,483	1.5
Corralitos	1	1	2	92	\$1,155,500	\$1,155,500	\$642	99%	\$2,311,000	1,800	32,605	1
Davenport	1	1	0									
Felton	9	11	0									
Freedom	1	2	0									
La Selva Beach	0	4	1	24	\$1,189,000	\$1,189,000	\$899	92%	\$1,189,000	1,323	12,894	2.4
Los Gatos	2	12	2	97	\$837,500	\$837,500	\$422	96%	\$1,675,000	2,006	289,674	9
Mount Hermon	1	3	0									
Santa Cruz	36	49	20	38	\$1,597,322	\$1,525,000	\$940	100%	\$31,946,448	1,971	45,404	2.2
Scotts Valley	2	11	2	6	\$1,212,475	\$1,212,475	\$813	99%	\$2,424,950	1,524	3,158	2.4
Soquel	3	8	2	14	\$1,257,750	\$1,257,750	\$538	102%	\$2,515,500	2,297	57,216	3
Watsonville	10	27	12	46	\$880,083	\$750,000	\$506	98%	\$10,561,000	1,765	63,220	2.3
Summary	99	182	58	47	\$ 1,151,385	\$1,189,000	\$656	97%	\$74,795,786	1,675	62,116	2.8

February 2023: Santa Cruz County - Common Interest Development

City	New	Inventory	Sold	Avg. DOM	Avg. Sale Price	Median Sale Price	Median \$/Sqft	% LP Rec'd	Sale Volume	Avg. Home Sq. Ft.	Avg. Lot Sq. Ft.	Months of Inventory
Aptos	6	8	2	83	\$841,500	\$841,500	\$681	100%	\$1,683,000	1,230	1,525	1.5
Boulder Creek	1	1	0									
Capitola	3	4	1	48	\$725,000	\$725,000	\$815	100%	\$725,000	890		6
Freedom	1	1	0									
La Selva Beach	1	3	0									
Santa Cruz	7	19	10	71	\$830,450	\$876,500	\$674	100%	\$8,304,500	1,145	1,074	3.4
Scotts Valley	2	1	1	10	\$750,000	\$750,000	\$583	100%	\$750,000	1,286	1,220	1
Watsonville	3	5	0									
Summary	24	42	14	53	\$786,738	\$795,750	\$678	100%	\$ 11,462,500	1,138	1,273	3.0

Data provided by MLS Listings, Inc. and compiled by the Santa Cruz County Association of REALTORS®

MARKET MINUTE

March 06, 2023 – While the Fed's hawkish interest rate policy was expected to slow the economy and inflation, recent data continues to suggest otherwise. Despite the ISM services index slowing from the previous month, the service sector still expanded and is keeping pressure on prices. The labor market remains tight and is still not showing signs of deterioration with new weekly jobless claims remaining under 200,000 for the seventh consecutive week. This is supporting consumers' views on their current situation. However, they are growing weary of what lies ahead. In the housing market, builders continued to scale back on new development, with residential investment in single-family homes down 1.7% in January.

Read more:
<https://www.car.org/en/marketdata/marketminute>



FEBRUARY 2023 MARKET SNAPSHOT - SINGLE FAMILY HOMES - YEAR OVER YEAR

