

REALTOR®

Your local Association news source

March/April 2022

WE  SANTA CRUZ COUNTY
REALTOR



BUSINESS NEWS

Despite the rapid rise in interest rates so far this year, existing home sales continue to hold up well. P. 11



PRESIDENT'S MESSAGE

Enhancing public awareness of the contributions of REALTORS within our community.



2022 GOALS

6 Soft Skills Every Real Estate Professional Should Have P. 8





Kathy Oliver, SCCAR President

PRESIDENT'S MESSAGE

Did you know that during the COVID-19 pandemic we had local REALTOR® Heroes helping our communities navigate through this historical crisis that is still ongoing in our lives today?

One REALTOR® that stands out is Dee Dee Vargas from Coldwell Banker Realty. Dee Dee put together a program to help feed the seniors who could not go out into the community and get groceries and supplies to survive the shutdown. Her "Project Elderly Care" group grew to great lengths and was recognized by State and National non-profit organizations who in turn helped her create an even larger project. Then, when the wildfires hit our county, many REALTORS® jumped in and helped the homeless fire victims with housing, direction, supplies and worked at FEMA donation stations.

Did you know that we have our local REALTORS® involved in charities and organizations? Some of which are:

- The SCCAR Annual Charity Golf Tournament benefiting Habitat for Humanity, Jacobs Heart and Second Harvest Food Bank

- Support and participation of Big Brothers Big Sisters through Bowl for Kids' Sake

- SCCAR's annual Community Outreach Program REALTOR® Service Volunteer Program (RSVP) which helps local seniors in need

- Participation in the First-Time Home Buyers & Renters Fairs in Watsonville

Our President Elect, Jennifer Lyng Watson from Sereno is an amazing volunteer throughout the community and I am so fortunate to have her on my team.

Did you know that the Santa Cruz County Association of REALTORS® has a Housing Foundation (SCCA-RHF,) a local nonprofit organization focused on providing funds?

Low-income buyers can apply for grants to help with their closing costs. Many buyers have benefited from this foundation, and some needed their grant to get them over the financial hump to qualify for their first home.

Did you know that our members continually fight for private property rights at the local, State and National level?

Every year our Santa Cruz County Association of REALTORS® leadership attends meetings in Sacramento and Washington DC to battle for private property rights by opposing bills that may hurt homeowners and investors. Additionally, through strong lobbying efforts from the California and National Association of REALTORS® we are able to de-

One of SCCAR's Strategic Plans is to "Enhance public awareness of the contributions of REALTORS within our community." To that end, our President wrote the following piece that is being published in the upcoming Sentinel's Who's Who of Real Estate. It serves a good reminder about the great work our members do.

It is my honor to have this opportunity to represent the Santa Cruz County Association of REALTORS® as your 2022 President and I am looking forward to seeing more positive change and progress. Have you ever wondered what REALTORS® do when they are not helping you buy and sell the largest investment of an individual's life? This is a great opportunity to show you who we R!

feat these bills and save property owners thousands of dollars every year. These efforts are continual and are behind the scenes. Most property owners have no idea of the threats that are endangering their rights and it is our REALTOR® organizations that fight the fight for everyone. Did you know we have one local REALTOR® who reads all the bills and keeps us informed? We are fortunate to have Barbara Palmer from Bailey Properties, Inc. on our team with her dedication to keeping our association on top of the information.

As REALTORS® we have so much to offer our community. We have such a diverse county with so many cultures to learn from, that the opportunities are limitless. I am looking forward to a brighter and increasingly positive direction as we pull through any crisis and work together for success. We R the Santa Cruz County Association of REALTORS® and are here for your property ownership needs. Remember to choose a REALTOR® when you are looking to buy, sell or have your rental property managed. Remember, working with a REALTOR® you will also be working with diverse community

heroes, property rights protectors, agents who abide by a strict code of ethics and informed property rights champions.



Big Brothers Big Sisters
BOWL For Kids' Sake

REALTOR RUMBLE!

Saturday, April 23, 2022
10:15 am at the Boardwalk Bowl

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REALTORS® know the importance of adapting and remaining relevant in today's marketplace. By developing a business practice rooted in inclusion and equality, REALTORS® can help buyers of all cultural backgrounds achieve the dream of homeownership. The At Home With Diversity® (AHWD) certification course covers how to work effectively with diverse populations so that you can build business success in today's multicultural real estate market. Learn more



Community Involvement? We have a hashtag for that!

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 have a hashtag for that! 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.

#SCRealtorsCare

WomanUP!

Shine a light on her!

Join the
#IamWomanUP
Selfie Challenge

Do you have a woman in your life who has inspired or encouraged you? A mentor? A boss? A friend? Your mom, auntie, or grandmother?

We invite you to join our #IamWomanUP Challenge and shine a light on her...

- 1: Write a list of the women who have made a difference in your life.
- 2: Find a photo of you with each of the women you want to honor. Have a group pic with a few of them? That works, too!
- 3: Post the photo on Facebook or Instagram using this caption:

I'm accepting the #IamWomanUP Challenge to shine a light on and share the story of a woman who made a difference in my life to honor #WomensHistoryMonth!

Today, I honor...

#WomanUP #WomensHistoryMonth #womensupportingwomen #ShineALight @womanUPofficial



Wildfire Protection Legislation:

What is it and Who is Responsible?

Join us for a panel discussion on SB 63 and SB 38 legislation in regard to home hardening and defensible space requirements for homes in certain wildfire zones. Topics will include:

- Legislative and local requirements of homeowners as well as those that apply at the time of sale
- What is required, who oversees the approval and the process
- What is Firescaping and what does the work entail and cost
- The effects of wildfires on homeowners insurance

Wed., April 20, 2022
9:30 - 11:30 AM

via Zoom, \$10 registration fee

#edcomm



- Speakers:**
- Marco Mack, Deputy Fire Marshal Central Fire District of Santa Cruz County
 - Chris Gordon, GEO Disclosure
 - Phil Dundas, President The Landscape Company
 - Chase Tedsen, Tedsen Insurance Agency

UPCOMING EVENTS & EDUCATION

Local Planning Panel

3/16

Learn about new developments, SB 9 (single-family lot splits), long range planning and special projects throughout our County!

Wednesday, March 16, 2022 - 9:30 - 11:30 AM via Zoom
\$10. [Register](#)



45 Hr. Continuing Education

4/6

Live webinar via Duane Gomer, Inc. All students will receive 3 hours for each of the mandatory courses, 15 hours for Property Management Success and 12 hours for Mortgage Lending for the Real Estate Professionals.

Wednesday, April 6, 2022 - 10 AM - 1 PM
Free. [Register](#)



Warriors Game Night

3/25

Join fellow SCCAR members, along with their family and friends for an exciting night of Warriors basketball. Ticket price also includes a Santa Cruz Warriors Hat! Tickets are only \$31 and are limited!

Friday, March 25, 2022 - 7 pm
[Get your tickets](#)

How to be Fair in Fair Housing

4/7

How to be Fair in Fair Housing: Advancing Professional Equity in Real Estate is a free event where you will learn what it means to practice Fair Housing, to abide by the Code of Ethics, and to uphold REALTOR values.

Thursday, April 7, 2022 - 10 AM - 12 PM
Free. [Register](#)



Aculist Market Performance Workshop

3/23

Aculist provides real estate intelligence via market reports, trends, and analysis, converting MLS data into valuable business and market insights. What does this mean for you? Aculist gives you an edge in this highly competitive industry.

Wednesday, March 23, 2022 - 1 - 2 PM via Zoom
Free. Zoom meeting link:
<https://mlslistings.zoom.us/j/88374349858>



Wildfire Protection Legislation: What is it and Who is Responsible?

4/20

Join us for a panel discussion on SB 63 and SB 38 legislation in regard to home hardening and defensible space requirements for homes in certain wildfire zones.

Wednesday, April 20, 2022 - 9:30 - 11:30 AM via Zoom
\$10. [Register](#) Sponsored by All Cal Financial



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EQUITABLE & INCLUSIVE COMMUNITIES.**

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6 SOFT SKILLS EVERY REAL ESTATE PROFESSIONAL SHOULD HAVE

Learning how to give buyers and sellers difficult news and understanding social cues are key to your success

While most employers value hard skills over soft skills, in an industry like real estate, soft skills play a critical role. Although real estate leaders should know the intricacies of project financing, specific building codes, and writing contracts, they wouldn't get far without customer service.

Real estate agents should polish their soft skills in communication, negotiation, and objection handling to become leaders in their industry. To become a successful real estate agent, you'll need to develop your soft skills as you sharpen your hard skills. By cultivating the following skills, you'll be able to buy/sell more houses.

Six skills all agents should have

1. Tactfulness

Depending on your personality, giving bad news can be a difficult. Real estate agents will need a bit of courage to tell an investor or homeowner that a property is too expensive. Or, you may need to admit a deal fell through despite your best efforts.

Tactfulness is the ability to say or do something without causing offense, and you'll need a lot of that as a real estate agent. Speak to your clients or stakeholders in a calm, professional way so as to not burn any bridges that could interfere with projects or relationships.

2. Communication

Although you'll sometimes need to be tactful, the rest of the time, you'll need to communicate in a focused, positive manner. There are many different aspects to communication that go beyond the spoken word, such as understanding pain points, being respectful, and uncovering issues.

However, understanding your client's body language is even more important. It's estimated that more than 70% of all communication is non-verbal, and people instinctively know when your tone of voice doesn't match your body language. It's vital to work on both aspects of communication.



3. Social Cues

Social cues are an extension of body language, but they're more culturally significant. Concepts like personal space, tone of text, eye contact, and choice of dress all convey the way a person wants you to treat them. For example, darting eyes confirm that someone is feeling anxious.

However, sometimes direct eye contact is considered rude in East Asian cultures. People with Autism or ADHD will fidget, but it doesn't mean they're uncomfortable. Either way, an impressive knowledge of social cues can help you land deals with more clients.

4. Active Listening

Without truly focusing on the speaker, you won't be able to engage with what they're saying. As a salesperson, agents must avoid interpreting or redirecting the conversation when their clients are voicing their concerns or home preferences.

To show interest in what's being said, smile at the person and keep your posture inviting. Crossing your arms, for example, will indicate to most people that you don't care. When having a difficult conversation, try to set aside your judgments and withhold your opinions.

5. Negotiation

It's impossible to be a good real estate agent without some degree of negotiation skills. At the same time, you're unlikely to be a good negotiator without active

listening, communication, and social cue skills, so you need to develop all of your language skills fully to sell well.

Real estate agents need to be quick on their feet and know how to perform objection handling to sell homes. Buyers agents need to negotiate a lower price for their clients and make sure all parties come to a win-win resolution. With practice, you'll be able to build rapport quickly.

6. Patience

Real estate agents are paid by commission, meaning they don't get a paycheck until the home is sold. That can cause a lot of agents to become impatient, but if they aren't careful, they could lose the sale. Through patience, the best agents will be able to wait out the process.

If you decide to specialize in commercial real estate or large housing developments, a sale could take years. From zoning to permits to construction, the process of developing land requires a lot of skill and patience if you want to make fewer mistakes and optimal returns.

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AFFILIATE SPOTLIGHT

Beach Neighbors

Beach Neighbors Spotlight is a full color Publication designed to help neighbors connect with each other with the concept of a HOA Newsletters although Santa Cruz is unique as we are all One Community. Beach Neighbors Spotlight is our Community's Publication.

Beach Neighbors offers a venue for families to reach out and connect and welcomes content from the Community to share information on resources, calendar of events, real estate stats, sports and more. The Publication for the Community by the Community is a Division of Best Version Media, which is the Parent Company Beach Neighbors Spotlight. With Hyperlocal Publications in over 1000 Cities across America and Every Province in Canada.

Beach Neighbors Spotlight is our Hyperlocal Publication with the Publishers, Writers, Photographers, and staff all living locally in Santa Cruz. The Publication is supported by Local Businesses referred to as Sponsors and is mailed to about 5000 Santa Cruz Homes each month and anyone may subscribe to the Publication for free.

The homes who receive this publication are in Santa Cruz County, and reach homes from the Harbor to Larkin Valley and include the 'Avenues', East Cliff, Pleasure Point, Capitola, Seacliff, Soquel, Rio del Mar, Aptos, La Selva Beach and Larkin Valley.

Content is provided by Sponsors and Residents as this is social media in Print.

- Each month a local resident is featured on the cover.
- Each publication includes relevant and treasured content for and by the Community.
- Exclusively Mailed Directly to the Home.

We offer a Multi Branding Campaign that includes Digital on Social Media, Google, and the Sports Website of BVM. This Branding Campaign gives the client the same look and feel as their ad in the Publication to enhance their Print Presence and add to the impact of the exposure. This Digital Branding Campaign is Geo-Targeted to the region the Publication is mailed.

Beach Neighbors Spotlight is in its 8th year of reaching Homes and helping local businesses stay connected with their Brand. We offer a slide show presentation with a 4-minute video that explains more about what we do and why it is so effective. Best Version Media is celebrating its 15th year and the success is proven. This year BVM will be mailing over 30 million copies of local Community Publications with positive, relevant, and helpful information across North America.

For information on Sponsorship, Marketing and Branding:

Contact:
Yvonne Lapre
831.789.7454
ylapre@bestversionmedia.com
BeachNeighbors.com



COVID Market Update

The outlook for the global and domestic macroeconomic environment has been clouded over the past week by rising geopolitical tensions in Eurasia. In addition, rising inflation and faltering mortgage applications have added to the turbulence of U.S. financial markets. However, despite these challenges, California's broader economy and its housing market are showing strength thus far in the face of rising headwinds. Home sales continue to exceed the pre-pandemic average, the market remains incredibly competitive, and active listings have finally started to rise in earnest in advance of the Spring homebuying season. We even had a brief reprieve on interest rates last week. There's no question that uncertainty has risen over the past 10 days, but the housing market continues to outperform expectations nonetheless.

“Despite the rapid rise in interest rates so far this year, existing home sales continue to hold up well.”

Active Listings Statewide Trending Up After Long Winter: After falling in absolute terms for 14 of the preceding 15 weeks leading into the new year, active listings have been rising in California in 7 out of the first 8 weeks of 2022. Last week, the total number of actives rose above 20,000 for the first time since Christmas and are approaching levels seen at the beginning of March 2021. If the trend continues, listings could rise on a year-to-year basis for the first time in more than two years in March, which will provide much needed inventory to potential homebuyers.

California Existing Home Sales Hold Up Despite Higher Rates: Despite the rapid rise in interest rates so far this year, existing home sales continue to hold up well. In fact, the first 4 weeks of February saw more homes close in California than during the same 4 weeks in January. Given that January's pace of sales was still roughly 5% above pre-pandemic levels, this suggests broader resiliency for the market. Sales are still down on a year-to-year basis from the nearly 15-year highs where the market began 2021, but maintaining or exceeding last month's level despite higher rates and still-depressed inventory levels is an encouraging sign that buyer demand remains relatively robust.

Mortgage Interest Rates Take a Breather Last Week: After rising precipitously during the first 6 weeks of 2022, the average 30-year fixed rate mortgage ticked down by 3 basis points in the latest Freddie Mac survey. This is only the second time in the past 10 weeks where rates have ebbed, and although the reprieve is expected to be temporary, it is welcome news for homebuyers looking to lock in current rates before they resume their uptrend. Fortunately, 10-year Treasuries also saw a small reduction in rates last week and with mortgage spreads having increased sharply since the uptrend began, the mortgage market may see rates climb more slowly when they do begin to rise—especially in light of the geopolitical issues discussed in more detail below.

Home Sellers Taking Property Tax Base with Them: Although official statistics from the State Board of Equalization and from individual county assessors is not expected to be available for some time, there are some preliminary indications that some homeowners are taking advantage of recently enacted changes to move to a new home without losing their Proposition 13-protected property tax base on their current home. A survey of more than 800 California REALTORS® conducted late last year showed roughly 30% had worked with a seller who has or will transfer their property tax base to another home. For nearly 1 out of 4 of those, the ability to transfer their property tax base was the motivating factor in the sale, which suggests that property tax portability could help to unlock some additional inventory in 2022.

Global Tensions a Double-Edged Sword for Economy: The recent conflict developing between Russia and the Ukraine will introduce competing economic and housing market impacts in the weeks and months ahead. On the downside, this will introduce more inflationary pressures as global oil supplies from Russia are impacted by sanctions. Increased financial market volatility is likely as well, which could introduce macroeconomic headwinds as consumer pull back from lost wealth and rising prices. On the other hand, global turmoil will likely increase demand for U.S. dollars and for U.S. Treasuries, which could alleviate some of the recent upward pressure on interest rates and could result in less domestic inflationary pressures.



NEW REALTORS®

Andrea Bicskel, Sherman & Boone REALTORS®
 Jonas Bond, Donner Land & Homes Inc
 Alex Budka, Redwood Property Company
 Daniel Budka, Redwood Property Company
 Maricruz Chapa, Coldwell Banker Realty
 Bailey Cotrona, Sol Property Advisors
 Lisa Curiel, Room Real Estate
 David Hayes, Anderson Christie, Inc.
 Ashkaan Hassan, A. Hassan Broker
 Marcos Hurst, Aldina Real Estate
 Glynnes Hutchins, eXp Realty
 Orang Kamkar, Room Real Estate
 Kristine Kent, David Lyng Real Estate
 Olivia Leibowitz, Bradfield & Associates
 Natalia Locatelli, eXp Realty
 Tina Mawla, Coldwell Banker Realty
 Dennise Mukhar, Sereno
 Max Nelson, Room Real Estate
 Nicholas Oliver, Redwood Property Company
 Tracy Riddle, eXp realty
 Larry Rock, Alliance Bay Funding
 Hannah Schultz Wilson, The DeBernardo Team
 Edgar Shahgeldian, eXp Realty
 Ashley Sidey, eXp Realty
 John Sosa Guaita, Coldwell Banker Residential Br.
 Tara Sweatt, Coldwell Banker Realty
 Lorianne Vierra, eXp Realty
 Mariah Wilkins, eXp Realty

TRANSFERS

Marc Attia, Room Real Estate
 Fantasia Bailey, Anderson Christie, Inc.
 Frank Barba, eXp Realty
 David Beccaria, David Beccaria, Broker
 Susan Bolster-Grant, Sotheby's Int'l Rlty
 Claudia Coto, Keller Williams Realty - SC
 Kari Falconer, Room Real Estate
 Michelle Fluent, Side, Inc.
 Angel Garcia, Montalvo Homes & Estates
 Francisco Garcia, Intero RE Services
 Lizbeth Garza, Coldwell Banker Carmel Rancho
 Aimee Thayer-Garcia, Montalvo Homes & Estates
 Virginia Gonzales, Bailey Properties, Inc.
 Kathryn Harrison, Coldwell Banker Realty
 Ashley Haut, Homestead RE
 Walter Heil, Room Real Estate
 Genevieve Jordan, Room Real Estate
 Kathryn Kinerson, The Turtlestone Group
 Michael Lavigne, Compass-Carmel

Tiffany Littlefield, Anew Elite
 Aurora Lowe, Sol Property Advisors
 Marcie McKearn, eXp Realty
 Vicente Mendez, RE MAX Gold
 Matthew Meyers, Bailey Properties, Inc.
 Danielle Orlando, Room Real Estate
 Erica Pittman, Sol Property Advisors
 Lupe Quintero, RF Real Estate
 Roy Ramirez, Sol Property Advisors
 Robert Ross, Ross Real Estate
 Alicia Sackett, eXp Realty
 Jose J Salas, Room Real Estate
 Barbara Samson, Miritz RE
 Jonathon Schot Martins, David Lyng Real Estate
 Sarah Spires, Sol Property Advisors
 Jessica Stone, Bailey Properties, Inc.
 Bruce Taylor, eXp Realty
 Chandler Townsend, Room Real Estate
 Kyle S. Webber, Bailey Properties, Inc.
 Amy Yarosz, eXp Realty
 Michael Young, Radius Agent

LIFROS

Michael Bargetto, eXp Realty
 Seth Baron, Century 21 Sandcastle
 Doreen Bergstrom, Century 21 Showcase
 Elissa Boyd, Anderson Christie, Inc.
 Taylor Brougham, Bradfield & Associates
 Denise Della Dora, Keller Williams Realty - SC
 Leopoldo Ferrell, Aldina Real Estate, Inc.
 Katherine Floriano, Century 21 Showcase
 Chelsea Hale, The Turtlestone Group
 Layla Hansen, Anderson Christie Inc.
 Bryon Jacobson, Bay Residential
 Sheila Koski, Monterey Bay Properties
 Glen Kramer, Bailey Properties, Inc.
 Landon Meyer, Anderson Christie, Inc.
 Jeanne Mulhern, Sol Property Advisors
 Emily Myall, Marini Locatelli Prop Mgmt.
 Yvonne Oliver, Bailey Properties, Inc.
 Susan Sanders, Monterey Bay Properties
 Derek Scranton, David Lyng Real Estate
 Ann Smeltzer, David Lyng Real Estate
 Alice Tarail, Ocean Street Realty
 Christopher Trowbridge, Keller Williams Realty - SC
 Terry Vierra, Century 21 Showcase

C.A.R. AND CA HOUSING ORGANIZATIONS ARE TAKING ACTION

C.A.R.'s Housing Affordability Fund (HAF), in partnership with Neighborhood Partnership Housing Services (NPHS), Richmond Neighborhood Housing Services (RNHS) and Neighborhood Housing Services of LA County (NHSLA), have joined efforts to close homeownership gaps that impact the state's underserved communities with the C.A.R. HAF Closing Cost Assistance Grant Program, which offers up to \$10,000 in closing costs.

RECENT CALIFORNIA HOMEOWNERSHIP RATES IN SOME UNDERSERVED COMMUNITIES:

CA HOMEOWNERSHIP RATE : 56%

BLACK: 37%

LATINO/HISPANIC: 46%

LGBTQ+ COMMUNITY: 41%*

*California rate based on US national 15% variance

These homeownership gaps aren't new and, for many groups, they're getting wider. Experts suggest that members of underserved communities have less generational wealth and therefore, have less funds available to purchase homes. This significantly affects homeownership rates in these communities.

Join in C.A.R. HAF's mission to increase homeownership opportunities for underserved communities by donating to the program directly at on.car.org/hafdonate.

ABOUT THE CLOSING COST ASSISTANCE GRANTS:

PURCHASED PROPERTY MUST BE A SINGLE-FAMILY RESIDENCE WITHOUT AFFORDABLE HOUSING DEED RESTRICTIONS

RECIPIENT MUST BE A FIRST-TIME HOMEBUYER FROM AN *UNDERSERVED COMMUNITY

RECIPIENT'S INCOME MUST BE NO MORE THAN 120% OF THE AREA MEDIAN INCOME ("AMI")

RECIPIENT MUST BE REPRESENTED BY A CA REALTOR® IN THE TRANSACTION

LEARN MORE ABOUT THE GRANT APPLICATION & OUR NEIGHBORHOOD PARTNERS AT on.car.org/hafclose



**"Underserved Community" includes: (i) people of color; (ii) persons who are homeless or otherwise experiencing housing instability; (iii) persons with disabilities (physical or mental), particularly persons living in housing with one or more qualities of an institutional setting, persons leaving institutions, or persons at-risk of institutionalization; (iv) persons living in impoverished areas or experiencing persistent poverty or inequality, including historical wealth disparities as compared to majority groups; and (v) lesbian, gay, bisexual, transgender, and queer (LGBTQ+) persons.

Santa Cruz County Housing Statistics

February 2022: Santa Cruz County - Single Family Residential

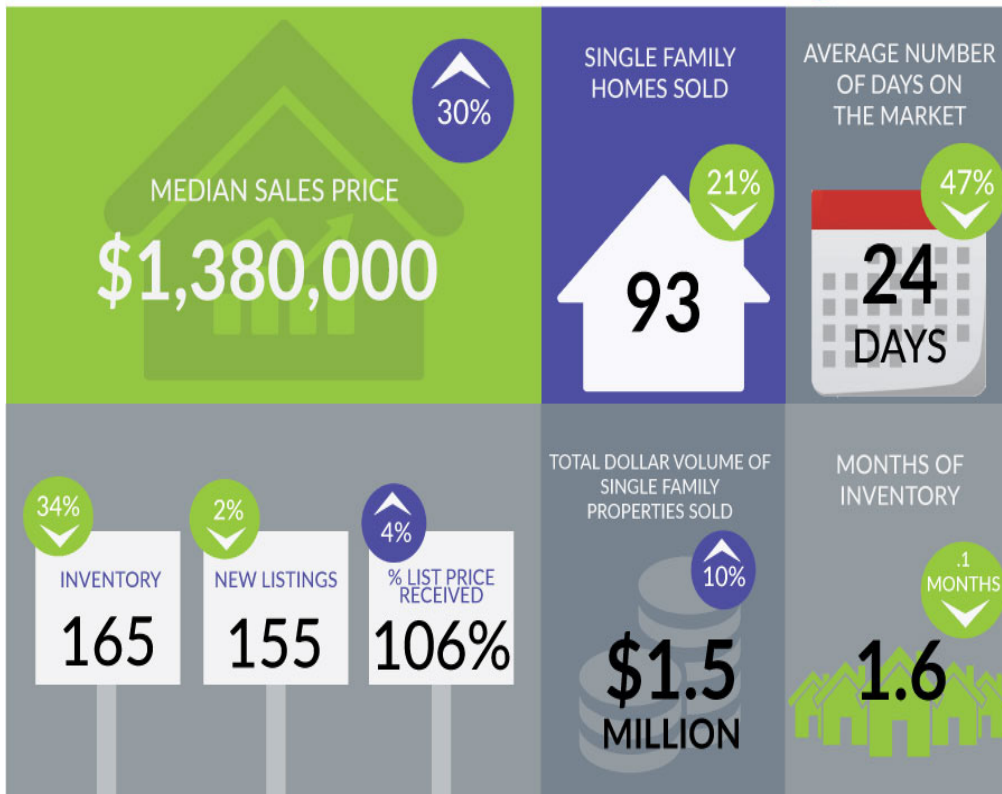
City	New	Inventory	Sold	Avg. DOM	Avg. Sale Price	Median Sale Price	Median \$/Sqft	% LP Rec'd	Sale Volume	Avg. Home Sq. Ft.	Avg. Lot Sq. Ft.	Months of Inventory
Aptos	18	18	16	17	\$1,992,000	\$1,627,500	\$831	105.0%	\$31,872,000	2,155	16,500	1.1
Ben Lomond	7	6	8	34	\$1,432,687	\$1,027,500	\$817	105.0%	\$11,461,500	1,658	97,438	1
Boulder Creek	13	16	4	56	\$753,775	\$790,500	\$613	102.0%	\$3,015,100	1,369	17,108	1.6
Brookdale	0	1	1	19	\$1,557,500	\$1,557,500	\$539	97.0%	\$1,557,500	2,888	73,878	1
Capitola	5	5	3	7	\$1,462,666	\$1,405,000	\$1,076	113.0%	\$4,388,000	1,140	3,252	1.7
Corralitos	2	3	0									
Felton	9	14	4	14	\$915,125	\$887,750	\$735	110.0%	\$3,660,500	1,560	130,016	2.6
Freedom	0	1	1	9	\$520,000	\$520,000	\$746	111.0%	\$520,000	697	2,222	1.5
La Selva Beach	2	2	2	7	\$2,769,000	\$2,769,000	\$1,334	135.0%	\$5,538,000	2,222	7,558	1.2
Los Gatos	7	11	6	39	\$1,503,833	\$1,511,500	\$702	98.0%	\$9,023,000	2,088	443,840	2.1
Santa Cruz	43	38	27	25	\$1,989,629	\$1,600,000	\$953	108.0%	\$53,720,000	2,127	11,484	1.3
Scotts Valley	10	10	4	12	\$1,537,500	\$1,515,000	\$728	108.0%	\$6,150,000	2,103	6,033	1.7
Soquel	5	5	3	3	\$1,410,000	\$1,550,000	\$615	104.0%	\$4,230,000	2,251	9,423	2.1
Watsonville	34	35	14	26	\$816,642	\$810,000	\$472	103.0%	\$11,433,000	1,817	6,263	2
Summary	155	165	93	21	\$ 1,435,412	\$1,511,500	\$735	108%	\$146,568,600	1,852	63,463	1.6

February 2022: 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	7	3	5	8	\$982,949	\$965,000	\$681	108%	\$4,914,748	1,518	1,601	0.6
Boulder Creek	3	2	2	0	\$518,500	\$518,500	\$483	100%	\$1,037,000	1,083		2
Capitola	4	1	5	6	\$812,100	\$769,000	\$717	107%	\$4,060,500	1,009	828	0.3
Freedom	0	6	0									
La Selva Beach	1	0	0									
Santa Cruz	8	11	0									
Scotts Valley	5	4	4	9	\$817,625	\$815,250	\$621	108%	\$3,270,500	1,274	1,118	1.7
Watsonville	6	5	2	4	\$1,078,750	\$1,078,750	\$935	109%	\$2,157,500	1,229	1,220	1.1
Summary	34	32	18	5	\$841,985	\$815,250	\$681	106%	\$ 15,440,248	1,223	1,192	1.1

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

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