

REALTOR® NEWSLETTER



HOUSE

W E E K E N D





PRESIDENT'S MESSAGE

Renee Mello, President

renee@reneemello.com

831-840-2479

What a wild ride it's been the last few years. We started with the pandemic in 2019 – 2020 which left many of us wondering how we were going to do business. Within a couple of weeks, it became clear that we were going to be able to sell Real Estate and it led to one of our better years.

2018 introduced Californians to something they hadn't seen in decades, devastating fires. November 9, 2018, a poorly maintained PG&E transmission line in the Feather River canyon failed during strong winds. The fire burned for two weeks and burned 153,336 acres, caused 85 fatalities, and displaced more than 50,000 people and destroyed more than 18,000 structures.

Then in August 2020, we were faced with our own devastating fire, the CZU Lightning Complex Fires. The fires destroyed 1,490 buildings including in the communities of Boulder Creek, Bonny

Doon, Swanton and Big Basin Redwoods state parks, where several historic buildings were destroyed.

Then on March 15, 2021, a settlement was reached by NAR satisfying a series of class action suits. The settlement was \$418 million and changed the way most agents did business. No longer would the seller be required to pay compensation. Buyer's agents would have separate contracts with their buyers stating what the Buyer's agent would be compensated. Up for negotiation was who would be paying the Buyer's Agent.

So why do I bring up what some could perceive as a negative history. It's because through both the personal disasters and business challenges our Association has been there to support and help their members get through it all. And we will be there as we continue to navigate these turbulent times.



Support from the Association includes:

Advocating for policies that support a thriving real estate market and protect property rights, while also prioritizing fire, flood and earthquake safety and disaster preparedness.

Provide our members with education, resources, and tools they need to navigate the complexities of today’s market.

Strengthen our commitment to diversity, equity and inclusion ensuring that all members feel valued and respected within SCCAR.

I encourage each of you to actively participate with SCCAR. Attend our events and classes, participate in our committees, and share your valuable insights. Together we can build a stronger, more successful future for our members and the communities.

Looking forward to engaging with you.



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THE VOTES HAVE BEEN COUNTED!

WELCOME TO OUR NEWLY ELECTED 2026 LEADERS



NICK BAILEY
2026 PRESIDENT ELECT



DAVID WEBB
2026 SECRETARY/
TREASURER

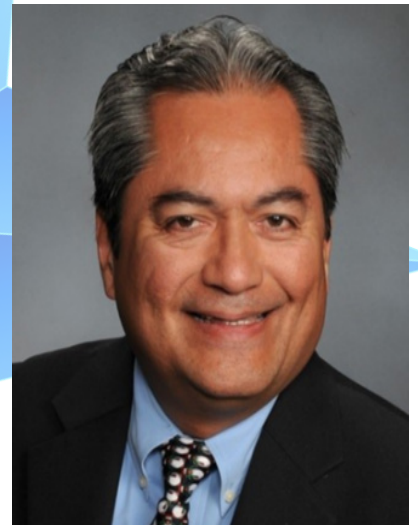
The 2026 SCCAR Officers and Directors were voted in at our General Membership Election and Meeting held in June. Welcome aboard to our 2026 Leadership Team, it's going to be a fantastic year with you at the helm!



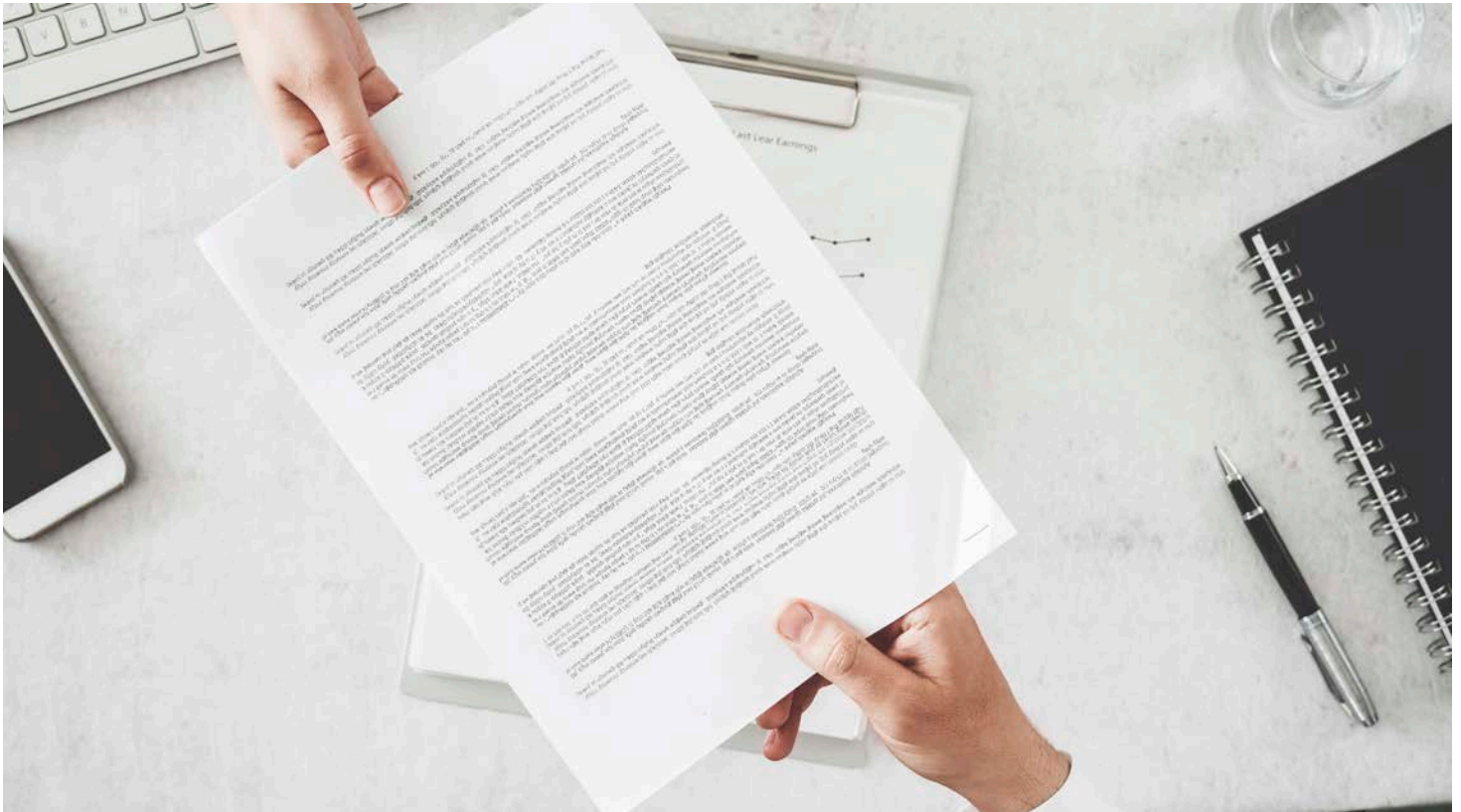
PETE EUBANK
2026 DIRECTOR



VALERIE MISHKIN
2026 DIRECTOR



DANA SALES
2026 DIRECTOR

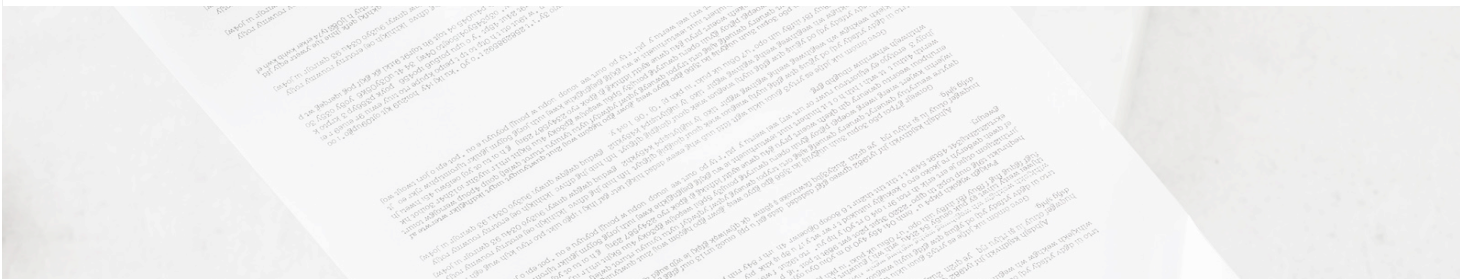


REVISED DISCLOSURE ADVISORY

The Santa Cruz County Disclosure & Disclaimers Advisory has been revised as of May 16, 2025! NEW - The Point of Sale items are conveniently highlighted in red.

This Advisory is intended for use in Santa Cruz County, including all cities and unincorporated areas of the County. Please read it carefully along with any local Advisories or local disclosures and Seller or Agent Disclosures relating to the Property.

Find the Advisory on our website <https://mysccar.org/wpress/local-disclosures>.



Diversity Equity Inclusion Calendar

July

July is Disability Pride Month, celebrating the achievements and contributions of people with disabilities. This month also includes significant cultural and national observances that promote equality and inclusion.

- 4 US Independence Day**
Celebrates the independence of the United States.
- 9 Baha'i: Martyrdom of the Bab**
Commemorates the execution of the Baha'i co-founder.
- 14 LGBTQ+: International Non-Binary People's Day**
Raises awareness of non-binary gender identities.
- 18 UN: Nelson Mandela International Day**
Honors the legacy of Nelson Mandela and promotes global peace.

- 24 Church of Jesus Christ of Latter-day Saints: Pioneer Day**
Commemorates the arrival of the first Mormon pioneers in Utah.

August

August is Intersectionality Awareness Month, highlighting the interconnected nature of social categorizations such as race, class, and gender. This month features events that promote understanding and advocacy for diverse and intersecting identities.

- 9 UN: International Day of the World's Indigenous People**
Celebrates the cultures and contributions of Indigenous peoples worldwide.
- 19 UN: World Humanitarian Day**
Honors humanitarian workers and advocates for those affected by crises.
- 21 Jain: Paryushana begins**
Marks the beginning of an important Jain festival focused on fasting and forgiveness.
- 26 US: Women's Equality Day**
Commemorates the certification of the 19th Amendment granting women the right to vote.
- 27 Hindu: Ganesh Chaturthi**
Celebrates the birth of Lord Ganesha.

September

September celebrates Hispanic Heritage Month, recognizing the contributions and influence of Hispanic Americans to the history, culture, and achievements of the United States. This month also includes observances that promote mental health, safety, and equality.

- 10 World Suicide Prevention Day**
Raises awareness about suicide prevention.
- 11 US: Patriot Day**
Remembers the victims of the September 11 attacks.

- 15 World Afro Day**
Celebrates Afro hair and the cultural significance behind it.
- 18 UN: International Equal Pay Day**
Promotes the fight for equal pay for equal work.
- 23 UN: International Day of Sign Languages**
Celebrates sign languages and their importance for deaf communities.

TOGETHER



UPCOMING EVENTS & EDUCATION - Register online at mysccar.org

JULY 11

**Architecture
101**

JULY 18

**County
Education
Report**

JULY 19

**Open House
Weekend**

July 20

**Open House
Weekend**

AUG 5

**eKey Basic
& Pro Training**

AUG 15

**Navigating
ADU Policies**

AUG 20

**REALTOR
TOOLBOX**

AUG 29

**HOA
Awareness**

SEP 19

**Charity Golf
Tournament**

SEP 3

**Agent Boot
Camp Begins**

SEP 26

**Supra Showing
Essentials**

SEP 26

**Water
Resources**

Architecture 101 for REALTORS



Get a crash course in local residential construction—from framing to foundations, styles to systems. Gain the know-how to confidently guide clients through every step of the home buying or selling process.

Friday, July 11, 2025
9:30 – 11 AM

SCCAR Office, 2525 Main St. Soquel

*Instructor: Ed Reyes with EMR
Homeworks LLC.*



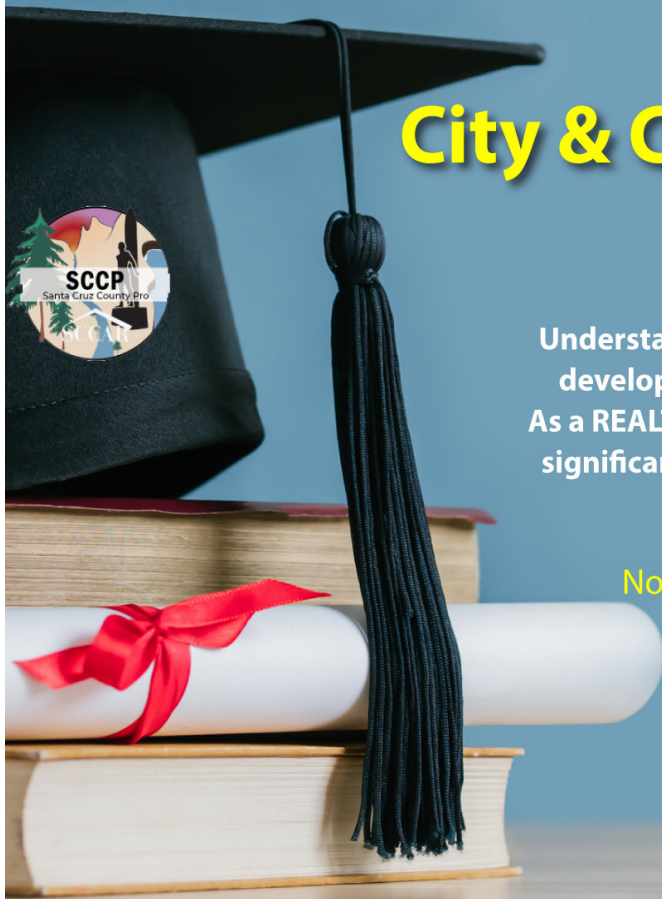
City & County Education Report

Friday, July 18, 2025
9:30 - 11AM via Zoom

Understanding local schools and staying updated on county-wide developments can be a game-changer for you and your clients. As a REALTOR®, having in-depth knowledge of our local schools can significantly enhance your ability to serve your clients effectively.

Register @ mysccar.org
Non SCCP Series members \$20, Nonmembers \$30

Speaker:
**Faris Sabbah, County
Superintendent of Schools**



NEW AFFILIATE SPOTLIGHT SHINES A LIGHT ON ADU'S



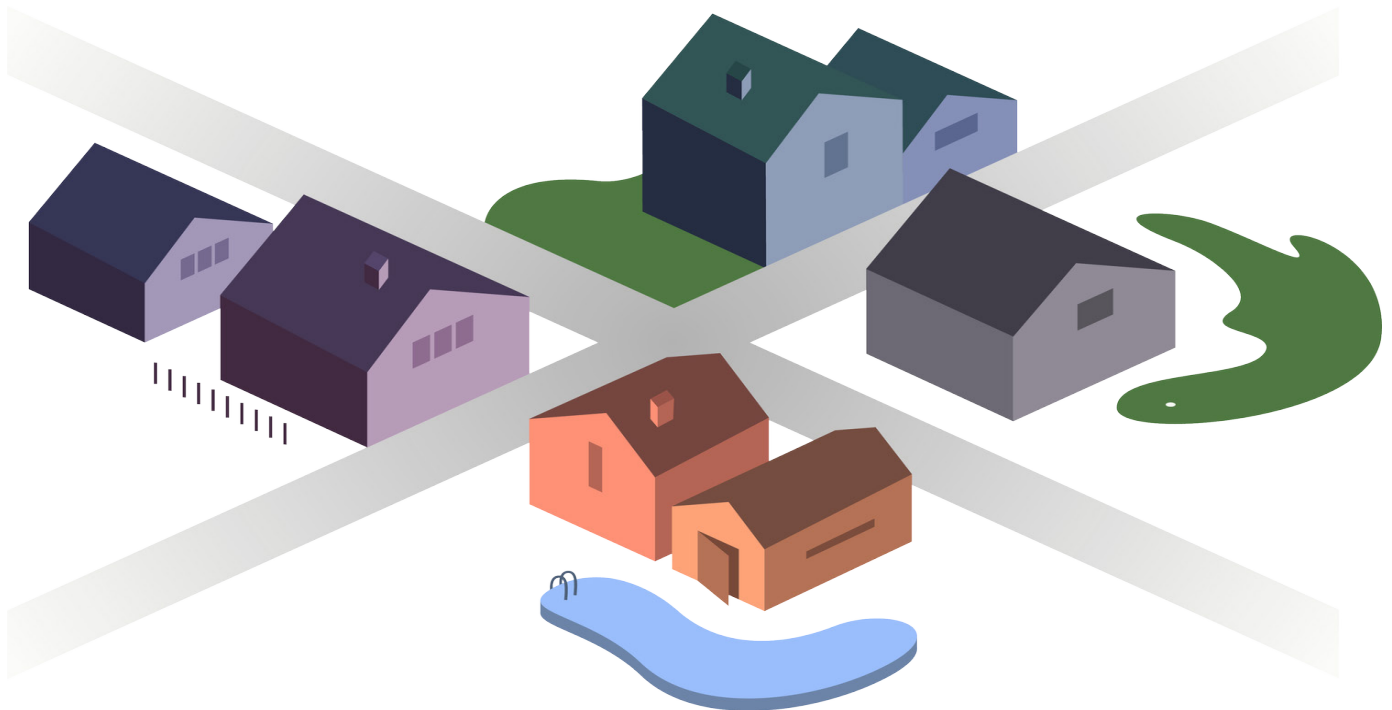
Emre Turanalp
emre@hoadu.com
925.206.0195
hoadu.com

Emre is the CEO of Hoadu Consulting, specializing in transforming ADUs into sellable properties through what's called "ADU condominium conversions."

In recent months, the City of Santa Cruz adopted AB 1033, allowing homeowners to sell ADUs separately from their primary homes. ADUs -now able to be treated as standalone homes- hold real value.

Homeowners can realize partial equity from their property and put that value to use. Meanwhile, buyers face a lower barrier to entry into homeownership.

Hoadu Consulting is a valuable resource for REALTORS® in Santa Cruz, helping your ADU-owner clients make their ADUs legally sellable.



THANK YOU

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MREP events are made possible thanks to the generous support of our sponsors—and most are free to attend because of them! Be sure to check them out and explore their services!

How AI is Giving REALTORS® the Edge in a Competitive Market

Artificial Intelligence (AI) isn't just the future—it's transforming real estate today. From time-saving automations to instant content creation and seamless client communications, AI tools are becoming indispensable in every REALTOR®'s toolkit.

But with every new technology comes a learning curve. Some agents are diving in head-first, while others remain hesitant—unsure of its authenticity, reliability or the investment required to learn it. And a few still picture it as "Skynet" from the movies.

These hesitations are understandable. AI isn't perfect, and it can feel impersonal if not used thoughtfully and overseen by a human element. But, when harnessed strategically, it can boost productivity, sharpen insights and streamline tasks—all without replacing the personal connection at the heart of real estate. [Learn what agents are using AI for](#) and how RPR's AI-powered tools can help you "wow" more clients and close more deals.





OPEN HOUSE WEEKEND

**SATURDAY & SUNDAY
JULY 19 & 20, 2025**

WHAT

Mark your calendars and join REALTORS® across Santa Cruz County for the grandest Open House Weekend of the year!

WHO

SCCAR organizes the weekend to unite REALTORS®, hosting over 100 open houses and engaging consumers on the benefits of homeownership.

WHY

This event offers buyers a stress-free way to visit homes for sale in various neighborhoods and provides sellers a high-visibility opportunity to promote traffic and drive home sales!

WHAT CONSUMERS WILL BE LOOKING FOR:

- » Your property listed on MYSCCAR.org*
- » Event Signage (provided by SCCAR)

* Must be listed on MLS open house section

Learn how to participate & find discounts on advertising at mysccar.org/wpress/SCCOHW

ARE

INSPECTIONS

ENVIRONMENTAL CONSULTING



ARE Inspections offers various inspection and testing services to cover all of your indoor environmental concerns.

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Contact Owner Kevin Corr
831-227-0805 | areinspection.com
kevin@areinspections.com



Navigating Santa Cruz ADU Policies: City & County Insights

Friday, August 15, 2025

9:30 - 11 AM | Zoom 



SPEAKERS:
 Jerry Busch, Planner IV, County of Santa Cruz
 Clara Stanger, Senior Planner, City of Santa Cruz



>> Mark Your Calendars! <<

REALTOR[®] TOOLBOX

Find the tools to help you simplify and streamline your real estate career!

Enjoy appetizers, drinks available for purchase, and

WIN a \$50 Gift Card!



Wed., August 20, 2025

4 - 6 PM

Seabright Social

Water Resources: Planning & Availability

Learn about long range water availability issues, minimum requirements for water availability, sewage disposal & treatment issues that we will be facing in the future and much more.

Speaker:

Sierra Ryan, *Water Resources Manager for Santa Cruz County*

Melanie Mow Schumacher, *General Manager for Soquel Water District*

Friday, September 26, 2025

9:30 - 11 AM via Zoom

\$20 Register fee for non SCCP members



BUSINESS PLANNING

DISCLOSURE & CONTRACTS

WORKING WITH SELLERS

FUNDAMENTALS OF LOANS

WORKING WITH BUYERS

Agent Boot Camp Training Series

This 5-part Training Series is perfect for new and seasoned agents, offering essential knowledge and confidence for a successful real estate career. Gain or refresh your skills with classes on Business Planning, Disclosures, Working with Buyers & Sellers, and Loan Fundamentals—all in one month!

2025 Schedule

Business Planning (1)

September 3

9 AM – 12 PM

Instructor: Paul Bailey,
Bailey Properties, Inc.

Topics: Time management, conquering accountability, where business comes from and developing your own Vision Statement

Fundamentals of Loans – From Prequalifying to Close (2)

September 5

9 AM – 12 PM

Instructors: Tai Boutell,
Santa Cruz Lending Group

Topics: Application to prequal to pre approval to approval, loan programs including ARM's, and first time buyers, Interest rates, forecast/economic factors, Lender Lingo & insurance

Working with Buyers (3)

September 10

9 AM – 12 PM

Instructors: Pete Eubank,
Room Real Estate

Topics: How to find buyers and what to do with them once you have one. Negotiation, lead gen, contracts, disclosures in practice and timelines.

Working with Sellers (4)

September 12

9 AM – 12 PM

Instructor: Greg Mann,
Coldwell Banker Realty

Topics: Listing Agreement review, explain compensation, disclosures and contracts in practice, marketing and proper advertising. Listing presentations and value add (why should the choose you?)

Disclosures & Contracts (5)

September 17

9 AM – 12 PM

Instructors: Renee Mello,
Keller Williams Thrive

Topics: Over of the RPA (Residential Purchase Agreement) as it related to mandatory disclosures and contractual timeframes; specifically the Transfer Disclosure Statement (TDS) and Seller Property Questionnaire (SBQ).

Sign Up!

Pricing: Save and sign up for the whole series price for \$110!

Individual classes: \$30

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



Ripple effect: The Unseen Influence of Your Real Estate Work

The next time you're questioning your effort and your impact, coach Darryl Davis writes, look at the ripple effect of all you do and the lives you touch

In the hustle of daily life, it's easy to lose sight of just how powerful and essential you are as a real estate professional. Are you feeling undervalued, overwhelmed or disconnected from the bigger impact of your work? Maybe you wake up, check your emails, return calls, set up listings, negotiate deals and hustle to make things happen for your clients, but it feels like you aren't making a difference.

Let me remind you of something — what you do is bigger than just you. It's bigger than just one home sale or one closed transaction. What you do sends ripples through the world, affecting dozens — no, hundreds — of lives with just a single deal.

The Chain Reaction of a Single Transaction

Let's break it down.

When a house goes on the market, the impact begins immediately. The moment you take that listing or help a buyer find their dream home, an entire network of professionals jumps into action. Photographers, videographers and stagers help showcase the property. The MLS system processes the listing, and the people working behind the scenes at the MLS ensure it's up and running smoothly.

Then comes the appraiser, the home inspector and the contractors making necessary repairs. That's just the beginning.

Now think about the painters freshening up a home, the landscapers boosting curb appeal, the house cleaners ensuring everything shines. Movers step in to transport families to their next chapter.

Loan officers, underwriters, title companies, attorneys and insurance agents all play their roles, each earning a living from that one transaction. Every single person involved supports their family with the income they earn, thanks to the ripple effect of your work.

The Ripple Expands Further

The marketing teams designing brochures and ads. The sign company crafting the For Sale sign. The surveyor ensuring boundaries are set. If the home was staged with rented furniture, that's another business benefiting. Once the home sells, utility companies gain a new customer, local restaurants welcome a new family and storage facilities provide solutions for transitions. The city and county clerk's office process paperwork, generating revenue for public services. Even the neighbors are affected — new faces in the community mean new relationships, new stories and new beginnings.

And let's not forget the emotional and social impact.

You're not just selling a house. You're helping a family find a home where memories will be made, where children will take their first steps, where celebrations will happen and where lives will be lived.

You're guiding sellers through a transition, whether it's upgrading, downsizing or moving forward after a major life change. Every decision, every negotiation and every conversation carry weight beyond the immediate sale. It shapes futures.

Real Estate as a Force for Good

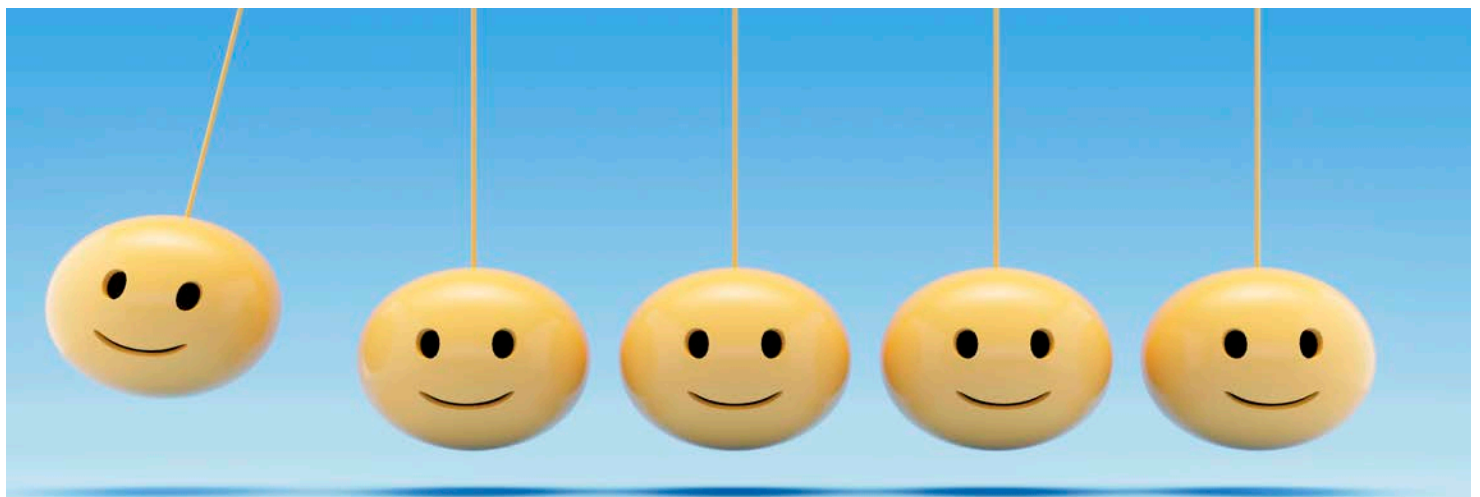
Every real estate transaction you touch is a ripple that spreads outward, changing lives in ways you may never see. I get it — some days are tough. Deals fall through, clients get difficult, the market shifts. It's easy to get

caught up in your own challenges, focusing on the to-do lists, the numbers and the commission checks. But when you remember the bigger picture, when you recognize how many people are impacted by your success, it changes the game.

Your work isn't just about you — it's about the hundreds of people who rely on you, directly and indirectly.

So, the next time you're feeling frustrated, the next time you're questioning whether all the effort is worth it, take a step back. See the bigger impact. Feel the ripple effect of what you do and let that energy push you forward to your next level.

Darryl Davis is the CEO of Darryl Davis Seminars. Connect with him on Facebook or YouTube. [ay never even see.](#)





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SCCAR'S ANNUAL CHARITY GOLF TOURNAMENT

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FRIDAY, SEPTEMBER 19, 2025
SPRING HILLS GOLF COURSE

FIND PLAYER INFO AND SPONSOR INFORMATION
USING THE CODE BELOW





We are proud to recognize the following members for earning the Professional Certificate in Local Government & Community: Partnering for Success from Pepperdine University's Davenport Institute for Public Engagement & Civic Leadership.



Jennifer Watson,
Christie's Int'l R.E. Sereno



Valerie Mishkin,
Bailey Properties, Inc.



Danette Lawrence,
Bailey Properties, Inc.

**SAVE THE
DATE**

SCCAR HOLIDAY
OPEN HOUSE
DECEMBER 10, 2025



Santa Cruz County Housing Statistics

May 2025: 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	42	82	14	18	\$2,038,785	\$1,676,500	\$839	101%	\$28,543,000	2,090	28,383	5.1
Ben Lomond	9	16	7	39	\$920,566	\$939,000	\$654	95%	\$6,443,964	1,406	30,007	2.5
Boulder Creek	24	66	6	28	\$821,666	\$625,000	\$570	101%	\$4,930,000	1,614	85,465	7.6
Brookdale	1	4	0									
Capitola	9	19	4	22	\$2,669,500	\$2,526,500	\$1,391	102%	\$10,678,000	1,832	5,020	5.7
Corralitos	6	9	0									
Davenport	1	1	0									
Felton	16	31	14	31	\$884,642	\$875,000	\$733	101%	\$12,385,000	1,472	52,548	3.7
Freedom	3	3	1	7	\$820,000	\$820,000	\$506	98%	\$820,000	1,621	6,534	9
La Selva Beach	4	9	2	113	\$1,445,000	\$1,445,000	\$642	97%	\$2,890,000	2,336	13,046	5.4
Los Gatos	18	42	6	29	\$1,717,666	\$1,622,500	\$686	98%	\$10,306,000	2,507	117,191	6.3
Mount Hermon	1	2	0									
Santa Cruz	85	125	45	21	\$1,784,986	\$1,600,000	\$902	100%	\$80,324,402	2,060	107,993	3.4
Scotts Valley	18	34	3	2	\$1,264,666	\$1,350,000	\$792	99%	\$3,794,000	1,579	31,799	4.4
Soquel	12	23	6	14	\$1,406,500	\$1,372,000	\$811	100%	\$8,439,000	1,637	95,861	3.8
Watsonville	30	57	16	27	\$1,059,875	\$942,000	\$556	101%	\$16,958,000	1,867	24,135	4.3
Summary	279	523	124	29	\$ 1,402,821	\$1,361,000	\$710	99%	\$186,511,366	1,835	49,832	5.1

May 2025: 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	15	37	7	66	\$1,053,857	\$1,040,000	\$654.00	93%	\$7,377,000	1,595	1,431	5
Boulder Creek	0	5	0									
Capitola	7	13	5	22	\$744,120	\$625,000	\$724.00	100%	\$3,720,600	972	839	3.5
La Selva Beach	2	4	1	29	\$2,103,750	\$2,103,750	\$1,414.00	84%	\$2,103,750	1,488		6
Santa Cruz	15	41	12	83	\$775,758	\$789,500	\$715.00	100%	\$9,309,100	1,046	1,089	3.8
Scotts Valley	3	15	4	44	\$812,499	\$760,000	\$557.00	98%	\$3,249,999	1,514	1,147	4.1
Seacliff	2	2	0									
Soquel	3	2	0									
Watsonville	8	31	5	28	\$639,400	\$702,000	\$469.00	100%	\$3,197,000	1,410	1,641	10.3
Summary	55	150	34	45	\$1,021,564	\$774,750	\$685	96%	\$ 28,957,449	1,338	1,229	5.5

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

Market Minute

June 23, 2025 – The Fed decided to keep rates unchanged at the June FOMC meeting but signaled that the central bank could cut its policy rate by 50 basis points before the end of 2025. Without a lift from rate cuts since late last year, the housing market has remained soft with sales dropping to a four-month in May due partly to lingering economic uncertainty. The state’s median home price also declined for the first time in 23 months. Meanwhile, consumer spending saw a sharp decline last month and could dampen further due to tariffs concerns and the latest conflict in the Middle East. As a result, the market may remain slow in the short term before picking up later this summer.

[Read more](#)



Report as of

June 2025



California Latest Market Data

How the market is doing*



+Daily Average for week ending June 21, 2025

518

Closed Sales per day+



533

Pending Sales per day+



801

New Listings per day+



How REALTORS® did in the previous week**



12.1%

24.6%

Closed a sale



-0.4%

13.8%

Entered escrow



10.0%

33.8%

Listed a property

What REALTORS® think will happen in the week ahead**



-4.1%

23.4%

Sales will be **up**

-9.4%

9.4%

Prices will be **up**

3.7%

46.9%

Listings will be **up**

*Data based on weekly statistics collected from MLSs across California.
**Survey results collected at start of the current quarter.

Bigger Blue font represents share of survey respondents
Smaller font (green/red) reflects % change from previous quarter

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