

REALTOR[®]

Your local association news source



Professional Education

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ANNUAL ELECTION!

Online voting opens
July 12, 2021!
More info on page 6

PRESIDENT'S MESSAGE

The Benefits of Lifelong Learning

The world we live in is changing rapidly. Technology is evolving daily, and if the recent pandemic has taught us anything, it is that we need to be able learn and adapt to new ways of doing business if we are to remain relevant and thrive in the months, years and decades to come. Who could have imagined the tectonic shifts that were on the horizon two short years ago? As REALTORS, it is incumbent upon us as individuals and as real estate professionals to meet the challenge of change and show up as our best versions of ourselves for our clients and our communities. One way to thrive and excel is through continuing education and lifelong learning.

When people ask me what I value most about my profession, one of the first things that comes to mind, is that real estate provides the framework and the resources for continual personal growth and professional development. The best of the best in our industry are com-

cont'd on page 2



Pete Cullen
2021 SCCAR President
Bailey Properties

President's Message Cont'd

mitted to staying abreast of the latest trends, technology, and innovative solutions available. The great news is that there are countless resources at our fingertips that are just a mouse click away. As we move into the post pandemic landscape, in person classes, seminars, conferences, networking opportunities and in person synergy groups all offer great opportunities to interact with our peers and learn and grow. I encourage everyone in our profession to take full advantage of these resources as they become available.

We are blessed to have here at our Santa Cruz County Association of REALTORS® an engaged and creative Education Committee which has tasked itself with giving you, our members, great classes as a member benefit. Additionally, C.A.R. & NAR offer countless classes, designations and certifications to help you stand out from the pack and clearly define your unique value proposition as educated and informed REALTORS®. I strongly encourage everyone in our Association to take advantage of these member benefits.

How are you spending your time? When I grew up it was television, now it is screen time on phones, tablets and computers. The statistics are compelling and most of us spend a fair amount of time on social media and following the latest news stories being pumped out by the online media outlets. My suggestion is to carve out some time to work on yourself through education and personal and professional development. Turn off the phone and your other weapons of mass distraction and read a book or take a class. Through literature, we have access to the greatest minds that have ever lived. Invest in yourself. There is no better investment of time and energy. Learning is a high leverage activity that pays tremendous dividends to those who are willing to make the commitment to invest in themselves.

Finally, consider teaching and sharing your knowledge. The best way to learn is to teach. Is there an industry topic you are passionate about or an area in which you have specific expertise? Reach out to our Education Committee with an idea for a class or panel, we are always looking for new ideas for classes and panels. What class would you love to teach? And as a final thought, I love this quote from one of my mentors, and Brian Buffini's business partner, Joe Niego, who likes to remind us that "Education without implementation is merely entertainment ...". I look forward to seeing you at an upcoming class, seminar or event.

With Gratitude, Your President Pete Cullen

*With Gratitude and Appreciation,
Your 2021 President, Pete Cullen*



Invest in yourself. There is no better investment of time and energy.



Ace Woods, Dream Catch Properties and Christine Pini, David Lyng Real Estate join a special group of members whose support helps protect private property rights and our business. Welcome to the SCCAR Centennial Club Ace and Christine! Learn how you can be part of the club and help protect your business!

ANGEL INVESTOR Thank you!

It with much gratitude that the Santa Cruz County Association of REALTORS® Housing Foundation recognizes Nick Torres, Sherman and Boone REALTORS for his very generous donation to the Foundation through our Escrow Contribution Program. It is with contributions such as his that we are able to help low income first time homebuyers in our community achieve the dream of homeownership.

For more information on how to donate and about our Escrow Contribution Program, please visit www.sccarhf.org.



SCCAR Annual Charity Golf & Cornhole Tournament

Friday, September 24, 2021
DeLaveaga Golf Course

401 Upper Park Road
Santa Cruz, CA 95065

10:30 AM - 6 PM



Benefitting:



Come out and play with us! Our Annual Charity Golf & Cornhole Tournament is back! Get your teams together to enjoy a full day of golf that includes, green fees, cart, lunch and dinner. In the mood for something different? Take part in our Cornhole Tournament which also includes dinner. Either way you go, a super good time will be had while helping our community members in need! Don't worry if you don't have a team - sign up for either tournament and we'll pair you up.

This year's theme is **"Battle of the Bands!"** Show your band pride by dressing up and if your a hole sponsor, decorating accordingly. We know our members won't disappoint!

Player Pricing

Golf per player

\$155 until July 30, \$165 in August and \$175 after. Save some \$\$ by signing up now!

Cornhole per player:

\$55 until August 16, \$65 after

Additional dinners can be purchased for your non playing guests or family for \$45.

Sign up online at www.mysccar.org

Take your support to the next level!

BATTLE OF THE BANDS

SPONSORSHIP LEVELS

Grammy Award Winner - \$2,500

Named as event co-sponsor with SCCAR
Included on all advertising
4-some of golf (\$600 value)
Mention in announcements at event
4 Super Ticket Packages (\$200 value)

VIP - \$1000

Included on all advertising
4-some of golf (\$600 value)
Mention in announcements at event

Back Stage Pass- \$500

2-some golf
Company name included on all advertising

Air Guitar Hero - \$500

Your company signage on all carts

Autograph (2) - \$300

Beverage Station Sponsor
Signage and staff at station

Rock Star - Hole sponsor \$250

Listed on hole sponsor list (entry in Battle of the Band contest for best hole decor)

Solo Artist - \$250

Water bottle sponsor (company name placed on bottles by sponsor)

Super Ticket Package - \$50

1 Mulligan, 10 raffle tickets, drink coupon

Contact Andrea Harbert for more information:
aharbert@mysccar.org or 831-464-2000

Proceeds Benefit





SCCAR 2022 Election Notice

Online Voting Begins July 21!

The mission of the Santa Cruz County Association of REALTORS® is to foster a collaborative community that enhances professionalism and integrity while advocating for home ownership, housing and private property rights. This goal can only be met with your involvement and support; this begins with your vote in the annual election of Officers and Directors. Our slate of nominees consist of members who have agreed to volunteer their time and talents to address the evolving issues we face as REALTORS®.

Cast your vote during our online election process from July 12-21, 2021. REALTOR® members in good standing will receive an email on July 12 with voting instructions and election materials.*

* If you would like a paper copy of the materials, please contact SCCAR at 831-464-2000.

Nominations by petition need to be received by July 6, 2021 to be included on the ballot. Please contact Kathy Hartman, CEO of SCCAR, for more information on the petition process.

The SCCAR Nominating Committee has selected the following candidates for 2022 Officers and Directors:

President-elect

(1 year – automatically ascends to President)

Jennifer Watson, Sereno Group



Secretary/Treasurer

(1 year)

Jordan Thorpe,
Keller Williams Realty - SC



Immediate Past President

Pete Cullen, Bailey Properties



Directors (3 year term)

Greg Lukina, David Lyng Real Estate
Mary Thomas, Bardfied & Associates
Randy Turnquist, Century 21 MM

EXPLODING THE NO-INVENTORY MYTH

by Larry Kendall, author of "Ninja Selling"

Ask any sales associate, "How's the market?" and most will reply, "There's no inventory." Let's look at the facts. In his latest market update, Dr. Lawrence Yun, Chief Economist of the National Association of Realtors, reports that 2021 home sales are on pace to beat last year's hot market by 10%. How can we have record setting home sales if there is no inventory? There is inventory—just not standing inventory.

In most markets, new listings are strong (as strong as last year), but sales are stronger. There is inventory, but it's selling so quickly that there is little standing inventory. Houses come on the market and are sold in a matter of days – or hours. Some sell before they even hit the market. Being able to move at the speed of the market is a key success factor today.

Here are five tips for success in today's hot seller's market:

1. Mindset. Shift your mindset to "There is inventory. I just need to find it." The reticular formation of the brain is a filtering and focusing device. If you continually tell yourself there is no inventory, this part of your brain will make sure you don't see it. Instead, program your brain to look for inventory, and you'll see more of it.

2. Go slow to go fast. Take the time upfront for the buyer counseling interview. Prepare your buyers to move at the speed of the market. Have them ready to go with verification of funds and pre-approvals for their loan. Counsel them on the five negotiating points of a contract so they can write an offer that wins. An hour of preparation with a buyer upfront can save days or weeks of frustration on the back end. More importantly, they have a better chance of getting the home they want.

3. Widen your search criteria. Many buyers seem to be looking for their forever home, and they want it perfect—very specific location, features, condi-

tion, and price. When you load these criteria into an MLS search, you will often get no results. The specific house they just described simply doesn't exist. The conclusion: There's no inventory.

Widen your geographic search and solve for price, i.e., leave the price blank and see what the buyer will have to pay to get the house they want. An associate recently complained that there's no inventory for their buyer in a specific neighborhood. I had them solve for price and there were five homes available that had been screened out by an unrealistically low-price criterion. When we expanded the geographic search to the zip code (versus just the neighborhood), there were 17 listings available—so much for the no-inventory mythology.

4. Pay attention! This is a market for the professional – not the hobbyist. Every day, your mission is to find inventory. Search your hot lists and warm lists, attend Coming Soon sessions in your company, conduct real estate reviews, contact out-of-town owners, call expired listings from two years ago, and connect with your relationships. Stay focused and relentless in your search for inventory. Then, have your buyers prepared to move at the speed of business.

5. Negotiate like a Ninja. Master the five negotiating points of a real estate contract—Price, Terms, Inclusions/ Exclusions, Dates (Closing & Possession) and Contingencies. Help your buyers write contracts that win and protect your sellers from contract cancellations. The multiple offers and bidding wars grab the headlines and the imaginations of the marketplace. But, there's still inventory if you look for it. Are you focused on finding it? The best properties have a very short shelf life. Are you prepared to move at the speed of the market?

Education & Event Highlights

Find a complete line up of classes on our website at mysccar.org

July 14: Fire Safety & Prevention Panel

Speakers: Daisy Allen, Senior Planner County of Santa Cruz & Breanna Sherman, Associate Planner City of Santa Cruz

July 21: Cybersecurity & Real Estate in the New Reality

A critical element in doing business in today's post-COVID-19 landscape is the ability to do so safely. Protecting yours and your client's data and privacy is crucial. Get up to speed on the latest threats and learn how to protect yourself, your clients and your company from a top-notch speaker from the National Association of REALTORS.

August 5: Real Estate Revive!

For the 9th year in a row, the lineup for the Real Estate REvive Virtual Conference on Aug. 5, 2021 is already shaping up to include a fantastic group of internationally-known speakers. The live stream will take place at our office.

#edcomm

Fire Safety & Prevention Panel

Wed., July 14, 2021
9:30 - 11 AM via Zoom

Speakers:

- > Boulder Creek Fire Chief, Mark Bingham
- > Asst. Chief Ben Lomond Fire Dept., Mike Ayers
- > Central District Fire Marshal, Mike DeMars
- > CAL FIRE Staff Chief of Wildfire Planning and Engineering Division, Steve Hawks

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 NATIONAL ASSOCIATION OF REALTORS®

THURSDAY, AUGUST 5, 2021

Real Estate REvive!

COAST 2 COAST VIRTUAL CONFERENCE



LEIGH BROWN
REvive Host, Author, Broker-Coach



ROBERT HAHN
"The Notorious R.O.B."
7DS Associates Managing Partner



KATIE LANCE
CEO and Co-Founder of Katie Lance Consulting & nationally known speaker



GUY GAL
CEO & Co-founder of Side, a real estate technology co.



JESSICA LAUTZ
N.A.R. VP of Demographics & Behavioral Insights



CALEB INMAN
CEO of ClimateCheck, Real Estate Developer



KATIE JOHNSON
N.A.R. General Counsel & Chief Member Experience Officer



SAM DEBORD
CEO of Real Estate Standards Organization (RESO)



CLELIA WARBURG PETERS
President of Warburg Realty, co-founder of MetaProp, a PropTech accelerator



DAN SMITH
Author, Influencer and former top-producing agent



PAUL LEVINE
Sapphire Ventures Partner, former Trulia President



JEFF TURNER
EIR/Founder, specializes in helping technology startups



HOURS: 9AM-3PM PST; 11AM-5PM CT; 12PM-6PM EST
www.realestaterevive.com

SCCAR's Local Government Relations Committee Protecting Your Business!



SCCAR's Local Government Relations Committee (LGR) focuses on real estate-related issues and concerns affecting the real estate industry. Offers input on legislative matters, environmental and community issues that are of concern to property owners and REALTORS® with primary emphasis on local issues. Develops and maintains close relationships with legislators representing Santa Cruz County through frequent meetings and correspondence.

For more information or to join a committee email: contact@mysccar.org

As an SCCAR member in good standing, we encourage you to apply for service!

Lauren Yungmeyer ChFC, Agent
Insurance Lic#: 0810216
230-F Mount Hermon Road
Scotts Valley, CA 95066
Bus: 831-423-4700
Fax: 831-426-0524

Look no further.
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State Farm Indemnity Company, State Farm Fire and Casualty Company,
State Farm General Insurance Company, Bloomington, IL

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Committed to Diversity & Fair Housing

Passed more than 50 years ago, the Fair Housing Act prohibits discrimination in the sale, rental, or financing of housing units based on race, color, religion, sex, or national origin. It is our duty as REALTORS® to maintain equal opportunity in the housing market. As a community of professionals we must actively work for real change, and we must make certain that the opportunity to live a free, just and secure life exists for every individual.

The Santa Cruz County Association of REALTORS® remains committed to supporting the dignity and worth of all individuals, and to work vigorously to defend policies that bring justice, opportunity and security for all. Not only for those buying, selling, or renting housing, but for everyone.

SCCAR has organized a Diversity & Fair Housing Task Force comprised of members who represent the diversity within our community and Association to assist in the above goals.

Additionally, C.A.R. proudly provides REALTORS® with information about fair housing best practices, building inclusive businesses and organizations, and promoting more equitable communities. Learn more: <https://www.fairhousingcalifornia.org>



SCCAR's WELCOME BACK BBQ!

JOIN US WEDNESDAY, SEPTEMBER 1
11 AM - 2 PM ~ SCCAR PATIO

FREE Until 8/20/21!

THE MENU

Traditional BBQ with burgers (veggie option) & hotdogs
Cool drinks (alcohol and non)
Yummy BBQ sides & salads

THE MUSIC

Acoustic guitar by Greg Weber, Vista Properties

THE CONTESTS

50/50 Raffle
Baking Contest



THE FUN

Seeing everyone in person & networking!

THE REGISTRATION

Free until August 20 - a credit card will be required to hold your RSVP and will be charged \$10 for no shows. Call 831-464-2000 to RSVP \$10 after 8/20, \$15 at the door, \$20 non members

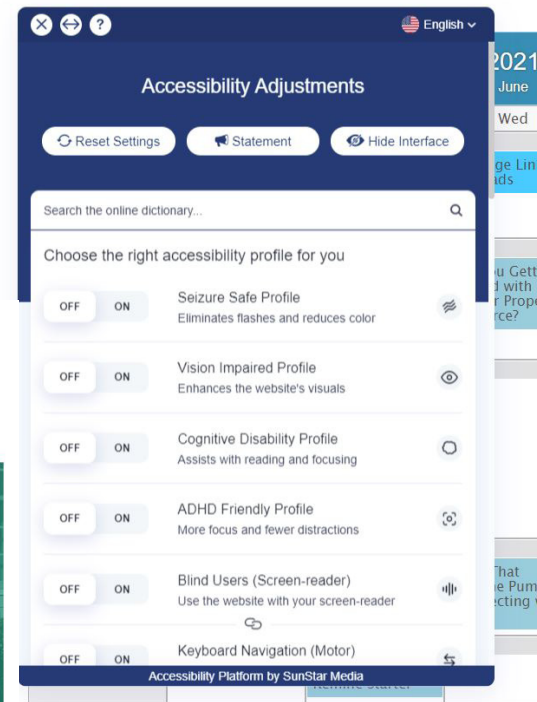
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MySCCAR.org Gets Make Over!

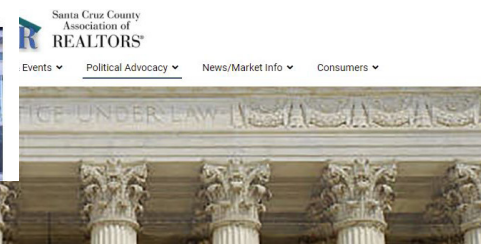
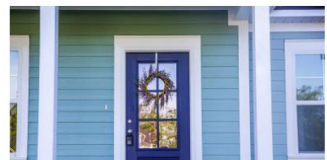
www.mysccar.org

We are very excited to announce the launch of our newly designed website! With a focus on professionalism, consumer outreach, fair housing and diversity, the new site offers easily accessible and relevant information for our members and the public – not to mention we think it looks pretty nifty. Take a look around and let us know what you think!



Why choosing a REALTOR® makes all the difference.

All real estate licensees are not the same. Only real estate licensees who are members of the National Association of REALTORS® are properly called REALTORS®, REALTORS® subscribe to a strict code of ethics and are expected to maintain a higher level of knowledge of the process of buying and selling real estate.



< 2021 >						
June						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
May	May	1	2	3	4	5
			Leverage LinkedIn for Leads	Virtual Tour Meeting		
6	7	8	9	10	11	12
			Are You Getting Started with Realtor Property Resource?	Virtual Tour Meeting		
13	14	15	16	17	18	19
	Make a Lasting Impression With Your Listing Presentation			Virtual Tour Meeting	Raising the Bar Broker Panel	
20	21	22	23	24	25	26
	How to Follow RPR Maps to Success	Keep That Pipeline Pumping! Prospecting with RPR	Virtual Tour Meeting	Affordable Housing - SCCP		
29		30	July	July	July	



NEW REALTORS®

- Sirrom Alizem, Keller Williams Realty -SC
- Bradd Barkan, California Dreaming RE
- Libbey Blumberg, Halifax Properties & Investment
- Ishakah Braimah, Halifax Properties & Investment
- Erik Caballero, Side, Inc.
- Denise Brazil de Castro, Keller Williams Realty -SC
- William Cook, Keller Williams Realty -SC
- Collette D'Amico, eXp Realty of CA
- Dorene Dawson, Bailey Properties, Inc.
- Jennifer Dowdy, Keller Williams Realty - SC
- Michelle Enos, Room Real Estate
- Laurie Goessel, Coldwell Banker Realty
- Daniel Heichel, eXp Realty of CA
- Heather James, Schooner Realty
- Sanjay Jasuja, E.R.E. Enterprise
- Melissa Johnson, Keller Williams Realty -SC
- Elizabeth Kelly, Michael Lavigne RE Services
- Enrique Macias, Ringwood Realty & Mortgage
- Jessica Madani, Room Real Estate
- Eduardo Munoz, eXp Realty of CA
- Dax Nollenberger, Sereno Group
- Ledezma, Osbaldo, Keller Williams Realty -SC
- Natalie Mahan, Coldwell Banker Realty
- Dominique Ozoa, Miritz RE
- Paul Ringwood, Ringwood Realty & Mortgage

- Wendy Walker, David Lyng RE
- Edith Wilson, eXp Realty of CA
- Timothy Yee, RE/MAX Gold Peninsula

TRANSFERS

- Robert Alarcon, eXp Realty of CA
- Karen Bish, eXp Realty of CA
- Kim Bradburn-Gonzales, David Lyng RE
- Kelsey Brown, eXp Realty of CA
- Ana Cabellero, Side, Inc.
- Frank Claiborne, Frank Claiborne, Broker
- Candace Cordova, eXp Realty of CA
- Aimee Dietle, Century 21 MM
- Stacia Fanara, Room Real Estate
- Bob Hart, Vista Properties
- Elizabeth Kelly, eXp Realty of CA
- Marshall Keneipp, Miritz Real Estate
- Teresa Lee, eXp Realty of CA
- Adam Lopez, Compass
- Jill Newgren, eXp Realty of CA
- Sarah B Newhouse, Newhouse & Associates

James Pedersen, eXp Realty of CA
 Robert Slawinski, eXp Realty of CA
 Craig Springbett, eXp Realty of CA
 Woutje Swets, Miritz Real Estate
 David Webb, eXp Realty of CA

LIFRO

Kristen Appenrodt, Appenrodt Commercial Properties
 Loren Goodman, Miritz Real Estate
 Debbie Lantis, David Lyng RE
 Omero Orozco, Distinct Properties
 Carly Roach, Coldwell Banker Realty
 Moshe Vilozny, David Lyng RE

AFFILIATE OFFICE NAME CHANGE

Jeri Skipper, Financial Solution Home Loan

#SCrealtorsCare
 Recognizing those in our industry who give back to the community
 Add #screaltorsCare to your community social media posts, because we know #screaltorsCare, and so should everyone else.
 SCCAR Santa Cruz County Association of REALTORS®

Benefits

Member Benefit Highlight Transaction Rescue™

The CALIFORNIA ASSOCIATION OF REALTORS® Transaction Rescue™ is a FREE C.A.R. member benefit, previously known as Mortgage Rescue™, providing both answers and assistance with moving your stalled real estate transactions forward. It provides you with invaluable one-on-one assistance with finding a Lender, Loan Qualifications, Down Payment Assistance, closing transactions, underwriting, short sales, funding, payoffs, REOs, Deeds in Lieu, and overall preparing your Clients for homeownership, for any of your mortgage related questions or issues.

Helpline: 213-739-8383
Monday -Friday
9 AM - 6 PM
 Learn more

Santa Cruz County Housing Statistics

May 2021: 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	44	56	28	12	\$1,387,011.00	\$1,387,500	\$721	109%	\$38,836,333	1,820	11,665	2.3
Ben Lomond	15	17	10	7	\$945,900.00	\$920,000	\$658	107%	\$9,459,000	1,489	17,633	2
Boulder Creek	39	46	21	13	\$861,852.00	\$699,000	\$586	105%	\$18,098,900	1,669	247,589	2.5
Brookdale	1	0	0									
Capitola	8	9	6	20	\$1,831,666.00	\$1,715,000	\$1,079	109%	\$10,990,000	1,670	4,864	1.4
Corralitos	4	9	0									
Davenport	0	1	0									
Felton	13	16	12	37	\$925,166.00	\$837,500	\$545	107%	\$11,102,000	1,559	345,627	1.3
Freedom	1	2	0									
La Selva Beach	4	5	0									
Los Gatos	15	17	14	38	\$1,636,693.00	\$1,489,853	\$621	100%	\$22,913,706	2,718	127,416	1.8
Mount Hermon	2	1	3	7	\$1,020,000.00	\$1,050,000	\$471	103%	\$3,060,000	2,259	10,817	0.6
Santa Cruz	87	95	51	16	\$1,619,937.00	\$1,500,000	\$1,022	112%	\$82,616,808	1,714	31,963	1.7
Scotts Valley	15	14	18	29	\$1,461,388.00	\$1,337,500	\$609	105%	\$26,305,000	2,354	31,961	0.7
Soquel	8	15	4	10	\$1,647,502.00	\$1,545,005	\$646	107%	\$6,590,009	2,568	31,864	2
Watsonville	33	40	27	19	\$1,194,396.00	\$851,900	\$527	105%	\$32,248,700	1,880	78,469	2.4
Summary	289	343	194	19	\$ 1,321,046	\$1,337,500	\$621	106%	\$262,220,456	1,973	85,443	1.7

May 2021: 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	12	9	91	\$852,222	\$920,000	\$679	103%	\$7,670,000	1,208	1,526	1.2
Boulder Creek	1	2	0									
Capitola	2	6	6	8	\$738,000	\$680,000	\$692	106%	\$4,428,000	1,006	392	0.9
Freedom	2	2	0									
La Selva Beach	0	0	1	2	\$1,035,000	\$1,035,000	\$755	100%	\$1,035,000	1,370	1,307	0
Santa Cruz	16	22	15	19	\$886,573	\$800,000	\$725	109%	\$13,298,600	1,136	5,811	1.3
Scotts Valley	9	11	5	20	\$792,700	\$751,500	\$515	104%	\$3,963,500	1,488	1,089	2.8
Soquel	1	0	0									
Watsonville	5	2	8	11	\$1,055,625	\$780,000	\$668	102%	\$8,445,000	1,329	1,568	0.2
Summary	43	57	44	25	\$893,353	\$790,000	\$686	104%	\$ 38,840,100	1,256	1,949	1.1

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

Market Snapshot - May 2021
 Santa Cruz County - Single Family Residential

Median Price	Available Inventory	Homes Sold	Days on Market
\$1,300,000	343	194	19
53% ↑	-22% ↓	116% ↑	-44% ↓

Year over Year

SCCAR Santa Cruz County Association of REALTORS
 MLS Class 1, excludes Condos/Townhomes. Produced by SCCAR with data provided by MLS Listings, Inc.

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California May 2021 Sales and Price Report

Another record high median price

\$818,260

California Existing Single-Family Home Median Price

7 Days

Median Time on Market

Time on market remained at record low

Inventory inched up slightly from April

1.8 months

Unsold Inventory Index



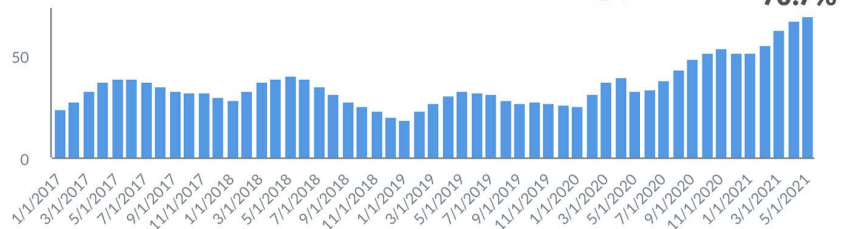
www.car.org/marketdata

Recent cool-off in demand suggests sales slowdown in coming months



But extreme market competition continues to push up prices

70.7% of homes sold above asking price



MAY HOME SALES & PRICE REPORT FROM C.A.R.

California home sales ease in May as statewide median price inches up to set another record, C.A.R. reports

- Existing, single-family home sales totaled 445,660 in May on a seasonally adjusted annualized rate, down 2.7 percent from April and up 86.7 percent from May 2020.
- May's statewide median home price was \$818,260, up 0.5 percent from April and up 39.1 percent from May 2020.
- Year-to-date statewide home sales were up 34.6 percent in May.

Read full report at car.org.