

Santa Cruz County Association of REALTORS®  
**MEMBER TOOLKIT 2025**

**Education**

**Networking**

**Advocacy**

**Awards &  
Recognition**

**Professional  
Standards**

**Community  
Outreach**

**Communications  
& Publications**

**REALTOR®  
Store**

**Public  
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Search**

**Sponsor  
Opportunities**

**Member  
Service  
Directory**

**Market  
Statistics**



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**e-Contact**

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[contact@mysccar.org](mailto:contact@mysccar.org)  
Text: 831-464-2000



**Social**

[facebook.com/mysccar](https://facebook.com/mysccar)  
[instagram/santa\\_cruz\\_  
assoc\\_of\\_realtors](https://instagram/santa_cruz_assoc_of_realtors)

## MISSION

Fostering a collaborative diverse community that enhances professionalism and integrity while advocating for home ownership, housing, and private property rights.



## ADVOCACY

REALTORS® work every day to protect your interests at the State Capitol. SCCAR's Political Advocacy team defends your business, private property rights, and homeownership by actively monitoring and influencing legislation at the local, state, and federal levels.

## REALTORS®

seeking a powerful advocate, comprehensive resources, and a prestigious affiliation in Santa Cruz County should look no further than SCCAR, the established voice for real estate in the County.



# Welcome to the Santa Cruz County Association of REALTORS®

What a wild ride the past few years have been. We started with the 2019–2020 pandemic, which left many of us unsure how to continue doing business. But within weeks, it became clear real estate was still moving — and we ended up having one of our strongest years.

In 2018, Californians faced something not seen in decades: catastrophic wildfires. On November 9, a PG&E transmission line failed during high winds, sparking a blaze that burned over 150,000 acres, claimed 85 lives, displaced 50,000 people, and destroyed 18,000 structures.

Then came the CZU Lightning Complex Fires in August 2020, devastating our own region. Nearly 1,500 buildings were lost, including homes and historic sites in Boulder Creek, Bonny Doon, Swanton, and Big Basin Redwoods State Park.

On March 15, 2021, a \$418 million NAR settlement changed how agents do business. Sellers were no longer required to pay buyer's agents, shifting compensation to a negotiable, contract-based system between agents and buyers.

So why revisit these challenging moments? Because through every crisis — personal and professional — our Association has stood by its members. And we'll continue to do so as we navigate whatever comes next. 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.

Sincerely,  
*Renee Mello 2025 President, Santa Cruz Association of REALTORS®*

## WHAT YOU WILL FIND INSIDE

- Who we R®
- Meet the Team
- Committees
- 3 Way Agreement
- Education & Events
- Advocacay
- Member Benefits
- Stay Connected!

# WHO WE ARE

SCCAR represents over 1,200 REALTORS® and 80 Affiliates across all areas of the real estate industry in Santa Cruz County.



## TRADE ASSOCIATION

The Santa Cruz Association of REALTORS® is your local professional organization supporting and advocating for REALTORS® in Santa Cruz County.



## PROFESSIONAL STANDARDS

Our Professional Standards Department is responsible for addressing ethical complaints against our members and between broker members of SCCAR.



## EDUCATION & EVENTS

We offer a wide range of events such as marketing meetings, legal updates, education, and networking to keep you informed and connected.



## MEMBER BENEFITS

Your membership unlocks exclusive discounts on business services, technology tools, and marketing resources.



## MEMBER ENGAGEMENT

SCCAR provides numerous opportunities to connect with fellow real estate professionals, potential clients, and local elected leaders.

# MEET THE TEAM



**Kathy Hartman**  
Chief Executive Officer



**Andrea Harbert**  
Communication Director



**Linda Zoccoli**  
Bookkeeper



**Victor Gomez**  
Government Affairs Director



**Karen Kirwan**  
Member Services Director



**Katy Clark**  
Administrative Assistant

**“We are committed to supporting  
your success every step of the way.”**

# HOW TO GET INVOLVED

Lead, collaborate, and create positive change within your Association. Get involved and help shape the future of SCCAR!

Our dedicated REALTORS® and Affiliates generously volunteer their time and energy to serve on SCCAR's committees and task forces - driving the heartbeat of our Association! These groups play a vital role in shaping policies, guiding initiatives, and fueling the success of our operations.

**DIVERSITY, EQUITY & INCLUSION**

**EDUCATION**

**EVENTS & COMMUNITY RELATIONS**

**LOCAL GOVERNMENT RELATIONS (LGR)**

**MULTIPLE LISTING SERVICE**

**MODERN REAL ESTATE PROS (MREP)**

**COMMITTEES**

# NATIONAL ASSOCIATION OF REALTORS CODE OF ETHICS

By joining SCCAR you hold membership at the local, state and national level. The term “Three-Way Agreement” refers to the structure of the REALTORS organization. As a member of the National Association of REALTORS®, this agreement entitles you to the use of the term “REALTOR®”. Members agree to uphold and enforce the National Association of REALTORS® Code of Ethics.

NAR’s Code of Ethics, adopted in 1913, was one of the first codifications of ethical duties adopted by any business group. The Code ensures that consumers are served by requiring REALTORS® to cooperate with each other in furthering clients’ best interests.



## CODE OF ETHICS & FAIR HOUSING COURSES AND RENEWAL

NAR provides free Code of Ethics and Fair Housing courses for new and existing members to meet the three-



year requirement training for NAR membership. This saves REALTORS® time and money while ensuring they maintain their ethical obligations.



▶ We provide professional standards services to enforce the Code of Ethics and ensure compliance.

▶ We provide mediation, arbitration and Ombudsman resources.



### What is an Ombudsman?

An Ombudsman is a seasoned member of the Professional Standards Committee and is available to help resolve issues in an informal manner.

# EDUCATION & EVENTS

SCCAR is committed to providing you with outstanding, comprehensive real estate education and events. Top producing REALTORS® have discovered that a key element to their success is knowledge. By taking full advantage of the wide variety of classes and meetings we offer annually, you will boost your level of productivity and skillfulness. Among the myriad of programs, we offer are courses to enhance and update your skills, gain tools as a new agent, and become certified in a specific area of the industry.

## TOUR MARKETING MEETINGS

Join fellow members at our office for our weekly Tour Marketing Meetings! Showcase your listings, explore current and upcoming market offerings, share your needs, and connect with familiar faces.

## AGENT BOOT CAMP

This 5-part training series equips new and current members with essential real estate skills, covering business planning, contracts, clients, and loans—all in one month!



**VISIT OUR CALENDAR -> [MYSCCAR.ORG](https://mySCCAR.org)**

## SCCP CERTIFICATION

The Santa Cruz County Pro (SCCP) Certification Series gives REALTORS® in-depth knowledge to better serve clients locally, with 9 specialized courses offered throughout the year.

## MREP

MREP is a group of engaged committee members whose goals are to provide newer members in the real estate profession a platform to network, build relationships and increase awareness of SCCAR benefits and activities.



# ADVOCACY

If real estate  
is your  
profession,  
politics is  
your  
business.

REALTORS® are hard at work every day protecting your interests at the State Capitol. SCCAR's Political Advocacy team works at the local, state and federal levels to protect your business, the industry, and homeowner's rights, actively monitors legislation affecting the real estate industry and promotes or opposes relevant initiatives and focuses on protecting homeownership, private property rights, and holding our policymakers accountable.



**Why is investing in the REALTOR® Action Fund (RAF) so important?**

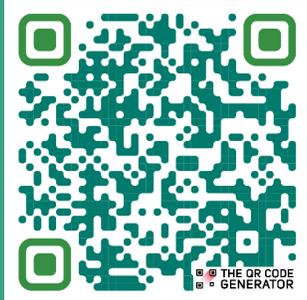


The REALTOR® Action Fund (RAF) is a voluntary political contribution program that supports REALTOR® advocacy efforts at the local, state, and national levels.

Investing in the REALTOR® Action Fund (RAF) protects your business and clients. 30% supports local issues, and the rest funds C.A.R.'s efforts to defend private property rights and back REALTOR®-friendly campaigns. Your support keeps advocacy strong!

# LEGISLATIVE DAY 2025





# STAY CONNECTED!

Want to stay ahead in the industry? Stay connected with your Association! It's the smartest way to stay in the know about key events, valuable education, and up-to-the-minute updates. At SCCAR, we offer plenty of exciting ways to keep you plugged in, informed, and inspired!



## eScoop

The SCCAR e-Scoop is a weekly email publication that features timely information regarding Association news and events, educational opportunities, tips and more.



## Texting (SMS)

You can reach us by simply texting our main number: (831) 464-2000—quick, easy, and right at your fingertips. Even better, we can text you too! This is a completely opt-in service, and you can unsubscribe anytime. Stay connected—on your terms!



## Facebook & Instagram

Want to be the first to know about SCCAR events, classes, industry updates, and local news? Follow us on Facebook or Instagram and stay in the loop with everything happening in your real estate community!

[www.facebook.com/mysccar.org](http://www.facebook.com/mysccar.org)

[https://www.instagram.com/santa\\_cruz\\_assoc\\_of\\_realtor](https://www.instagram.com/santa_cruz_assoc_of_realtor)



## Newsletter

The Santa Cruz County Association of REALTORS® Newsletter is published quarterly in a user-friendly flipbook format and emailed directly to each member of the association.

# SCCAR IS YOUR COMMUNITY.

**Connect** With It.

**Learn** From It.

**Share** Your Experience.

**Make** the Connection.

**Own  
it!**



## **C.A.R. Legal Hotline**

Did you know that for zero dollars and zero cents, you can speak with an attorney about your transaction? This is a free service to all C.A.R. members.

Available M-F, 9 am – 6 pm, 213-739-8282, and Saturday, 10 am – 2 pm only for active transactions.

## **Legal Hotline App**

Connect to C.A.R. Legal to get a quicker, more user-friendly experience while in the field. Available in the AppStore and Google Play





# 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](http://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](http://mysccar.org/wpress/SCCOHW)