

REALTOR®

Your local association news source



INSIDE THIS ISSUE

- | [President's Message](#)
- | [Welcome 2022 Leadership](#)
- | [Charity Golf Tournament 9/24](#)
- | [Govt. Affairs: Housing CA's Housing Nightmare](#)
- | [HUD Income Limits Increase](#)
- | [REALTOR Safety Network](#)
- | [Housing Market Stats](#)

PRESIDENT'S MESSAGE

As we head towards the end of summer and into fall it is a good time to reflect on the first half of the year and plan for the rest of the year. I started this year as your President with three main points of focus: Leadership, Contribution & Diversity. I have been working hard on your behalf to share these ideas with our membership and encourage more involvement in leadership positions within our Association, increasing in REALTOR® Action Fund Contributions and supporting Association efforts to bring more diversity to our profession and specifically into leadership positions within our organization.

As I stated in my installation address, leadership matters and we are all called to leadership roles in our families, communities and work lives. I am grateful and appreciative of everyone who serves in leadership positions within our Association, whether serving on committees, on our board of directors or as a staff person. We all have the opportunity to make a positive difference when we get involved and serve. As our Past President Randy Turnquist liked to remind us, "The world is run by those who show up".

cont'd on page 2



Pete Cullen
2021 SCCAR President
Bailey Properties

A big Thank You! To everyone in our Centennial Club who understand the value of contributing to the REALTOR® Action Fund at the full \$197/year "True Cost Of Doing Business" level. If you have not stepped up and made that commitment, I invite you to reflect on the value provided by NAR, C.A.R., and your local Association. We would not have the tools and resources we need to be effective REALTORS® without their continued support. Think about how you have benefitted from our amazing profession and consider stepping up. I am reminded of the famous quote from John F. Kennedy's inaugural address when he was first elected President, "Ask not what your country can do for you, ask what you can do for your country."

I am passionate about bringing more diversity to our profession and our Association. During the first half of the year, we focused on creating a Diversity Task Force. I am grateful for Candice Bradfield and Jordan Thorpe's willingness to Co-Chair this task force and am looking forward to their suggestions for posi-

tive action steps we can take to bring more diversity and inclusivity into our Association and Profession. As Stephen Covey reminds us in his landmark book, "The Seven Habits of Effective People", "Diversity is something to be celebrated". There is no place for prejudice or narrow mindedness within our community. We can all learn so much from each other's unique experiences and perspectives and are all on this journey together. We must put aside our differences and focus on our shared challenges and the solutions to those challenges.

On a final note, I want to hear from you! If you have comments and or suggestions to share, please reach out to me directly. Thank you everyone for this amazing opportunity to serve as your President, it is an honor and a privilege to serve.

With Gratitude and Appreciation



**HOUSING DISCRIMINATION?
NOT IN OUR HOUSE.**

If recent events have taught us anything, it's this: we have more work to do. Racism is real, tragically so. Discrimination, in all its forms, still casts a long shadow in this country, and too many are being denied the opportunities that all Americans deserve. Our commitment to the diverse communities we serve starts with a Code of Ethics. Our code sets a higher standard for fairness in housing than any federal law, it's backed by a culture of member accountability, and it extends to our work on Capitol Hill, where we continue to advocate for meaningful change.

At the National Association of REALTORS® we believe that fairness is worth fighting for, and we won't stop until the fight is won. Because that's who we are.

If you experience or witness discrimination in real estate, we urge you to report it.

Visit [hud.gov/fairhousing](https://www.hud.gov/fairhousing) to file a complaint with the Department of Housing and Urban Development.



Committed to Diversity & Fair Housing

At Home with Diversity®

Gain the knowledge of the subtleties of U.S. fair housing laws, business etiquette for specific cultures while expanding your business to include international clientele. You will earn credit towards the ABR® and CIPS designations, and as a task in the C2EX program.

The At Home with Diversity® certification is designed to enable you to work successfully with and within a rapidly changing multicultural market. It will help you to learn diversity sensitivity, how it applies to U.S. fair housing laws in your business, and ways to develop professional guidelines for working with people in the increasingly multicultural real estate market. [Learn more](#)



NATIONAL
ASSOCIATION *of*
REALTORS®

Official Certification



Welcome our New 2022 Leaders!



PRESIDENT 2022 KATHY OLIVER OLIVER PROPERTY MANAGEMENT

Born and raised in Watsonville, Kathy is a 2nd Generation Pajaro Valley REALTOR®, a Watsonville High School Grad and a San Jose State University alumnus. She served as President for the Watsonville/Pajaro Valley Association of REALTORS® in 1999 & 2014 and was President of the Women's Council of REALTORS® Santa Cruz Chapter in 2008. She has been an active REALTOR® since 1991 and been the Managing Broker of her family-based company, Oliver Property Management since 1995. Since the 2018 merge with SCCAR, she has been fully involved on the Board of Directors and is looking forward to continuing her leadership with the association. In her spare time she loves to bowl and take relaxing drives in her 1968 Camaro RS convertible.

PRESIDENT ELECT 2022 JENNIFER WATSON SERENO

Jennifer currently serves on the Board of Directors as Treasurer on the Finance committee has chaired the Events committee the past 3 years and sits on MREP (Modern Real Estate Professionals) and Local Government Relations committees. She is on Sereno Real Estate's 1% for good committee as well as the Agent Advisory Council. Jennifer sits on the executive committee and is co-founder of the Pajaro Valley Sports Foundation and is in the midst of building its first soccer field at Freedom Elementary. Watson previously served on the YMCA fundraising committee, Santa Cruz Derby Girls Public Relations committee, raised puppies for Guide Dogs for the Blind, Inc. and donates blood to the Red Cross several times a year. She managed the Aptos Tide boys soccer team U14 for the past several years and is involved with the county's Early Start program with her daughter with Down Syndrome. She has three children (two teen boys – Wade and Zander- and preschool daughter, Abigail) and a dozen chickens.



DIRECTOR 2022 RANDY TURNQUIST C21 REAL ESTATE ALLIANCE

My name is Randy and I have been working in the real estate business for forty years. I started my career making and installing real estate signs in the late seventies. In 1991 I went to work for Founders Title which became Old Republic Title, and then stepped out to be a license agent in 2002 making this my twentieth year licensed. Since my time in the sign business in the seventies and eighties I have always been a member of our Association, first as an Affiliate member, then as a REALTOR® member and as President in 2015. There has been a lot of good history, people and relationships throughout my career in real estate. I encourage everyone to get in involved in SCCAR as it is worth your time and support.





TREASURER 2022 JORDAN THORPE KELLER WILLIAMS REALTY - SC

Jordan was born and raised in the Pajaro Valley with very deep roots in the community. In addition to his work in real estate, Jordan is involved in local non-profits and works towards building community. Jordan has a Real Estate Broker's license, is a Notary Public and is an instructor for real estate licensing. His all-time favorite thing to do in his spare time is to spend time with his family. Jordan loves to be in the kitchen cooking for others and entertaining.

DIRECTOR 2022 MARY THOMAS BRADFIELD & ASSOCIATES

Mary has been a resident of Santa Cruz County for 33 years. She has raised two children who have become successful young adults. Mary has always had a passion for helping others. For over 20 years she was fortunate to work with special needs children. It was a rewarding career and taught her the value of patience and listening. Mary has carried these values over to her career as a successful REALTOR®. Her goal is to guide and support her clients with all of their real estate needs.



DIRECTOR 2022 GREG LUKINA DAVID LYNG REAL ESTATE

I joined David Lyng Real Estate in 2013 after working at Cahill Contractors, Inc. out of San Francisco where I last held the position of Senior Project Manager. For my last project at Cahill, I managed the construction of a \$31.5 million, 120-unit apartment project in the heart of downtown San Francisco. I hold an M.B.A. from UC Berkeley's Haas School of Business and an M.S. in Civil and Environmental Engineering with a focus in Geotechnical Engineering from the UC Berkeley. I also hold a B.S. in Civil and Environmental Engineering from the UC Berkeley.

Since joining the Santa Cruz community, I have thoroughly enjoyed working in real estate and I am proud of the new relationships I have formed with clients, fellow agents, and members of the community. Outside of real estate, I volunteer my time as a Director for the Santa Cruz Chamber of Commerce and United Way of Santa Cruz County. I co-founded the United Way's Emerging Leaders Circle, which is a group focused on connecting early to mid-career professionals with the local community. Outside of work I enjoy golfing, hiking, jogging, traveling, and spending time with my wife, Morgan, and my two sons.



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: \$175**
- **Cornhole per player: \$65 (includes dinner)**

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

Sign up online at www.mysccar.org
or call 831-464-2000

#sccaronthegreen
#screaltorsCare

Sponsorship Opportunities!

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)

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)

Back Stage Pass- \$500

2-some golf
 Company name included on all advertising

Super Ticket Package - \$50

1 Mulligan, 10 raffle tickets, drink coupon

Air Guitar Hero - \$500

Your company signage on all carts

Contact Andrea Harbert at
aharbert@mysccar.org for more information.

Thank you to our Sponsors!





As I write this article, the one-year anniversary is here of the devastating CZU Lightning Fire Complex that left 911 families without homes. To this day, many of the survivors still have no home, whether they are rebuilding or trying to find a replacement home in today's unprecedented seller's market.

The peak of the wildfire season is once again upon us, and so far, it has been horrendous. Wildfires are blazing out of control across northern California, with the peak of wildfire season just beginning for 2021. The main culprit?: Too much of a fuel load in our forests coupled with anthropogenic climate-induced record-breaking temperatures. As a result of these recent "gigafire" events over the last several years, we have seen the loss of tens of thousands of homes and hundreds of lives. Billions of dollars have been poured into firefighting efforts.

The California Legislature has reacted by passing AB-38, the Home Hardening and Defensible Space bill, which is designed to shift part of the responsibility of fire protection onto homeowners and away from fire fighters, who have been completely overwhelmed by the current never-imagined wildfire behavior. AB-38 requires homeowners to manage the vegetation on their properties and to disclose to buyers how vulnerable their home is towards catching on fire during a wildfire event. I personally believe this is a

good thing that will make properties in high fire areas safer, as well as make future fire fighting more effective. It is important that homeowners in high and very high fire hazard severity zones step up to the plate and make their properties less vulnerable to burning. GeoDisclosure is also stepping up to the plate and will be helping homeowners and buyers better protect their homes by providing a separate fire safety inspection service. These fire safety inspections will look through the eyes of a wildfire property management expert, providing recommendations on the vegetation management and home hardening techniques to not only make the properties more resilient against an approaching wildfire, but also to help them comply with the AB-38 requirements.

No one wants to see our beautiful County affected by another destructive wildfire. Unfortunately, the potential for another local wildfire is high. GeoDisclosure's new fire safety evaluations are here to help make homes less vulnerable to destruction by wildfire.

*Chris Gordon, Affiliate Member
GEODisclosures
www.geodisclosure.com
info@geodisclosure.com
831-469-4438*

GeoDisclosure
Real Estate Disclosure Reports

California, the Golden State, has Become America's Worst Housing Nightmare

Recent wildfires have only heightened the stakes for a state that can't seem to build enough new homes.

The median price for a house continues to skyrocket to more than twice the national level. The state has four of the country's five most expensive residential markets—Silicon Valley, San Francisco, Orange County and San Diego. (Los Angeles is seventh.) The poverty rate, when adjusted for the cost of living, is the worst in the nation. California accounts for 12% of the U.S. population, but a quarter of its homeless population.

How did we get here? Simply put, bad government has created a severe shortage of houses. While decades in the making, California's slow-moving disaster has reached a critical point for state officials, businesses and the millions who are straining to live there.

In 2019, as President Donald Trump blamed Democrats for the situation on his swing through the state to raise money for his reelection, lawmakers in Sacramento passed some of the most sweeping legislation in years to address housing affordability. Google, Facebook, and Apple are throwing billions of dollars at the issue. But nobody's kidding themselves that it's enough.

As severe as this sounds, the rest of the country is becoming more—not less—like California. During the longest economic expansion on record, the U.S. has been building far fewer houses than it usually does, pushing prices further out of reach for a vast portion of the population that has barely seen incomes rise.

Local jurisdictions in California hold enormous sway over what gets built. Officials have often caved to NIMBY ("not in my backyard") pressure against new development, much of it in the name of protecting the environment or preserving "neighborhood character."



Parts of the state were downzoned starting in the 1970s, making it harder to build dense urban areas and contributing to racial segregation and sprawl. Three-quarters of the residential land in Los Angeles is restricted to single-family homes, according to Urban Footprint, software that helps government and businesses understand cities and urban markets. In San Jose, the figure is 94%.

This needs to change, and that change needs to start at the local government level. Governor Brown did nothing to help the affordability issue when he took away “Redevelopment Agencies” from cities, and trust me, the state holds much of the responsibility, but don’t hold your breath. The state is slower than a snail in pushing for more housing.

This is where you come in.

Be part of the solution instead of part of the problem sounds so cliché, but it’s true. Next time you see the potential of a new housing development proposed

in your city or jurisdiction, take the time to attend that Planning Commission, City Council or Board of Supervisors meeting and speak in support of the project. Now more than ever, our local elected officials need our support to protect them against the wrath of NIMBYism...

California, a place known for diversity, innovation and quality of life may be left for only the rich and lucky, unless we speak up now, and change this anti-growth climate for our future generations.



Victor Gomez
SCCAR GAD
gad@mysccar.org

MAYORS SUMMIT 2021



Monday, September 13 ~ 9 - 11 AM
via Zoom

Education & Event Highlights

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

September 13: **Mayors Summit 2021**

Hear what's happening across Santa Cruz County from our local Mayor's and the Board of Supervisors Chairperson. Hot topics will include updates on COVID-19 and the impacts to Real Estate, eviction moratoriums and rebuilding after the CZU fire.

September 15: **Silicon Valley's Road to Recovery**

What COVID has done to the world's most innovative economy and how it impacts our County.

September 17: **Update on City & County Schools (SCCP)**

Faris Sabbah, County Superintendent of Schools will speak to District outlook for the next 10-15 years, District Boundaries, COVID and much more.

October 6: **Vacant Land "How Tos"**

A panel discussion on buying, selling, financing and developing vacant land lots.

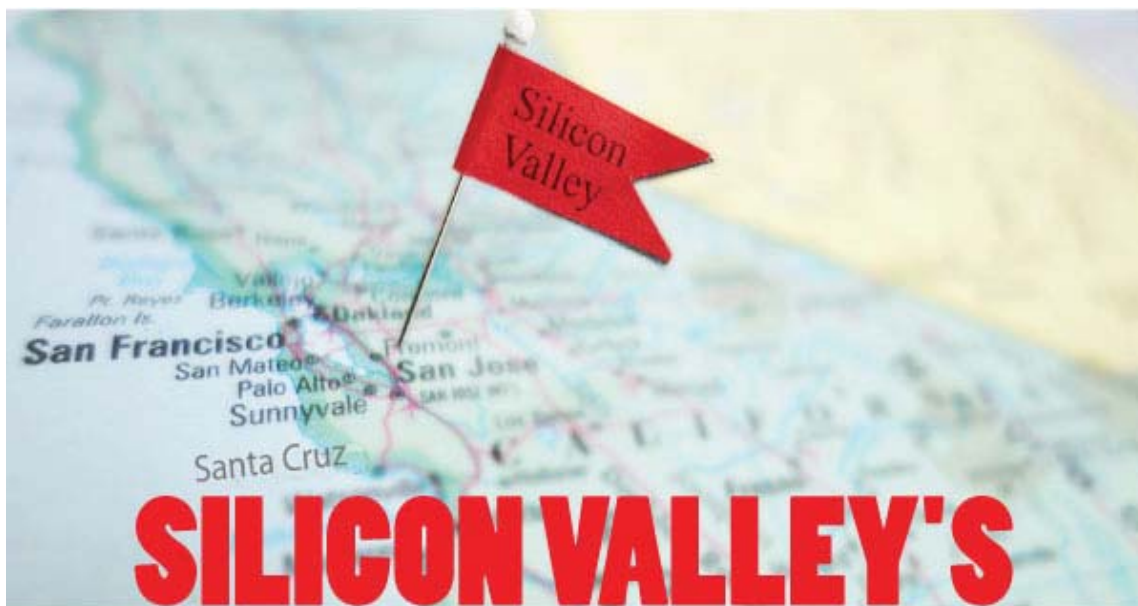
SAVE THE DATES

OCT. 20

Reverse Mortgage
Panel

NOV. 5

Lenders Panel



SILICON VALLEY'S ROAD TO RECOVERY

— **What COVID has Done to the World's Most
Innovative Economy** —

Wed., September 15, 2021

9:30 - 10:30 AM, \$5 ~ via Zoom

HUD Income Limits Increase

Opening up Potential Opportunities for New First Time Homebuyers

The HUD (US Department of Housing and Urban Development) income limits for low to moderate income, which affects who qualifies for our grants, have increased! The new income limits create the potential to place a family of four in the 650k price range.* Find the HUD schedule and information about our Closing Cost grants and how to qualify on our website at www.sccarhf.org.

The Santa Cruz County Association of REALTORS® Housing Foundation is a local, non-profit organization focused on providing funds to help low income individuals and families become homeowners through our Closing Costs Grants Programs.

*subject to individual qualifications

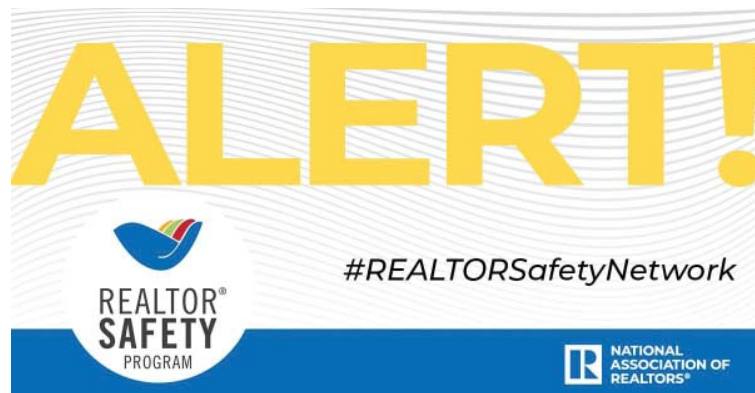


REALTOR® Safety Network

The National Association of REALTORS® is committed to the safety of our members. Through the REALTOR® Safety Network, NAR will deploy REALTOR® Safety Alerts via social media when a physical or cyberthreat to REALTORS® warrants national attention.

For example:

- A REALTOR® or the immediate family member of a REALTOR® goes missing
- NAR learns that the association name or the names of its programs are being used fraudulently to attempt to collect money or information from REALTORS® or others
- A physical threat to REALTORS® warrants national attention



For incidents that don't meet the criteria for a national alert, the REALTOR® Safety Team will ensure the local association is informed. A response team will evaluate the submission to confirm it meets the criteria for a REALTOR® Safety Alert.

#edcomm

Vacant Land “How To”

A panel discussion on buying, selling, financing and developing vacant land lots.

Wed., October 6, 2021
9:30 - 11 AM
via Zoom

Speakers:
Tim Huxley, Room Real Estate
Dave Deteso, US Bank Home Mortgage
Paul Burrowes, David Lyng Real Estate
Deborah Donner, Donner Land & Homes, Inc.
John Swift, Swift Consulting Services

Legislative Proposals that Impact Housing Markets and Brokerages

From making significant changes to the tax code to nationalizing the California independent contractor rules, the Biden administration has many legislative proposals embedded in their plans that could have a material impact on housing markets and brokerage.

I don't claim to be an expert in any of these. I would like to give credit to those who likely spent much more time analyzing their impact. Here are a few thoughts.

The **award of cash allowances to first-generation homebuyers** sounds like a very useful program. This would assist lower income, first-time buyers to have a better chance to enter the homeowner-ship ladder which history has shown to be strongly correlated to future wealth of a household. The challenge, as we have commented elsewhere, is that we do not have a demand problem. The issues are on the supply side. While this proposal is both targeted and useful, one wonders how many will benefit.

If the real target is to help low-income, first-generation and first-time homebuyers to get into the market, might a better approach be to underwrite the building and financing of housing targeted at and made available only to these households?

The elimination of the \$10,000 limit on the deductibility of state and local taxes on Federal tax returns (SALT) has little to do with improving access to the housing market and mostly to do with easing the loss of high-income households who are departing high-cost, high-tax states. The resulting loss of taxable income in several of these states, due at least in part to the SALT limitations, has begun to have a measurable impact on the financial health of some of these states. The Center on Budget and Policy Priorities issued a report stating that the top 1% of all households would receive 56% of the benefit of such a repeal, while the top 5% of households



would receive nearly 80% of all the benefits. The SALT limits are estimated to generate over \$185 billion over a 10-year period. Whether an increase in the personal tax rate would offset the decline in repeal is unknown. But it does not appear to have any measurable impact on housing sales or housing values given the increases in average sales prices in the high-cost states that were most affected.

Another proposed change is the repeal of the 1031 exchange section of the Federal tax code. According to various studies I've reviewed, such a repeal or limitation would affect a large segment of transactions — mostly high-tax states — and would raise the cost of capital and debt burdens on an important segment of the investment market. Some studies suggest that this legislative proposal would have a minor effect on GDP and tax revenues, but it's uncertain what the true impact of such a change would be. Clearly, it may impede some investment activity in this segment of the market and raise the cost of such investing for a certain segment of real estate.

There are several respected economists who view the \$1- \$2 trillion proposed infrastructure package as being pro-housing. Part of the legislative proposals call for the rehabilitation of 500,000 homes in low and middle income areas. Clearly, this part of the bill would be very

pro-housing. In addition, another portion of the plan proposes building over two million affordable homes. Were this to be done effectively, then it would have a significant positive effect on the housing market. As we've said, demand is not the problem — it is supply — and anything the Federal government can do to stimulate supply is a huge plus for the housing market.

The House has passed a bill called the PRO Act which, among other items, calls for extending the California regulation on independent contractors and is referred to as AB 5. Under AB 5, there are three key tests as to whether a person qualifies as an independent contractor. Failure on any of the three could mean a person cannot be so qualified. Realtors fail at least one and, possibly two, of the tests.

Under the PRO Act, this standard would be imposed throughout the country. While California Realtors sought and won an exclusion from this Act, whether other states would prevail in getting excused is another big question. While the AB 5 standard may not have been intended to be used against Realtors, it remains to be seen whether the bill will make it through the Senate and, if it gets through the Senate, will the AB 5 standards survive rewrites or amendments?

This article was originally published by RealTrends.



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Add #screaltorsCare to your community social media posts, because we know #screaltorsCare, and so should everyone else.

SCCAR
South Central Community
Association of
REALTORS®



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SAFETY TIPS**

Invest in a secure hotspot. Wireless hotspots are great for traveling to rural properties where cell reception and Wi-Fi can be very limited. This tip was brought to you by The REALTORS® Land Institute.

Learn more at: NAR.realtor/safety



Essential iGuide Benefits for Every Real Estate Agent

If you have been thinking of ways to increase awareness and capture more qualified leads for your real estate services, iGuide is essential. With thousands of agents competing for the attention of buyers and sellers, you can stand out by showing why you are the Realtor® of choice. Your professionalism and experience are key to guiding the consumer on their real estate journey and the best way to prove your worth is by showcasing accurate and inviting property information. An iGuide from TourFactory can do exactly that.

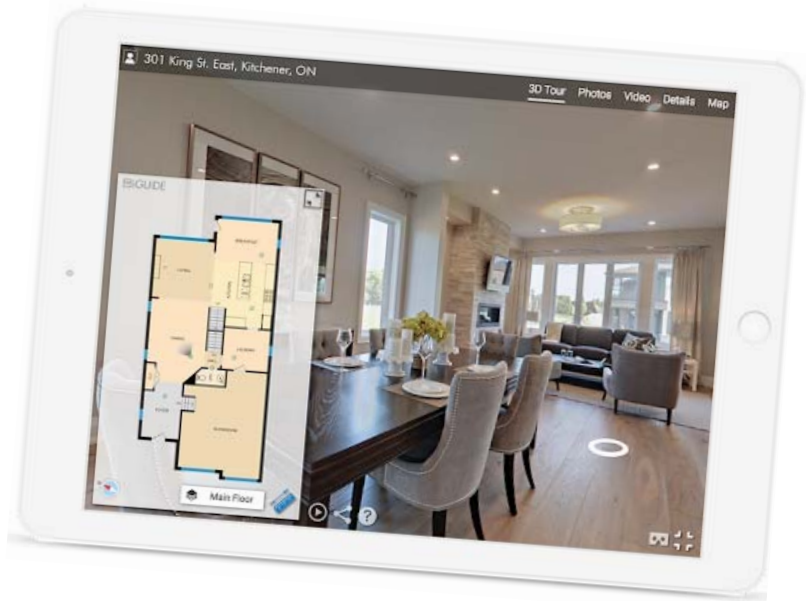
The benefits of using an iGuide range from lead capture to fostering professionalism in your industry. A real estate agent's professional reputation relies on the perception of the public and you can make yourself shine by using state-of-the-art tools as part of your real estate marketing plan. So, what can an iGuide do for you?

Prove your worth

Real estate commissions are always being talked about. What are you giving the consumer for the fees you charge? With an iGuide, you can prove your worth by providing accurate information, easy-to-navigate 3D tours and floor plans, and reliable square footage of every listing. An iGuide is the proof that you are working for the seller to get their home sold quickly and with the least amount of hassle or disruption.

Show professionalism

Being a real estate agent is more than passing a test to qualify for a license. You must demonstrate professionalism at every step of the buyer's and seller's journey. Assisting the consumer with one of the biggest purchases in their life requires an element of trust. An iGuide helps you build your brand awareness while fostering professionalism in the eyes of the consumer. Consistent listing information across all your marketing channels from your website to social media platforms is possible with iGuides' immersive 3D tours, professional real estate photography, and accurate floor plans. You are a professional and your real estate marketing reflects that by increasing awareness and helping confidently represent the consumer.



More referrals and farther reach

iGuide technology allows you to extend your business reach farther than ever before. When you have satisfied the seller with a quick sale by using an iGuide in your real estate marketing, you can expect a referral in the future. There is nothing a real estate agent needs more than referrals from a happy consumer. Extending your reach beyond the typical area you "farm" for business is possible when using iGuide to capture the attention of buyers in remote locations or around the world.

When you are serious about real estate, the benefits of using an iGuide along with TourFactory's Powerhouse Platform for unparalleled syndication gives you an advantage in an extremely competitive field.



<https://www.tourfactory.com>
888-458-3943



The Events & Community Relations Committee plans and promotes a variety of projects and events for SCCAR member participation. They also organize and implement the SCCAR annual golf tournament fundraiser, enabling the Association to make various donations to community organizations. Members of this committee are a group of hands on dedicated individuals whom we are most appreciative of.

Lauren Yungmeyer ChFC, Agent
 Insurance Lic#: 0B10216
 230-F Mount Hermon Road
 Scotts Valley, CA 95066
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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!

REALTOR® SAFETY DAY



PERSONAL SAFETY

CYBER SAFETY

ACTIVE SHOOTER AWARENESS

CRISIS MANAGEMENT

NATURAL DISASTER
PROTECT YOURSELF & YOUR BUSINESS

FRIDAY
SEPT. 10, 2021
10 a.m. - 1 p.m.

As a real estate professional, you have the contacts to make a difference in a community crisis, but can be at risk in ways others are not. Learn what to do, in a free live stream featuring: **Josh Sharfman**, California Association of REALTORS® Chief Technology & Innovation Officer; **Tamara Suminski**, Broker-International Trainer; **Coni Meyers** and **Lori Namazi**, crisis management specialists; **Sheriff's Deputy Delone Yu** on active shooter response, and **Veronica Verde**, with FEMA at the Dept. of Homeland Security.



REGISTER: REEVENTS.ORG

V6



WELCOME ABOARD

NEW REALTORS®

Richard Andrews, C21 MM
 Romeo Aurelio, C 21 Real Estate Alliance
 Tom Bradley, eXp Realty
 Amy Connolly, eXp Realty
 Guillermina Fernandez, Keller Williams Realty - SC
 Wendy Fernandez, Coldwell Banker Realty
 Lopez Ferrel, Aldina Real Estate
 David Fournier, Keller Williams Realty - SC
 Nikolas Gera, Alliance Bay Realty
 Joshua Gilbert, Anderson Christie, Inc.
 Lena Gustafsson, Flat Rate Realty
 Rozanne Heitmann, Sherman & Boone REALTORS®
 Erin Irvine, Room Real Estate
 Marlissa McGranahan, RE MAX/Gold
 Jane Moresco, Realty World Bay Properties
 Madilyn Nehf, Monterey Bay Properties
 Jessica Pelivan, Molly Thompson Broker
 Enzo Santi, David Lyng Real Estate
 Jeremy Siemon, eXp Realty
 Andrea Silva, eXp Realty
 Jessica Stone, eXp Realty
 Alison Van Riper, Donner Land & Homes Inc.

AFFILIATES

Char Johanson, Envoy Mortgage
 Angelo Karampelas, Angelo Karampelas Appraisal

TRANSFERS

Cynthia Cruz, eXp Realty
 Gabriel Drumm, Room Real Estate
 MC Dwyer, eXp Realty
 Lizabeth Garza, Keller Williams Realty - SC
 Janie Hanson, David Lyng Real Estate
 Maxine Howard, Anderson Christie, Inc.
 Angie LaMar, eXp Realty
 Ash Lee Mitchell, Keller Williams Realty - SC
 Geno Lira, eXp Realty
 Jessica Mc Vey, Real Estate Experts
 Gloria Melo, RE MAX/Gold
 Lisa Modena, eXp Realty
 Tom Motter, eXp Realty
 Janiece Rodriguez, Beachwood Properties
 Colette Schaefer, David Lyng Real Estate
 Jennifer Twaddle, eXp Realty
 Michael Young, Remark International Realty
 Hilda Zamora, RE MAX/Gold

Peer-to-Peer Ethics Infoline

What is the Peer-to-Peer Ethics Infoline?

C.A.R. now offers our REALTOR® members a free ethics infoline where they can be assigned a volunteer member who is trained in the Code of Ethics to assist them with their non-legal ethics questions.

Members can ask questions about:

Whether their own actions might violate the Code of Ethics

Whether the actions of another REALTOR® member might violate the Code of Ethics

The Infoline volunteer is NOT an attorney and CANNOT give legal advice or answer legal questions! Additionally, the Peer-to-Peer Ethics Infoline is only available for members who are NOT currently involved in an ethics case at a local association OR members who are not a plaintiff or defendant in related, pending litigation.

The Peer-to-Peer Ethics volunteer will not provide answers or opinions in writing. All information will be provided orally. Local association grievance committees and ethics hearing panels are not bound by the opinions provided by Peer-to-Peer Ethics volunteers.

What you will need

If you would like Peer-to-Peer ethics assistance, you must provide the following information:

- Your name, email address, and telephone number
- Your license number
- A brief description of your ethics issue

Is this process anonymous?

The intake coordinator requires license information to properly assign the call to an infoline volunteer. This process is completely anonymous, and information will not be shared with any third parties.

You may also get Peer-to-Peer ethics assistance by calling (213) 739-9160. The coordinator will ask for information required to screen your call for assignment to an infoline volunteer. You **MUST** provide the requested information for qualifying purposes.

Interested in serving as a Peer-to-Peer Ethics Infoline volunteer?

Become part of the team! A member of our team will contact you upon submission of your application and provide you with the Code of Ethics Training course. Pass the exam and you're in! [Click here to download an application.](#)

Santa Cruz County Housing Statistics

August 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	26	49	28	15	\$1,442,964	\$1,315,000	\$827	104%	\$40,403,000	1,839	32,309	1.6
Ben Lomond	10	15	12	15	\$1,050,833	\$1,057,500	\$671	106%	\$12,610,000	1,711	22,584	1.2
Boulder Creek	31	40	9	14	\$810,111	\$820,000	\$612	103%	\$7,291,000	1,317	31,102	1.8
Brookdale	0	1	2	14	\$845,000	\$845,000	\$682	107%	\$1,690,000	1,207	18,710	0.8
Capitola	2	5	9	13	\$1,766,944	\$1,750,000	\$1,166	107%	\$15,902,500	1,450	4,647	0.8
Corralitos	1	7	4	51	\$1,530,687	\$1,461,375	\$588	103%	\$6,122,750	2,559	229,714	3.5
Davenport	0	0	1	139	\$1,300,000	\$1,300,000	\$751	87%	\$1,300,000	1,731	4,400	0
Felton	14	24	11	16	\$904,409	\$837,500	\$598	103%	\$9,948,500	1,685	61,305	1.7
Freedom	3	2	0									
La Selva Beach	3	4	2	28	\$1,875,000	\$1,875,000	\$747	99%	\$3,750,000	2,502	7,819	2
Los Gatos	10	25	8	29	\$1,816,375	\$1,900,000	\$604	98%	\$14,531,000	3,109	167,771	3.3
Mount Hermon	1	0	3	9	\$807,333	\$835,000	\$596	109%	\$2,422,000	1,383	8,247	0
Santa Cruz	53	76	72	19	\$1,562,796	\$1,367,500	\$926	105%	\$112,521,382	1,704	18,343	1.3
Scotts Valley	13	20	16	11	\$1,314,375	\$1,267,500	\$640	103%	\$21,030,000	2,130	62,552	1.5
Soquel	10	10	9	12	\$1,329,233	\$1,250,000	\$667	108%	\$11,963,103	2,055	62,722	1.2
Watsonville	37	38	31	23	\$1,032,483	\$875,000	\$519	103%	\$32,007,000	1,869	53,312	1.4
Summary	214	316	217	27	\$ 1,292,570	\$1,267,500	\$667	103%	\$293,492,235	1,883	52,369	1.5


August 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	10	11	10	11	\$864,850	\$900,750	\$686	106%	\$8,648,500	1,264	1,226	1.4
Boulder Creek	0	2	0									
Capitola	5	6	2	21	\$632,500	\$632,500	\$671	110%	\$1,265,000	967	479	1.6
La Selva Beach	1	1	1	3	\$1,025,000	\$1,025,000	\$602	104%	\$1,025,000	1,702	1,176	1.5
Santa Cruz	23	33	15	20	\$832,133	\$788,000	\$660	103%	\$12,482,000	1,174	3,170	2.1
Scotts Valley	5	6	6	75	\$673,242	\$557,450	\$505	102%	\$4,039,452	1,316	1,517	0.9
Soquel	3	2	1	9	\$671,000	\$671,000	\$581	107%	\$671,000	1,155		3
Watsonville	8	8	7	14	\$886,071	\$673,000	\$531	103%	\$6,202,500	1,340	1,568	1.2
Summary	55	69	42	22	\$797,828	\$673,000	\$602	105%	\$ 34,333,452	1,274	1,523	1.7

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


Market Snapshot - August 2021


Santa Cruz County - Single Family Residential



Median Price


\$1,255,000


20% 



Available Inventory


316


-9% 



Homes Sold


217

44% 




Days on Market

19

-51% 

Year over Year



MLS Class 1, excludes Condo/Townhome. Produced by SCCAR with data provided by MLS Listings, Inc.

ATTORNEY AT LAW

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