

2023 SCCAR Board of Directors



MEMBER NEWS

SCCAR members help clean up after recent storms



EVENTS

2023 Legal Update with C.A.R.'s Gov Hutchinson Live!



MARKET DATA

State and local housing data + Market Minute





Jennifer Watson, SCCAR President

PRESIDENT'S MESSAGE

“ *Let's tackle today and tomorrow and let's do it together because “We R better Together.”* ”

“We R Better Together” was the theme from President Jennifer Watson’s Installation speech this past month. Community awareness, community partnership and involvement were some of the key takeaways that will provide a solid foundation for the year ahead. Please read her full speech below to understand how we truly are better and more successful together.

It’s been quite a year already! I didn’t even know what an atmospheric river was until about three weeks ago. In fact, we’ve had some tumultuous few years...we’ve had the pandemic and not knowing what day it is, we’ve had political challenges like rent control, the empty home tax, sewer laterals and now septic. Also changing our landscape is a rush of new agents coming into the industry that have only experienced fast listings, no contingencies and a fight-to-the-finish battle for buyers.

My platform this year is “We R Better Together” and as you read on, I think you’ll see why.

Did you know the National Association of REALTORS® is the largest trade association in the United States? Here in Santa Cruz County we are over 1200 members strong, that is power folks. We R better together. We CAN make a difference and We are REALTOR® strong. We ARE the REALTOR® Brand, each of us individually becomes the collective.

This capability is why it is so important to align with our politicians, like our guests, Congressman Panetta, Mayor Keeley and Supervisor Koenig, to fight for property rights and housing. NAR’s representation of us on a national level is why we all got to work during the pandemic. The funds you paid into our REALTOR® Action Fund directly helped identify us as “Essential Workers”. NAR is fighting the department of Justice right now on our behalf over how commissions are structured. It will effect all of us and it is coming. This could have a huge impact over whether your buyers can move forward and is why your leadership attends the state meetings three times

year on your behalf. Attend our next General Membership meeting in February to get up to date on the most recent meetings. It’s a fascinating process and should be a study of how a successful trade organization runs.

Thank you to our centennial members that are here today, they donated a little extra to ensure our livelihood is protected in the future. Just as you fight for your clients; NAR is fighting for us. If you haven’t donated yet, it’s never too late. Perhaps after your next closing? The REALTOR® Action Fund helps all of us.

What’s impressive about the REALTOR® Party is we are not the Red party nor the Blue party...we are a such an eclectic combination of ALL groups, so combined- we are the “purple” party. We are all in this TOGETHER. We R Better Together.

My history prepares me to bring what I know to you and to lead this association in preparing REALTORS® for a successful tomorrow.

“We R Better Together” and this is your association so help each other when you see a need, don’t wait to be asked. Step Up! Reach out if you need it, come to an event, come to a class, join a committee and par-



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participate- being a REALTOR® can be lonely. We have a lot of new agents and many of these new agents don't know what a "normal" market is, and we will be doing deals with them. Please hold their hand through these next transactions. They are our future. Let's teach them right, right now. Their clients might not know they are new, but we do, and we can help explain why a particular form is used or suggest how to fill out an AVID. We R Better Together.

A goal I have this year is community awareness of us and who REALTORS® are as community members, as REALTORS®, as people. When you are posting on social media or witness our members "doing good" include our hashtag #SCRealtorsCare as we need to let the community know how much we care about our community.

Another goal I have is to include our community partners with us. If there is anyone you appreciate and work with out in the field, invite them to become an affiliate member. Membership allows them to get in front of our 1200+ local members and provides us with quality choices of vendors and service people. When you need a service provider, check our list of who is on it. My goal is to get over 100 affiliates that we can use as [service providers](#) in a variety of different positions/needs/situations. When you see someone new at an event, find out who they are as they might be a new REALTOR® or a new vendor that you need next month.

And finally, I will wrap it up with - involvement. Being a REALTOR® is fun (most of the time) and I think this is why people decide to become a REALTOR®.

The definition of fun is "light-hearted pleasure, enjoyment; or amusement, boisterous joviality or merrymaking; entertainment". We can do that. We've got some great events planned for this year. Come to an [MREP](#) event and share your wisdom with the new agents- it's a great energy group! Be on top of your game by joining a class, we've got some great classes coming up and if you don't like them then join the Education Committee to create classes you want. Legislative day is Wednesday May 3rd in Sacramento this year and it's an eye opener about how the REALTOR® Brand works for you, by you.

We are also looking into a family event and we always have our get-togethers at the association whether it's the summer BBQ or our annual Charity Golf & Cornhole Tournament and our holiday get-together...join us, I want you there. WE want you there. We are here for YOU.

Our association's vision is "Preparing REALTORS® for a successful tomorrow", let's do that. Let's tackle today and tomorrow and let's do it together because "We R better Together."



2023 Board of Directors



Jennifer Watson, David Lyng & Morgan Lukina



Jennifer Watson & Family



SCCAR Past Presidents

USHERING IN NEW LEADERSHIP

On Friday, January 20, we had the pleasure of honoring our outgoing President, Kathy Oliver and welcoming in our 2023 President, Jennifer Lyng Watson and incoming officers and directors. We thank our special guests Congressman Rep. Jimmy Panetta, Mayor of Santa Cruz Fred Keeley and First District Supervisor Manu Koenig who were in attendance.

Our well-deserved award winners were announced, and we give a huge congratulations to: REALTORS of the Year Greg Lukina and Carol VanAusdal, Affiliate of the Year, Tamar Frey, Lifetime Achievement, Barbara J Palmer and Wayne Shaffer, Community Service, Jennifer Lyng Watson.

Our President's awards went to Nick Bailey and our own GAD, Victor Gómez.

Special shout out to our sponsors who's support helped make the event happen: Christie's International Real Estate, David Lyng Real Estate, MLSListings, Bailey Properties, Oliver Property Management, Coldwell Banker Realty - Santa Cruz County.



2023 Board of Directors



Kathy Oliver & Jennifer Watson



Kathy Oliver & Congressman Panetta

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Kathy Oliver & Supervisor,
Manu Koenig



REALTOR® of the YEAR
Greg Lukina



Community Service
Jennifer Watson



Lifetime Achievement
Wayne Shaffer



REALTOR® of the YEAR
Carol VanAusdal



Affiliate of the YEAR
Tamar Frey



President's Awards
Nick Bailey & Victor Gomez



7 Years of Service
Fred Antaki



Lifetime Achievement
Barbara Palmer

UPCOMING EVENTS & EDUCATION

Real Estate Legal Update

2/13

What happens in Sacramento can have a tremendous impact on your ability to do business. Make sure your up to date on the latest legal and forms changes with Gov Hutchinson, C.A.R.'s Assistant Legal Counsel.

Monday, February 13, 2023
Held at the SCCAR office



SCCP Training Series

Begins 2/17

Santa Cruz County Pro is designed to provide REALTORS® with knowledge and information to better assist their clients in buying and selling real estate in Santa Cruz County

Begins February 17, 9:30 am at SCCAR. SCCP is a series of 9 courses held throughout the year.

Learn more: www.mysccar.org/wpress/sccp

SCCP Storm Recovery

2/17

The first in our SCCP series will feature the following speakers discussing various aspects and programs for recovering from our recent storms: Community Bridges, Dan Clem, Essential Home Inspection, Tanner Tedsen, Tedsen Insurance Agency

This class can be taken independent from the series.

Friday, February 17- 9:30 - 11 am
Held at SCCAR





All Things Tax Records

2/22

This live Interactive workshop will cover any questions you have about Matrix Tax Records and Tax Records Realist. A live interactive panel of our own MLSListings trainers will be hosting this new format of training

Wednesday, February 22, 2023- 10 - 11 am
Live webinar

Building Statistics Workshop

2/23

This live Interactive workshop will cover any questions you have about Finding and Building Statistics and provide accurate information to your client. A live interactive panel of our own MLSListings trainers will be hosting this new format of training

Thursday, February 23, 2023- 3 - 4 pm
Live Webinar



Tour Marketing Meeting

Thursday Mornings

Join us for our weekly Tour Marketing meeting to promote a listing, hear about what's on the market and what's coming up, share wants/needs and see some friendly faces! Meetings are held at our office, 2525 Main St., Soquel from 9 – 9:30 AM.

CONGRATS TO OUR GRADS!

Congratulations to our 2022 SCCP Graduates!

- Maddie Nehf
- Serena Wager
- Susan Morris
- Jose Gomez
- Amy Jeske
- Kieron Bery
- Honora Robertson.

If you're interested in attending this year's series which starts Feb. 17 - click here-> <https://mysccar.org/wpress/sccp/>



Featured: Maddie Nehf and Serena Wager




Santa Cruz County Pro

SCCAR's certification series begins February 17, 2023

1st Class: Storm Recovery

Become a local pro and earn your SCCP Certificate!

EARLY BIRD PRICING UNTIL Feb. 2, 2023! \$99 for 9 Courses!




MEMBERS IN THE COMMUNITY

Members of the Santa Cruz County Association of REALTORS® jumped in to help clean up the devastation at the Old Mill Mobile Home Park last week which was inundated with mud from the Soquel Creek flooding. A few weeks ago they took advantage of the break in the weather and gathered at Main Beach to help clean up. We are grateful for their commitment to our community and thank them for their efforts.



"Thank you to our SCCAR team for putting on such a great event. Over 80 people came to clean up the beach this morning! Lots more work to be done but thankful to be a part of this great community!", Tai Boutell, Santa Cruz Lending Group

#SCRealtorsCare

Real Estate Legal Update

with Gov Hutchinson, C.A.R. Asst. General Counsel

What happens in Sacramento can have a tremendous impact on your ability to do business. Make sure you're up to date!

Monday, February 13, 2023

9:30 - 11 AM

SCCAR office, \$20

Register: www.mysccar.org or 831-464-2000



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#SCRealtorsCare



Hey SCCAR members! SCCAR wants to know what you and your offices are doing for our community! We are aware that many of you, either individually or through your office, support charities and volunteer in a variety of ways to make our community a better place and want to recognize those efforts.

To assist in that endeavor, we are utilizing the **#screaltorsCare** hashtag on facebook & instagram to pull together those activities into one common topic.

Its' easy! Whenever you or your company post about giving back to the community add **#screaltorsCare** to the post! This will make it possible for us and others to easily find out what good works are happening and acknowledge those efforts.

WE JUST WANT TO SAY... THANK YOU!

It is with your generous contribution to the Santa Cruz County Housing Foundation that there are many happy new homeowners in Santa Cruz County. We are pleased to share that the Foundation has raised \$35,000 to continue to help home buyers in need through our grant programs. Please know, this would not be possible without all of you.

#SCRealtorsCare www.sccarhf.org

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Santa Cruz County Housing Statistics 2022 Annual

2022: Santa Cruz County - Single Family Residential

City	New	Inventory	Sold	Avg. DOM	Avg. Sale Price	Median Sale Price	Median \$/Sqft	% LP Rec'd	Sale Volume	Avg. Home Sq. Ft.	Avg. Lot Sq. Ft.	Months of Inventory
Aptos	278	24	233	25	\$1,922,873	\$1,600,000	\$874	105%	\$448,029,565	2,031	30,844	1.8
Ben Lomond	77	6	63	18	\$1,078,334	\$925,000	\$674	106%	\$67,935,100	1,674	204,655	1.6
Boulder Creek	152	16	126	22	\$863,907	\$820,000	\$590	105%	\$108,852,388	1,602	59,745	2.5
Brookdale	14	0	13	33	\$835,269	\$748,000	\$522	99%	\$10,858,500	1,691	28,998	0
Capitola	59	4	45	24	\$1,865,141	\$1,650,000	\$1,305	105%	\$83,931,388	1,364	4,187	0.9
Corralitos	16	1	8	63	\$1,293,000	\$1,050,000	\$711	100%	\$10,344,000	1,688	196,722	3
Davenport	3	1	1	63	\$2,000,000	\$2,000,000	\$1,151	100%	\$2,000,000	1,738	506,515	
East Santa Cruz	1	0	0									
Felton	100	9	87	24	\$879,959	\$885,000	\$701	107%	\$76,556,499	1,355	35,082	2.1
Freedom	15	0	10	11	\$759,300	\$745,500	\$600	106%	\$7,593,000	1,278	7,397	0
La Selva Beach	19	6	11	33	\$2,066,636	\$1,875,000	\$864	105%	\$22,733,000	2,357	82,530	6
Los Gatos	92	11	77	30	\$1,527,451	\$1,475,000	\$668	102%	\$117,613,727	2,266	246,864	2.5
Mount Hermon	11	3	8	15	\$769,812	\$804,000	\$562	103%	\$6,158,500	1,284	7,498	4.5
Santa Cruz	540	55	446	22	\$1,758,300	\$1,517,500	\$971	105%	\$784,202,131	1,846	23,525	1.8
Scotts Valley	137	18	103	25	\$1,558,777	\$1,525,000	\$728	104%	\$160,554,093	2,206	35,222	3.2
Seacliff	2	0	2	10	\$1,238,500	\$1,238,500	\$1,460	116%	\$2,477,000	874	5,641	
Soquel	71	11	50	27	\$1,673,830	\$1,600,000	\$742	104%	\$83,691,500	2,292	158,465	3.7
Watsonville	248	35	188	22	\$932,336	\$840,000	\$553	101%	\$175,279,302	1,636	62,539	3.1
Summary	1835	200	1471	27	\$ 1,354,319	\$1,238,500	\$711	104.3%	\$2,168,809,693	1,717	99,790	2.4

2022: Santa Cruz County - Common Interest Development

City	New	Inventory	Sold	Avg. DOM	Avg. Sale Price	Median Sale Price	Median \$/Sqft	% LP Rec'd	Sale Volume	Avg. Home Sq. Ft.	Avg. Lot Sq. Ft.	Months of Inventory
Aptos	90	5	78	18	\$1,025,014	\$988,250	\$727	104%	\$79,951,151	1,360	1,615	0.8
Boulder Creek	6	0	6	15	\$564,333	\$518,500	\$496	103%	\$3,386,000	1,117	1,091	
Capitola	59	4	48	22	\$798,611	\$747,500	\$804	103%	\$38,333,350	953	1,063	1.5
Freedom	8	0	7	30	\$659,714	\$650,000	\$627	101%	\$4,618,000	1,168	1,575	
La Selva Beach	9	2	5	11	\$1,801,020	\$1,600,000	\$880	110%	\$9,005,100	1,850	1,732	6
Santa Cruz	127	13	119	19	\$870,981	\$860,000	\$694	104%	\$103,646,809	1,218	1,322	2.3
Scotts Valley	33	1	31	10	\$905,850	\$899,000	\$659	109%	\$28,081,360	1,404	1,487	0.6
Soquel	5	0	4	9	\$801,750	\$832,500	\$648	108%	\$3,207,000	1,197	980	0
Watsonville	63	5	52	15	\$848,165	\$650,000	\$554	102%	\$44,104,595	1,211	1,884	1.4
Summary	400	30	350	17	\$ 919,493	\$832,500	\$659	104.9%	\$314,333,365	1,275	1,417	1.8



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State Farm®

Individual premiums and budgets will vary by customer. All applicants subject to State Farm® underwriting requirements.

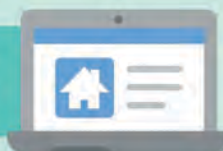
Report as of

January 2023



California Latest Market Data

How the market is doing



*Daily Average
for week ending
January 21, 2023

349

Closed Sales
per day*

223

Pending Sales
per day*

179

New Listings
per day*

% change indicates change from last week



What REALTORS® are saying



-5.6%

30.7%

Closed a sale



-4.6%

26.4%

Entered escrow



-4.0%

28.1%

Listed a property

% change indicates change from last month

What REALTORS® think will happen



15.6%

23.5%

Sales will be up

1.2%

3.4%

Prices will be up

15.8%

39.9%

Listings will be up

% change indicates change from last month

Source: California Association of REALTORS®

Santa Cruz County Housing Statistics

December 2022: Santa Cruz County - Single Family Residential												
City	New	Inventory	Sold	Avg. DOM	Avg. Sale Price	Median Sale Price	Median \$/Sqft	% LP Rec'd	Sale Volume	Avg. Home Sq. Ft.	Avg. Lot Sq. Ft.	Months of Inventory
Aptos	8	24	9	44	\$2,551,581	\$949,500	\$849	98%	\$22,964,235	1,549	9,791	1.8
Ben Lomond	3	6	4	11	\$913,525	\$774,550	\$697	106%	\$3,654,100	1,270	473,922	1.6
Boulder Creek	7	16	2	40	\$947,500	\$947,500	\$553	93%	\$1,895,000	1,675	72,680	2.5
Brookdale	0	0	2	58	\$699,000	\$699,000	\$430	96%	\$1,398,000	1,677	13,591	0
Capitola	1	4	7	19	\$1,679,285	\$1,660,000	\$1,086	105%	\$11,755,000	1,454	5,778	0.9
Corralitos	0	1	1	10	\$1,249,000	\$1,249,000	\$595	100%	\$1,249,000	2,100	26,049	3
Davenport	0	1	0									
Felton	3	9	2	58	\$777,500	\$777,500	\$692	99%	\$1,555,000	1,105	14,005	2.1
Freedom	2	0	1	6	\$695,000	\$695,000	\$552	100%	\$695,000	1,260	13,460	0
La Selva Beach	1	6	1	201	\$1,675,000	\$1,675,000	\$535	76%	\$1,675,000	3,131	17,424	6
LOS GATOS	2	11	2	66	\$1,050,000	\$1,050,000	\$633	98%	\$2,100,000	1,693	459,449	2.5
Mount Hermon	1	3	0									
Santa Cruz	12	55	31	36	\$1,577,548	\$1,330,000	\$898	98%	\$48,904,000	1,751	55,694	1.8
Scotts Valley	4	18	4	33	\$1,436,892	\$1,573,785	\$599	93%	\$5,747,570	2,365	64,083	3.2
Soquel	2	11	3	20	\$1,601,333	\$1,550,000	\$677	103%	\$4,804,000	3,174	99,448	3.7
Watsonville	10	35	15	36	\$863,203	\$657,000	\$528	98%	\$12,948,054	1,559	60,676	3.1
Summary	56	200	84	46	\$ 1,265,455	\$999,750	\$616	97%	\$121,343,959	1,840	99,004	2.3

December 2022: Santa Cruz County - Common Interest Development												
City	New	Inventory	Sold	Avg. DOM	Avg. Sale Price	Median Sale Price	Median \$/Sqft	% LP Rec'd	Sale Volume	Avg. Home Sq. Ft.	Avg. Lot Sq. Ft.	Months of Inventory
Aptos	1	5	11	47	\$904,136	\$850,000	\$686	100%	\$9,945,500	1,321	2,126	0.8
Capitola	2	4	0									
La Selva Beach	1	2	0									
Santa Cruz	4	13	4	12	\$706,000	\$687,000	\$822	103%	\$2,824,000	912	1,285	2.3
Scotts Valley	2	1	1	16	\$550,000	\$550,000	\$730	92%	\$550,000	753	697	0.6
Soquel	0	0	0									
Watsonville	3	5	5	14	\$744,900	\$640,000	\$552	101%	\$3,724,500	1,173	1,205	1.4
Summary	13	30	21	22	\$726,259	\$663,500	\$708	99%	\$ 17,044,000	1,040	1,328	1.3

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

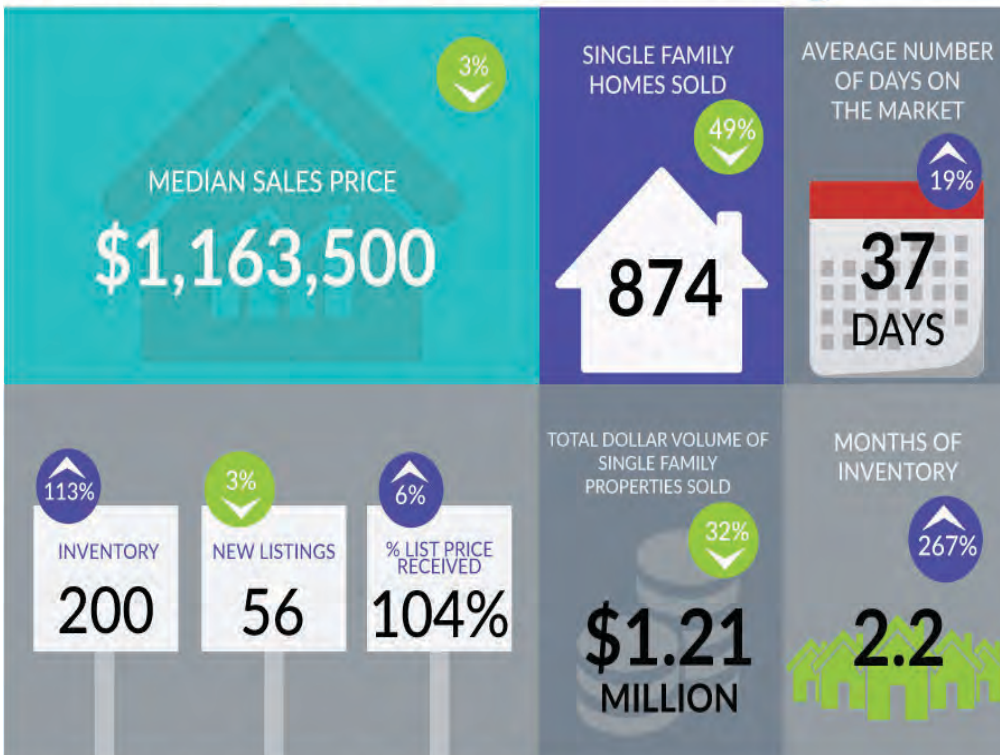
MARKET MINUTE

January 23, 2022 – As the new year gets underway, Americans are financially preparing for challenges in 2023. Despite inflation slowing towards the end of last year, consumers are managing their spending more closely and showed restraint from overspending during the holidays. Economic data suggest this will continue in the short-term. Housing demand remains relatively depressed as affordability remains a challenge, but lower mortgage rates and softer home price appreciation may help to bring buyers off the sidelines and California saw a modest increase in sales activity in December along with an uptick in mortgage loan activity. These positive improvements in the housing market helped to boost builders' confidence in January.

Read more:
<https://www.car.org/en/marketdata/marketminute>



DECEMBER 2022 MARKET SNAPSHOT - SINGLE FAMILY HOMES - YEAR OVER YEAR



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