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## Inside Real Estate

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## New Law for Home Sellers

Buying or selling a home is a major life event for many individuals and families. To protect prospective home buyers, sellers must comply with a myriad of disclosure laws. Effective January 1, 2006, sellers of residential real property are now subject to another disclosure law enacted by Assembly Bill 459. Sellers of any residential real property must now give prospective home buyers a disclosure notice stating that the buyer may have to pay one or two supplemental property tax bills.

What are supplemental property tax bills? They reflect the difference between the assessed value of the property before the sale and the assessed value after the sale. Typically, property tax assessments are based on the property's last sales price, plus a maximum increase of two percent per year for inflation.

With California home values increasing 19 percent during 2005,

newly purchased homes often have sales prices significantly higher than their current assessed values. This greater value is reflected in the new assessments after a home is sold. The supplemental tax bill assesses the tax owed by the home buyer on the difference between the sales price and the current assessed value prior to the sale. Supplemental tax bills may be issued only once or twice after the purchase. Unless home buyers complete new construction, they should receive no additional supplemental assessments after their purchase.

What does this disclosure notice look like? The notice required by the new law must use the following text, in at least 12-point type:

"California property tax law requires the Assessor to revalue real property at the time the ownership of the property changes. Because of this law, you may receive one or two supplemental tax bills,

depending on when your loan closes.

The supplemental tax bills are not mailed to your lender. If you have arranged for your property tax payments to be paid through an impound account, the supplemental tax bills will not be paid by your lender. It is your responsibility to pay these supplemental bills directly to the Tax Collector.

If you have any questions concerning this matter, please call your local Tax Collector's Office."

The notice also must contain the following title, in at least 14-type or a contrasting color:

"Notice of Your 'Supplemental' Property Tax Bill."

*Please see this month's issue of Legislative Watch for answers to Frequently Asked Questions regarding the Homeowners' Property Tax Exemption.*

## New Ethical Duty to Disclose Non-Confidentiality of Home Buyer Offers

Beginning January 1, 2006, REALTORS® representing buyers have an ethical duty to advise their clients that sellers may not treat offers as confidential. More specifically, when entering into a buyer agreement, REALTORS® must advise potential clients of "the possibility that sellers or sellers' representatives may not treat the existence, terms, or conditions of offers as confidential unless confidentiality is required by law, regulation, or by any confidentiality agreement between the parties."

As a point of clarification, California law generally does not require the existence, terms, or conditions of offers to be kept confidential by either a seller or a listing agent representing the seller exclusively. However, parties may voluntarily enter into a confidentiality agreement. For more information about the law surrounding offers, C.A.R. has a legal memorandum entitled Competitive Offers in a Hot Market -- Some Survival Tips, available at [www.car.org/index.php?id=MzM4MjE](http://www.car.org/index.php?id=MzM4MjE).

To help REALTORS® satisfy this

new ethical duty, C.A.R. will revise its standard-form Buyer Broker Agreements and Statewide Buyer and Seller Advisory (SBSA) to include the non-confidentiality disclosure. The revised standard forms are scheduled to be released in April 2006.

This new ethical duty is set forth at Standard of Practice 1-13 of the NAR Code of Ethics. For a copy of the 2006 version of the NAR Code of Ethics and Standards of Practice, which includes this and other amendments, go to [www.scaor.org/pdf/codeofethics.pdf](http://www.scaor.org/pdf/codeofethics.pdf).



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**Kimberly Kucharski, REALTOR®**

I appreciate the support system that we have here at David Lyng. Terry teaches us not only how to reach "success" but to expect it and helps us find meaning in our personal definition of "success". What I love most about the Intention Groups is the emphasis on the "human" aspects of Real Estate. This is a people business and people benefit from our work in both real estate and in life.

**Brandi Jones, REALTOR®**



Our goal is to inspire, encourage and educate our agents to promote unimaginable levels of success. Our training reflects our core value of treating people as we would like to be treated, whether it be training, transactions or teamwork within the company.

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**REAL ESTATE** is the official monthly newspaper of the Santa Cruz Association of REALTORS® provided as a member service to inform, educate and update REALTOR® and Affiliate members on local, state and national real estate news and the Association's calendar of events.

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# President's Message

I want to start by thanking all you who came to the Installation of Officers at the Coconut Grove Ballroom on January 13<sup>th</sup>. We had a blast. Also, I would like to thank those people who made that fun possible. Randy Turnquist & his wife, Robin, for the fun photo sessions, Robert Bailey, acting as Master of Ceremonies, did a great job of honoring the award winners & keeping the program flowing. The committee -- Loree Doan, Lisa Seace, Lori Strusis, Dee Buckelew, Carla Richmond -- & the wonderful staff at the association -- Philip, Norma, Dawn, Leslie & Karen -- who all helped make this night the best. Thanks again for your support.

### When did you become a NRDS?

Your NRDS (National REALTOR® Database System) number is your National Association of REALTORS® member number & the magic key to gaining access to the Santa Cruz Association website "Members Only" area. There you will find the Ag disclosure download, the weekly Open House Tour,

Legal & Legislative Updates & many other features just for members. All you need is your NRDS number & the last four digits of your social security number to access this valuable member benefit. This number also opens Legal Q & A's at the C.A.R. website, [www.car.org](http://www.car.org), along with information on many subjects that you can download & give to your clients.

### Looking for Continuing Education credits to renew your license?

Go to [www.learning.net](http://www.learning.net) & click on "Real Estate." You can complete ALL your required courses for license renewal in the comfort of your home. The courses are fun & informative. Take the test, pass & print your certificate -- a member benefit from the California Association of REALTORS®.

### Want to know who is showing your listings?

Each time a Key releases the key container in a KeyBox, the access is recorded in both the Key & the KeyBox. There are two ways to view this showing

activity information:

- Register your KeyBoxes at the KIM website. When you perform an eSYNC you will receive a message indicating how many times your listings have been shown since your last eSYNC. Then go to the KIM website & view a showing activity report or you can call KIM voice access & request a voice or fax report.

- You can visit your KeyBox & transmit the showing info to your Key. In a AEII KeyBox, up to the last 43 accesses are displayed & in an iBox, up to the most recent 100 accesses are displayed. The Key serial number and date and time your KeyBox was accessed is displayed on your Key's screen. When you read an iBox, the agent name & phone number is also displayed.



**Bobbie Nelson**

2006 SCAOR

President

(831) 419-7253

[bobbie@bobbienelson.com](mailto:bobbie@bobbienelson.com)

# Affiliate Update

As Chair of the 2006 Affiliate Committee, I am proud to announce my Vice-Chair, Dimitri Timm of Firstnet Mortgage in Capitola. Dimitri has been a part of the Affiliate Committee for a few years now and brings to the table commitment and enthusiasm.

The three subcommittees have also been appointed chairs: Dee Buckelew of American Home Shield as the chair of the Affiliate Membership/Recruiting subcommittee; Co-Chairs of the Education sub-committee are Greg Turnquist of Santa Cruz Financial, Karl Ledig of Home Reliance Inspection and Rick Campbell of Wells Fargo Home

Mortgage; and Andy Mitchell of Santa Cruz Title Co. is our chair for the Liaison/Communication subcommittee.

A fun upcoming event to mark on your calendar is the Spring Fling, which will be held on May 3rd at the Association. We usually have a band playing, a baking contest and lots of good barbecue. If the weather stays this nice, it should be a beautiful day for it! Two other notable events are the Annual Charity Golf Tournament (July 21st) and "A Taste of Santa Cruz" (November 2nd). We are always looking for people to help support and organize these fundraising events. They're a lot of fun and the proceeds

go to some very wonderful charities. If you are interested in participating, please contact me at (831) 212-0229 or email me at [spaine@mortgageit.com](mailto:spaine@mortgageit.com).

Remember, the Affiliate Committee meets the second Wednesday of every month at 8:30am at the Santa Cruz Association of REALTORS® office, and anyone is welcome to attend.



**Shelly N. Paine**

(831) 212-0229

[spaine@mortgageit.com](mailto:spaine@mortgageit.com)

# Affiliate Spotlight



## Pacific Coast Inspections

### Rob Ferguson, CCI

CREIA Certified Inspector

(831) 439-1700 • (831) 684-1701 fax

[pch-inspection@sbcglobal.net](mailto:pch-inspection@sbcglobal.net)

[www.pacificcoastinspections.net](http://www.pacificcoastinspections.net)

Rob Ferguson, the proud owner of Pacific Coast Inspections, has been serving Santa Cruz County since 2003. With 15 years of construction experience, the transition to residential

and commercial property inspections was a natural fit. Rob is a member of CREIA and an affiliate member of the Women's Council of REALTORS®.

Customer service is the name of the game for this company. Rob knows that the pay-offs are big when you spend that extra time with the customer. "A first time home buyer has a lot of questions, but the reward is the smile on their face when they realize they are becoming homeowners." Listing inspections are also a specialty. It is invaluable for the seller to know what the deficiencies are with the property before placing it on the MLS.

Pacific Coast Inspections now offers a new service - infrared inspections. This state-of-the-art technology allows

the inspector to detect the source of leaks and drafts without damage to the property. Rob is a Certified Level 1 Thermographer. He is happy to demonstrate the superhuman value of the infrared camera to anyone who asks. "This technology allows us to identify latent moisture behind walls without damage which can result in costly repairs to the homeowner. It literally allows us to see through walls."

For more information on property inspections or infrared inspections, visit us at [www.pacificcoastinspections.net](http://www.pacificcoastinspections.net) or call Rob to schedule an inspection at (831) 439-1700.

**NEW MEMBERS**

see page 4

# Brokers Responsible for 1099 Reporting

Real estate brokers must generally file 1099-MISC forms for commission payments of \$600 or more. However, according to California's Franchise Tax Board (FTB), that 1099 reporting requirement for a listing broker includes not only the commission paid to the salesperson in the office, but also the commission paid to the cooperating broker. This position taken by the FTB is set forth in its recent publication entitled 1099 Reporting for Real Estate Brokers. (This brochure may be downloaded from the SCAOR website by going to [www.scaor.org/pdf/1099.pdf](http://www.scaor.org/pdf/1099.pdf))

Here's the scenario addressed by the FTB. A seller lists his home with Agent Jones of XYZ Realty, which a buyer eventually buys while represented by Agent White of HJK Realty. XYZ Realty must file 1099s for the commissions paid to Agent Jones and HJK Realty.

HJK Realty must file a 1099 for the commission paid to Agent White. The seller and buyer generally have no reporting obligation because they are not acting in the course of a trade or business.

The 1099 reporting is not required under certain circumstances. Most notably, a 1099-MISC is not required if the cooperating broker is a corporation.

If required, 1099 information returns for commissions paid in 2005 must be furnished to recipients by January 31, 2006 and filed with the IRS and FTB by February 28, 2006, or if filing electronically, by March 31, 2006. Requests for extensions must be submitted by the filing due date. For more information about taxes, go to California's Taxes Information Center website at [www.taxes.ca.gov](http://www.taxes.ca.gov).

# No New Disclosure Requirement for Asbestos Hazard Zones

There is no new disclosure requirement for asbestos hazard zones. Although the California legislature recently considered a bill regarding naturally-occurring asbestos hazard zones, that bill was defeated and did not become law. Some incorrect information has been circulating that is creating confusion on this issue.

The confusion among REALTORS® apparently comes from misstatements made and circulated by Property I.D., a disclosure company. Property I.D.'s publication entitled "Disclosure Watch" dated January 2006, incorrectly states that Assembly Bill 459 "requires sellers and their agents to disclose to prospective buyers if the property is located in a 'Naturally Occurring Asbestos Hazard Zone.'" In fact, AB 459 does NOT say that nor does it impose a new disclosure requirement for asbestos hazard zones.

In 2005, Senate Bill 655 (Ortiz) was introduced proposing the creation of official maps to identify naturally-occurring asbestos hazard zones. Earlier versions of SB 655 had also proposed that certain sellers and their agents provide asbestos hazard zone disclosures to their prospective buyers. SB 655, however, was defeated and not enacted into law, and as of January 19, 2006, was placed on the State Assembly's inactive file.

Assembly Bill 459 (Oropeza) was introduced and passed in 2005. However, AB 459 imposed a new disclosure

requirement for supplemental property taxes (starting January 1, 2006), not asbestos. This supplemental property tax disclosure requirement is already a C.A.R. standard form and will also be included in the April release of SBSA (Statewide Buyer and Seller Advisory) for those who choose not to use the stand-alone form. AB 459 also contained a contingent Section 1.5, which would have incorporated the companion legislation (SB 655) if it had passed. Section 1.5 required an asbestos hazard zone disclosure to be included in a subdivision's public report, but again only if SB 655 was enacted by January 1, 2006. Because SB 655 was not enacted into law, Section 1.5 did not become law. Experienced legislative advocates call these "joined" bills and understand how the contingent language works if only one bill has passed and the other hasn't.

A local city or county could, however, impose its own local disclosure requirement of naturally occurring asbestos, such as the one enacted by El Dorado County, provided it is made on the local option form. El Dorado County is the only local ordinance of this sort of which C.A.R. is aware. Of course, the local ordinance only applies to properties in that county.

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## Bob Belshe

Sincere condolences to the family and friends of Bob Belshe, a 23-year member of the Santa Cruz Association of REALTORS®, who passed away on January 28, 2006 after battling brain cancer.

Also known a newsman and broadcaster Don Hayward, Bob is survived by his wife of 38 years, Darla & several children, grandchildren &

great-grandchildren. Services were scheduled for February 25th.

In lieu of flowers, donations may be made in his memory to: Santa Cruz Elks Lodge #824, 150 Jewell Street, Santa Cruz, CA 95060.

## New Members

### REALTOR® Members

**Atlas Realty**  
Ann Butler

**American Dream Realty**  
Cheri Trebbien

**Bailey Properties, Inc.**  
Ralph Millar

**Cal-Coast Lending**  
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**Century 21 Award Real Estate**  
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**Century 21 Classic Properties**  
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**Corralitos Homes & Land**  
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**David Lyng & Associates**  
Roger Powers

**Del Coletti Appraisals**  
Joe Del Coletti

**Intero Real Estate Services - LG**  
Mary Kay Groth

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David Beatty  
Micah Stevens  
Roxana Jimenez

**Kensington Realty Group**  
David Touney

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**Main Street REALTORS®**  
Pete Carlson

**McBride Appraisal Services**  
Tammy McBride

**Monterey Bay Properties**  
Ed Smith

**Network Alliance Real Estate**  
Virgil Jenkins

**Premier Real Estate**  
Robyn Ross

**RAE Properties**  
Greg Bettinger

**Sherman & Boone Associates**

Judith Bliss  
Kimberly Camacho  
Cliff Conard  
Kate McMillen

**Tri County Real Estate Services**  
Roberta Annett

### Affiliate Members

#### Resource Lenders

Lisa Cardoza  
Kevin Melrose  
Allison Vitug

Comments about an applicant's admittance should be submitted in writing to the Santa Cruz Association of REALTORS®, 2525 Main St., Soquel, CA 95073.



# Bridging the Gap to Homeownership

## Message From the Chair

The Housing Foundation is off to a great start this year with four new energetic and talented Trustees being added: Barbara Townend, Cecelia Crocker, Vivian Gunnerengen, and Jeff McCormac. With the energy and momentum we already have carrying over from 2005, 2006 is sure to be our best year yet!

This year, we will be focusing on our continued growth and success. One of our goals will be increasing public awareness of who we are, and what we are doing. Another will be to actively seek out more people to join in our efforts and help on committees or in any other capacity for which they may be available. If you are familiar with us and have not yet joined in, please do so.

If you have a friend or family member

that feels strongly about our cause, please encourage them to help, or simply contact one of us to follow up with them. To those of you that have helped make us who we are today, THANK YOU.

*All My Best to you in 2006.*



**Greg Turnquist**  
2006 SCAOR Housing  
Foundation Chair  
(831) 477-5757

**Down payment assistance is available!**  
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**Interested in supporting the Santa Cruz Association  
of REALTORS® Housing Foundation?**  
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**We accept:**



# Nominations Open for 2006 Good Neighbor Awards

REALTOR® Magazine, the official publication of the NATIONAL ASSOCIATION OF REALTORS® (NAR), is seeking nominations for its seventh annual Good Neighbor Awards.

The program recognizes REALTORS® whose extraordinary commitment to volunteer work has helped make their community a better place to live.

In November, five winners will be announced in REALTOR® Magazine and will be recognized at the 2006 REALTORS® Conference & Expo in New Orleans. Each winner will receive travel expenses to the convention, national media exposure for their community cause, and a \$10,000 grant — up from \$7,500 last year. In addition to the winners, five honorable mentions will each receive a \$2,500 grant. Last year's program drew more than 300 entries.

NAR President Thomas M. Stevens says the Good Neighbor Awards bring attention to volunteer work that REALTORS® all over the country are quietly doing to help others.

"These people typically don't seek the spotlight, but they deserve to be recognized. I'm proud that the Good Neighbor Awards gives NAR the opportunity to honor some of the many

REALTORS® who volunteer in and help build their communities."

Last year's winners — who contributed a combined total of nearly 6,000 hours to their causes — drew a standing ovation at the annual conference's general session, a meeting of more than 6,000 REALTORS®.

To read about last year's winners, go to [www.realtor.org/rmodaily.nsf/pages/GoodNeighborHomePage?OpenDocument](http://www.realtor.org/rmodaily.nsf/pages/GoodNeighborHomePage?OpenDocument).

"We hope the magazine's Good Neighbor Awards will inspire REALTORS® everywhere — a family of more than one million professionals — to give a little more or a lot more to help improve the quality of life in their communities," says REALTOR® Magazine Editorial Director Pamela Geurds Kabati. "This award program is fundamentally about calling attention to how one person can make a difference in the lives of others."

Good Neighbor Award winners say their charities benefit from much more than the grant money.

"When I received the Good Neighbor Award, it immediately brought attention to both of the projects I was working on," said Craig Conant, Warrensburg, Mo., a 2001 Good Neighbor Award winner. "The publicity let people know about the



needs of Big Brothers/Big Sisters and brought a great deal of attention to the Children's Memorial Park. We received other donations and new volunteers from the publicity."

Visit the Good Neighbor Awards home page at [www.realtor.org/rmodaily.nsf/pages/GoodNeighborHomePage?OpenDocument](http://www.realtor.org/rmodaily.nsf/pages/GoodNeighborHomePage?OpenDocument) to print out an application form.

REALTOR® Magazine's Good Neighbor Awards is sponsored by eNeighborhoods Inc., Fannie Mae, and LandAmerica. Additional support came from Phillip McGinnis, McGinnis Commercial Real Estate, Dover, Del.

"As founding sponsor of the Good Neighbor Awards, I get energized by what REALTORS® are accomplishing at the grassroots level to help their communities," says Stu Siegel, CEO of eNeighborhoods Inc., who also personally contributes to the program through his family's charitable foundation. "What I find most incredible about Good Neighbor recipients is the amount of personal time they devote to their projects, and how they unanimously feel that they would be less successful without integrating community service into their day-to-day businesses."

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# Calendar

# March 2006

# Did You Know?

Sun	Mon	Tues	Wed	Thur	Fri	Sat
			<b>1</b>	<b>2</b>	<b>3</b> <i>BOARD OF DIRECTORS</i> 8:30A.M. <i>INTRO TO HOMEWORKS</i> 9:00A.M. - 12:00P.M. <i>ADVANCED HOMEWORKS</i> 1:00P.M. - 4:00P.M.	<b>4</b>
<b>5</b>	<b>6</b> <i>QUICK START</i> 8:00A.M. - 5:00P.M.	<b>7</b>	<b>8</b> <i>AFFILIATE COMMITTEE</i> 8:30A.M.	<b>9</b> <i>PAST PRESIDENTS LUNCH</i> 11:30A.M.	<b>10</b> <i>GRI 105</i> 8:00A.M. - 5:00P.M.	<b>11</b>
<b>12</b>	<b>13</b> <i>QUICK START</i> 8:00A.M. - 5:00P.M.	<b>14</b> <i>WINFORMS</i> 1:00P.M. - 4:00P.M.	<b>15</b> <i>BUDGET AND FINANCE MEETING</i> 8:30A.M. <i>GRIEVANCE COMMITTEE</i> 2:30P.M.	<b>16</b> <i>PAST PRESIDENTS LUNCH</i> 11:30A.M.	<b>17</b> <i>LGR</i> 8:30A.M. <i>PROFESSIONAL STANDARDS TRAINING</i> 9:00A.M. - 4:00P.M.	<b>18</b>
<b>19</b>	<b>20</b> <i>HF TRUSTEES</i> 3:00P.M. <i>QUICK START</i> 8:00A.M. - 5:00P.M.	<b>21</b>	<b>22</b>	<b>23</b>	<b>24</b> <i>LISTING MANAGEMENT &amp; REIL.COM</i> 9:00A.M. - 12:00P.M. <i>REIL WEB &amp; MLS ALLIANCE</i> 1:00P.M. - 4:00P.M.	<b>25</b>
<b>26</b>	<b>27</b>	<b>28</b>	<b>29</b> <i>SRES</i> 8:00A.M. - 5:00P.M. <i>STRATEGIC PLANNING COMMITTEE</i> 8:30A.M.	<b>30</b> <i>SRES</i> 8:00A.M. - 5:00P.M.	<b>31</b>	<i>H.F. = HOUSING FOUNDATION</i>

Thursday is Tour Day for the Santa Cruz Association of REALTORS®. Tours are separated into morning and afternoon tours by area, as described below.

Questions about the Tour? Please contact Leslie at (831) 464-2000 or [lflint@scaor.org](mailto:lflint@scaor.org).

**Morning Tour: 9:30 A.M.-12:00 P.M.**

- 23 Los Gatos Mountains
- 30 North Coast
- 31 Davenport
- 32 Bonny Doon Central
- 33 Empire Grade Road
- 34 Boulder Creek
- 35 Brookdale
- 36 Ben Lomond
- 37 Felton
- 38 Lompico-Zayante
- 39 Scotts Valley-City Limits
- 40 Scotts Valley-South
- 41 Scotts Valley-North
- 42 East Santa Cruz
- 43 West Santa Cruz

**Afternoon Tour: 12:30 P.M.-3:00 P.M.**

- 44 Capitola
- 45 Live Oak
- 46 Soquel
- 47 Seacliff
- 48 Rio Del Mar-Seascape
- 49 Aptos
- 50 East Of Highway 17
- 51 La Selva Beach
- 52 Larkin Valley
- 53 Corralitos
- 54 Amesti/Green Valley Road
- 55 College Road
- 56 Watsonville-City Limits
- 199 Adult Village

## Save The Date!

**April 26 & 28** – Association Orientation

**May 3** – Spring Fling

**May 15-20** – NAR Midyear Meetings (Washington, D.C.)

**June 7-10** – C.A.R. Meetings (Sacramento, CA)

**July 21** – Charity Golf Tournament

**July 26 & 28** – Association Orientation

**August 17-18** – NAR Leadership Conference

**October 18-21** – C.A.R. Meetings (Long Beach, CA)

**October 25 & 27** – Association Orientation

**November 2** – “A Taste of Santa Cruz”

**November 8-13** – NAR Governance Meetings,

Conference & Expo (New Orleans, LA)

# Winter 2006 Office Liaison Committee Meeting

The Winter 2006 Office Liaison Committee met on February 6 and received many very important updates on the real estate industry. The most relevant items and issues brought back from the recent C.A.R. business meetings were covered, as well as the following topics:

- Local Association News
- Educational Requirements and Offerings
- Legislative & Legal Issues
- Multiple Listing Service
- Standard Forms

Presenters included:

Christa Shanaman,  
2006 SCAOR Secretary/Treasurer;

Bobbie Nelson,  
2006 SCAOR President;

Suzanne Yost,  
2006 SCAOR Director/2006 RE  
InfoLink Director;

Lori Strusis,  
2006 C.A.R. Director;

Ronnie Trubek,  
SCAOR Past-President;

Sandy Kaplan,  
2006 President-Elect; and

Karen Kirwan,  
SCAOR Director of Education.

Each office should have had a liaison attend this meeting and then report back at office meetings or in other forums of communication, with these updates. If you are unsure who your liaison is, if you'd like more information on a particular topic, or if you'd like to pick up a copy of the materials distributed at the meeting, please contact the Association at (831) 464-2000 or [info@scaor.org](mailto:info@scaor.org).

# Santa Cruz County Statistics

## Single Family Residences

2005	Current Inventory	New	Sold	Average	Median
Nov.	828	241	157	\$876,033	\$789,500
Dec.	698	162	149	\$826,333	\$742,000
Jan.	758	318	106	\$814,467	\$729,500

## Condos/Townhouses

2005	Current Inventory	New	Sold	Average	Median
Nov.	173	68	44	\$547,882	\$519,500
Dec.	156	50	31	\$496,252	\$488,000
Jan.	177	76	37	\$648,414	\$572,500

For more information, go to [www.scaor.org](http://www.scaor.org) and click on "Market Statistics."

831 688-6701

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[www.HomesMagazine.com](http://www.HomesMagazine.com)

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**HOMES**  
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**We** distribute 7000 magazines to prime locations over the hill.

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**O**ur website receives 8000 hits daily.

**E**ach issue we direct mail to all doctors, dentists, opticians, veterinarians, CPA's and attorneys in Santa Cruz county.

# 2006 Education Calendar

Unless otherwise noted, all registrations are processed by the Santa Cruz Association of REALTORS® at (831) 464-2000.

## California Association of REALTORS® New Agent Quick Start Course

March 6th, 13th, and 20th  
This is a fast paced three-day live lecture program designed to provide the new licensee sufficient skills to get them started in today's real estate market! For more information or to register for this class visit [www.eDesignations.com](http://www.eDesignations.com).

## Senior Real Estate Specialist 2 Day Certification Course (SRES)

March 29th & 30th  
The goal of the Seniors Real Estate Specialist (SRES) is to help seniors make wise decisions about selling the family home, age appropriate financing, buying rental property or managing the capital gains and tax implications of owning real estate, among many other issues. By earning the SRES designation the licensee demonstrates that they have the requisite knowledge, experience and expertise to successfully provide seniors with professional consultation about real estate. Part I is a full day with a live instructor. Part II gives you the flexibility of completing the course via a series of on-line modules and final exam.

## RE INFOLINK (MLS) TRAINING:

Hands-on training. Limited seating, 3 hrs of DRE Consumer Service Credits for each class. \$10 SCAOR members.

Introduction to HomeWorks:  
9am-12pm Friday, March 3<sup>rd</sup>  
Introduction to HomeWorks:  
9am-12pm Friday, April 7<sup>th</sup>  
Advanced HomeWorks:  
1pm-4pm Friday, March 3<sup>rd</sup>  
Advanced HomeWorks:  
1pm-4pm Friday, April 7<sup>th</sup>  
Listing Mgmt & REIL.com:  
9am-12pm Friday, March 24<sup>th</sup>  
REILweb & MLS Alliance:  
1pm-4pm Friday, March 24<sup>th</sup>

## CRS 210 "Building an Exceptional Customer Service Referral Business"

May 25th & 26th  
Building an Exceptional Customer Service Referral Business is a highly interactive course designed to deliver all the essentials for refocusing the student's business plan to a customer service centered, repeat & referral business. The information provided will help identify the expectations of the "new consumer," the "new behaviors" necessary to meet those expectations & specific systems to make the agent's business more productive, more profitable and more enjoyable.



presents



Life on Your Terms™



SRES® is the only designation and marketing program specifically designed to serve senior property owners. SRES® designees demonstrate requisite knowledge and expertise to counsel senior clients through the major financial and lifestyle transitions involved in relocating, refinancing, or selling a home.

**COURSE DATES:** Wednesday & Thursday  
March 29-30, 2006  
**CLASS TIME:** 8:30 am - 4:00 pm  
Registration begins at 8:00am  
**CLASS LOCATION:** Santa Cruz Association of REALTORS®  
2525 Main St., Soquel  
(831) 464-2000  
**INSTRUCTOR:** Debbie Rodgers,  
SRES, SCAOR, CRE, GRI, LTO, PMS, SRES  
Coaching to Excellence  
**COST:** \$399 REALTOR® members  
\$450 non-members

Please bring your DRE license number and NRDS number with you to class.

Price includes the complete SAREC package: seminar fee, marketing package, placement on the Senior Advantage Real Estate Council website, and first year's membership dues (renewal is \$99.00 per year). Prospective designees must be a REALTOR® in good standing with a Local Board/Association, attend both days of the class and pass the examination to receive the designation.

To register, please contact Leslie at 831-464-2000 or [ll@scacor.org](mailto:ll@scacor.org) or fax form to 831-464-2881

Name: \_\_\_\_\_ Local Board Assn: \_\_\_\_\_  
Company: \_\_\_\_\_ E-Mail address: \_\_\_\_\_  
Real Estate License #: \_\_\_\_\_ Phone #: \_\_\_\_\_  
Cancellation Policy: A full refund will be honored if the cancellation notification is received at least 72 hours prior to the start of the course. After that time, NO REFUNDS WILL BE GIVEN.  
Visa and Mastercard are accepted or you may make your check payable to "SCAOR"  
Name on Credit Card: \_\_\_\_\_ Signature: \_\_\_\_\_  
Account #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ Y/N/P: \_\_\_\_\_  
Credit Card Billing Address: \_\_\_\_\_  
 Check here if you have a disability that requires special services at this course (attach written description of your needs).

CALIFORNIA ASSOCIATION OF REALTORS®

ALL NEW REAL ESTATE LICENSEES NEED  
"LIVE LECTURE"

# New Agent QuickStart™

This fast paced three-day in classroom program is designed to provide sufficient skills to get you started in today's competitive real estate industry!

### Day One: Learn about Working with Buyers & Success Strategies

- Success Characteristics
- Organization
- Qualifying a Buyer
- Prospecting
- Generating Transactions
- How Clients Select an Agent
- Financial Goal Setting
- Business Practices in the Office
- REALTOR® DOs & DON'Ts!
- Understanding Business Ethics

### Day Two: Learn how to Work with Sellers & Marketing Techniques

- The Listing Agreement
- Prospecting for Sellers
- Getting the Listing
- Marketing the Listing
- Open House Success
- Consumer Buying Signals
- Using the CMA
- Developing a Market Plan
- Lender Guidelines
- Closing the Deal

### Day Three: Learn about the RPA, Offers, Disclosures and much more!

- The C.A.R. Purchase Agreement
- How to Write an Acceptable Offer
- Presenting an Offer
- Multiple Offers
- Counter Offers
- Transfer Disclosure Statement
- Agency Disclosure
- Residential Inspection Reports
- The Escrow Process
- Completing the Transaction

For a complete list of locations where you can get a QuickStart™ to success visit [www.cdDesignations.com/QuickStart](http://www.cdDesignations.com/QuickStart) or call (888)785-4800 today!

California Association of REALTORS®

# New Agent QuickStart™

## PREREGISTRATION IS REQUIRED

- Fax to 626-229-0789
- Classes are held: 8:00AM - 5:00PM
- Subject to cancellation or change
- Cost is \$395
- Cost is subject to change

• Cancellation Policy: 72 Hours

• FOR MORE INFORMATION CALL 888.785.4800 or visit [edesignations.com/QuickStart](http://edesignations.com/QuickStart)

This is a fast paced, three-day, interactive classroom program designed to introduce a new licensee to skills essential for getting started in today's competitive real estate market.

PROGRAM	COST
Day One: Working with Buyers	\$395
Day Two: Working with Sellers	
Day Three: What Agents Need to Know, Disclosures and More!	

LOCATION	DATE
<input type="checkbox"/> Santa Cruz Santa Cruz Association of REALTORS®	Monday, March 6, 2006 Monday, March 13, 2006 Monday, March 20, 2006

### Please Print

Name: \_\_\_\_\_ Designations: \_\_\_\_\_  
Company: \_\_\_\_\_ Company Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Email: \_\_\_\_\_  
Phone Number: ( ) \_\_\_\_\_ Work: ( ) \_\_\_\_\_ Fax: ( ) \_\_\_\_\_  
DRE Lic#: \_\_\_\_\_ NRDS#: \_\_\_\_\_

Billing Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
VISA M/C Diners Club Card # \_\_\_\_\_ Exp Date: \_\_\_\_/\_\_\_\_/\_\_\_\_  
3 Digit Security Code (on back of card): \_\_\_\_\_ Signature: \_\_\_\_\_

# Bailey Properties Presents...

# R.E.A.L. Training™

Bailey Properties has created the leading in-house career development program in Northern California, R.E.A.L. Training™, **Real Estate Accelerated Learning**. Our training program is designed specifically to teach real estate agents the proven skills used by top producing agents.



“I’ve spent two years in the business with a reasonable amount of success, but the Real Training™ Quantum courses have re-energized and boosted my business to the next level.”

Anne Marie Sorcenelli  
REALTOR®



“I’ve been in the business for two years. I did not realize how much I didn’t know until starting the Real Training™ program. The training and tools I’ve received have proven to be invaluable.”

Jason Steffan  
REALTOR®

## The four components of R.E.A.L. Training™ are:

“**Action Mondays™**” – Weekly coaching groups help agents gain insight into the disciplines of top producers, and with identifying real clients from “un-real” clients.

“**Technical Skills Training**” – Focusing on the practical and legal aspects of real estate. How to be successful with buyers and sellers and much more.

“**Quantum Training™**” – A unique business development approach to generating quality relationships which are the cornerstone of creating ‘now’ clients. The 3 module series includes:

- **S.E.L.L.™**, develop personal skills to increase your productivity and profitability. Utilizing a scientific approach to create an abundance of clients.
- **Committing Communications™**, an in-depth, structured communications style that enables you to create relationships and establish client’s needs.
- **Quantum Home Tours™**, Agents spearhead a two day marketing event to over 60 prospective buyers, and learn to make appointments.

“**Agent Mentoring**” – A proven, hands on, agent mentoring program designed to support the development of your skills.



**Marilyn Johnson**  
Quantum Trainer  
Action Group Coach  
Aptos Office



**Jeff Wickum**  
Quantum Trainer  
Action Group Coach  
Santa Cruz Office



**Lorraine Donner**  
Action Group Coach  
Scotts Valley Office



**Suzanne Yost**  
Technical Skills Trainer  
GRI Instructor  
Attorney at Law



**Vicky Wilson**  
Orientation Coach  
Agent Mentor  
Soquel Office Manager



**Krista Brox**  
Transaction Coach  
Soquel Office Staff



For further information please contact  
**Robert Bailey at 831.688.7434**

\*Bailey Properties has an exclusive contract with Quantum Management Systems™, a Park City, Utah based consulting firm to provide Quantum Training™ courses in the Monterey Bay Area.