



REAL ESTATE

CREATING BETTER REALTORS®

On The Web
E-DITION
More News at
WWW.SCAOR.ORG

Santa Cruz County's
REAL ESTATE
NEWS SOURCE

Insert
LEGISLATIVE
WATCH

Inside Real Estate

NEWS

**SCAOR Breakfasts with DRE
Commissioner Jeff Davi** 1

Past Presidents' Lunch 4

**SCAOR Wins Emerald
Can Award** 4

**NAR Recognizes
REALTOR® Emeriti** 4

INSERTS

- Legislative Watch
- Affiliate Resource Guide



SCAOR Breakfasts with DRE Commissioner Jeff Davi

On Monday, February 27th, over 50 members of the Santa Cruz Association of REALTORS® had the privilege and pleasure of breakfast with Jeff Davi, California Department of Real Estate Commissioner, at the Seacliff Inn.

Attendees included SCAOR President, Bobbie Nelson, President-Elect Sandy Kaplan, Ex-Officio Dan Sedenquist, Past President Bruce Southstone, and Past C.A.R. and SCAOR President Robert Bailey. Other members of the SCAOR Board of Directors in attendance included Steve Allen, Suzanne Yost and Debra Frey.

Other special guests were Nick Lomoro, Committee/Association Liaison, and Roberta Fertig, Subscriber Services Representative, from RE InfoLink, and Elana Andersen, Managing Editor of Pacific Publishing.

During the breakfast, Jeff presented current statistics about the Department of Real Estate, as well as information about the DRE's mission (to protect the public in real estate transactions and provide related services to the real estate industry). Jeff also discussed facts about the DRE: a \$43 million annual budget, five offices statewide, 303 authorized positions; and noted accomplishments of the DRE since Jeff has taken office (for example, the time frame for processing licenses has dropped significantly from 175 to 81 days).

Jeff gave an overview of Department of Real Estate Enforcement, including regulatory activities and real estate law violations (39% criminal convictions,



SCAOR President Bobbie Nelson (right) and President-Elect Sandy Kaplan (left) with DRE Commissioner Jeff Davi.

22% trust fund handling including record keeping, 6% unlicensed activity, 2% supervision and negligence, and 31% miscellaneous other).

Jeff identified trust funds/records again, as an area with a significant share of the audit violations in the first six months of fiscal year 2005/2006 (53%). This was followed by licensing and employment at 19% and disclosure at 14%. Other violations (between 2 and 5%) included mortgage loans, broker escrow and supervision violations.

Jeff also presented an update on eLicensing, since half of license renewals, transactions and examination scheduling requests are handled through this online tool. In the period from July to December 2005, 138,019 examinations were scheduled using eLicensing.

The Department of Real Estate reaches out to California consumers in several ways, including through its website (where the public can confirm

See Jeff Davi, Page 4

DEPARTMENTS

Affiliate Spotlight 3

Housing Foundation 6

New Members 3

On the Calendar 7

President's Message 3

SANTA CRUZ ASSOCIATION OF REALTORS®
2525 MAIN STREET
SOQUEL, CA 95073



PRSR STD
US POSTAGE PAID
CAPITOLA, CA
PERMIT NO. 59

Big Brothers Big Sisters



Present the 23rd Annual

Bowl for Kids' Sake 2006

Come Join Us

Who: Big Brothers Big Sisters of Santa Cruz County

What: The 23rd Annual Bowl for Kids' Sake

Where: The Boardwalk Bowl in Santa Cruz

When: For Realtors the day is Saturday April 29th at 10:30 AM. If there is overflow, we can schedule teams at 9:15 AM or 11:45 AM

How: Get a team of 5 people together. Each team member is responsible for earning a minimum of \$100 in pledges.



For more information, please call Big Brothers Big Sisters of Santa Cruz County at 831.464.8691 or visit us at www.santacruzbbbs.org

Santa Cruz County Statistics

Single Family Residences

'05-'06	Current Inventory	New	Sold	Average	Median
Dec.	698	162	149	\$826,333	\$742,000
Jan.	758	318	106	\$814,467	\$729,500
Feb.	828	287	107	\$777,641	\$712,000

Condos/Townhouses

'05-'06	Current Inventory	New	Sold	Average	Median
Dec.	156	50	31	\$496,252	\$488,000
Jan.	177	76	37	\$648,414	\$572,500
Feb.	198	88	35	\$522,534	\$525,000

For more information, go to www.scaor.org and click on "Market Statistics."



Reliance Home Inspection

"With Knowing Comes Peace Of Mind"

Our services provide vital information for –

Listing Inspections:

- Help **you** be in control of the transaction
- Prevent loss of sales
- Manage risk and liability
- Obtain a higher sales price
- Help eliminate renegotiations

Buyer's Inspections:

- Manage risk and liability
- Protect their investment
- Determine final purchase cost
- Make informed decisions



Karl Ledig, CREIA Certified Inspector
 831-247-2191 Cell
 831-440-1100 Office
 831-440-1105 Fax
karl@RelianceInspection.com
www.RelianceInspection.com

We accept:



CERTIFIED CREIA INSPECTOR

2006 Board of Directors

President

Bobbie Nelson

President-Elect

Sandy Kaplan

Secretary/Treasurer

Christa Shanaman

Directors

Steve Allen

Debra Frey

Frank May

Janet Romanowski

Dan Sedenquist

Lauren Spencer

Dennis Stewart

Lela Willett

Suzanne Yost

RE InfoLink Director

Suzanne Yost 688-7434

Chief Executive Officer

Philip B. Tedesco, RCE, CAE

Member Services Director

Norma I. Milete

Director of Education

Karen Kirwan

Marketing & Communications Manager

Dawn Valentine

Member Services Coordinator

Amy Ferrasci-Harp

Receptionist/Administrative

Leslie Flint

Administrative Assistant

Gloria Spitzer

Bookkeeper

Jennifer Shaw

ADVERTISING INFORMATION

For advertising and deadline information, please call

Santa Cruz Association of REALTORS®
(831) 464-2000

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.

Santa Cruz Association of REALTORS®
2525 Main Street, Soquel, California 95073
(831) 464-2000 • (831) 464-2881 fax
www.scaor.org

REAL ESTATE is designed & produced by Coastal Homes Magazine.

Publication Coordinator

Jeanne Pifferini

(831) 462-5700 ext 12

Design/Production/Pre-press

Brenda Jenkins

Mark Gordon

President's Message

Be there or be square... **May 3rd Spring Fling**, Please mark your calendars and attend our annual Spring Fling. It's great event to network with new and old friends. I look forward to seeing all of you there.

Go to **SCAOR.org**, the Santa Cruz Association's website -- it's your real estate resource partner. You can find the **2006 CAR Housing Forecast** from Leslie Appleton-Young. This informative PowerPoint presentation can be used to share with your office and or clients. Access the latest **Affiliate Resource Guide** that can be downloaded and serves as an essential tool for yourself or your clients. Let's support the Affiliates that support SCAOR. If it is education you are after click on the **Education button** and read the outline of every **REALTOR® family designation** available, and while you're there, check out the array of wonderful classes offered by SCAOR.

The **C.A.R. Tech Hotline**, which offers free, live help from real estate technology experts by calling 800-773-8630, is available on Monday to Friday from 9 a.m. to 5 p.m. C.A.R.'s Tech Hotline has answers to

questions about computer operating systems (such as Microsoft® Windows, Macintosh, or Palm); popular software, including Top Producer, FileMaker, Microsoft's Office suite, Internet browsers, FrontPage and others; Internet access; e-mail applications; and more. (MLS hardware or software is not supported by the hotline.) If you have an **MLS hardware or software question, call REIL** at (800) 546-5657 or (866) 734-5787.

Words that spoke to me.....

Ask yourself, "*Did I chase Mice or Antelope today?*"

The lion on the savannah gets up and is hungry. He can chase a mouse and expend more energy than the nourishment that the mouse gives him. Or he can chase an antelope, expending more energy than chasing the mouse, but capturing enough meat for weeks.

What are you chasing today?



Bobbie Nelson

2006 SCAOR

President

(831) 419-7253

bobbie@bobbienelson.com

Affiliate Spotlight



Showcase Staging Erin Blackburn, ASP

1454 Avila Ave, Santa Cruz, CA 95062
(831) 477-1928 • (831) 588-9881 cell
blackburnerin@aol.com
www.showcasestaging.com

Showcase Staging steadily gained popularity with 15 staged homes performed in 2005 and breaking open with an amazing 9 Staged homes so far this year. Erin Blackburn is the sole owner of Showcase Staging and has been a Santa Cruz County resident for 15 years. For many of those years she bought and sold her own homes for tremendous profit in Scotts Valley.

Erin learned from her house flipping days that she has a unique talent for preparing homes for sale. Erin sought out the Staging market and personally trained under Barb Schwarz of *Stagedhomes.com*, who is the creator of the Home Staging industry. Erin's

ASP (Accredited Staging Professional) designation comes with training of the latest techniques and services that are a perfect fit for any REALTOR® that desires the top price, fastest sell time and a home that shows immaculately in its price range.

One of the professional policies that Erin brings to the local Staging market is that she works only with homeowners that are in contract with a licensed professional REALTOR®. REALTOR® support service is another unique segment that Erin is bringing in as one the winning elements that are provided in conjunction with the actual Staging of your properties. Erin will go that extra mile to make sure every small detail is not only in place prior to that first Brokers tour but then continue to support the visual quality of the Staging throughout the listing time on the market.

Another fabulous new aspect of Showcase Staging's staggering success is the quality of the Staging that can be performed at prices that most homeowners will not only agree to but embrace as an added marketing tool for your listing. Come find out what all the excitement is about and talk to her REALTORS® that currently have Staged homes on the market.

New Members

REALTOR® Members

American Dream Realty

Kelsey Draper-Phillips

Joshua Caliano

Bailey Properties, Inc.

Delores Edwards

Anthony Toste

Cal-Coast Lending

Brent White

Century 21 Arrowhead

Rachel Williams

Century 21 Lad

Carrie Matiasevich

Century 21 Showcase

Susan Retten

Natasha Feldthouse

Marcus Thayer

David Lyng & Associates

Elizabeth Tuosto

Help-U-Sell/Sunbelt Properties

Catherine Burgueno

Intero Real Estate Services

Christopher Boardman

Keller Williams Realty

Bill DuPre

Montalvo Homes & Estates

Robert Rhoades

Network Alliance Real Estate

Melina Johnson

Redwood Real estate

Sean O'Connor

Silvermill, Inc.

Crystal Miller

Affiliate Members

Showcase Staging

Erin Blackburn

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

RESOURCE GUIDE

Check out the latest Affiliate Resource Guide, inserted in this issue of the newsletter. **WANT MORE?** These are a great tool to share with clients – ask about purchasing bundles of reprints – Contact Dawn at dvalentine@scaor.org or (831) 464-2000.

Past Presidents' Lunch



Robert Bailey and Frank Harris



Linda Rossi and Sharon Lake



Lloyd Williams and Wade Nittler



Gary Gangnes, Robert Bailey & Dan Sedenquist

Fifteen of the Santa Cruz Association of REALTORS® Past Presidents met on March 9 at the Association office for an update by Ex-Officio Dan Sedenquist on current issues, membership, the MLS, and then walked to Michael's On Main for a special luncheon.

In addition to Dan Sedenquist, the Past Presidents attending this luncheon were Howard Allen, Robert Bailey, Perry Bryant, Gary Gangnes, Walt Hickey, Geary Jones, Sharon Lake, Shelly Lawrie, Sybille Miller, Frank Morris, Buzz Rogers, Linda Rossi, Bruce Southstone and Lloyd Williams.

Past Presidents' Luncheons are held two or three times a year to keep these members

of our association informed about what's going on both in our Association as well as in the industry as a whole, and to give our Past Presidents an opportunity to keep in contact with each other. The next Past Presidents' Luncheon will be scheduled for Fall 2006.

SCAOR Wins Emerald Can Award

On February 23, Second Harvest Food Bank held their 2005 Food Drive Awards Reception at the Scotts Valley Senior Center and gave the Santa Cruz Association of REALTORS® with an Emerald Can Award for raising between 50-74 pounds of food per employee in last year's Holiday Food Drive.

Awards were presented by Holiday Food Drive Co-chairs, John Rossell, CEO, Santa Cruz County Bank and Chuck Comstock, City Manager, City of Scotts Valley. The evening included a wine and hors d'oeuvre reception and a musical segue by vocalist Micayla Burnes of Bethany College leading into Congressman Sam Farr.

SCAOR raised three times more

food donations in 2005 than in 2004, a total of 448 pounds of food or cash equivalent, up from 114 pounds the year before.

The 2005 Holiday Food Drive as a whole raised one million pounds of food and cash equivalent through the efforts of over 500 participants.

Second Harvest Food Bank serves 47,000 local community members monthly through a network of 130 agencies and programs, with an annual distribution of over 5 million pounds of food. To become involved in with Second Harvest Food Bank, call (831) 722-7110 or go to thefoodbank.org.

NAR Recognize REALTOR® Emeriti

After 40 years of membership with the National Association of REALTORS®, a REALTOR® is eligible to be approved by NAR for the designation of REALTOR® Emeritus.

NAR recognizes that the long and faithful service for which these individuals are being honored reflects myriad efforts and activities on behalf of the Santa Cruz Association of REALTORS®. It also recognizes the leadership effort that is exerted by REALTORS® as they serve on Committees, as Officers and Directors of Associations, and in many civic activities that are connected with

membership in their Association.

The National Association of REALTORS® extends its congratulations, appreciation and good wishes to its 2005 REALTOR® Emeriti:

- Wade Nittler*
(Past President of SCAOR)
- William Perry Bryant, Jr.
(Past President of SCAOR)
- Y. Linda Rossi*
(Past President of SCAOR)
- Geary Jones
(Past President of SCAOR)
- J. Paul Davis
Beverly Brown
Franklin Harris*

*See photo above

Jeff Davi...

continued from page 1

a real estate agent's good standing status), publications, seminars, and other speaking engagements, such as this breakfast.

Jeff also reviewed cycles in the industry, such as new housing permit levels, relevance between numbers of home sales and licensees, and California versus US median home prices over the past 35 years.

The presentation wrapped up with Jeff's conclusions that processing times have been significantly improved (licensing process times are down 46%), the market continues to be strong, the Department continues to do more with less, and is always looking for better ways to reach consumers. The event finished with a very valuable question and answer session.

This intimate breakfast meeting was an excellent opportunity for members of the Santa Cruz Association of REALTORS® to become more informed about the Department of Real Estate, the industry's most direct governing body.

SCAOR members were able to meet the Commissioner in person and get to know him a little better. Born and raised in Monterey, our Bay Area is of particular interest to Jeff, and he looks forward to more chances like this to strengthen ties with the members of the Santa Cruz Association of REALTORS®.

To make sure you are notified about upcoming membership meetings like this one, verify your contact information with the Association office – call (831) 464-2000 or email lfint@scaor.org – and check our website, www.scaor.org, frequently!



Jeff Davi, DRE Commissioner



A full house of SCAOR members packed the Seaciff Inn to meet with DRE Commissioner Jeff Davi

Imagine...
 you owning a part of the company that you work for.

Just Imagine...

a company that understands people and their values as well as supports personal growth.



“ I have worked with Sherman & Boone Real Estate for many years. My core experiences in property management, law, and real estate investing have blossomed under the Sherman and Boone umbrella. The firm’s longevity of 30 years is due to its deep rooted commitment to integrity, orientation to strong customer care and professionalism. I am proud to be part of this. Not only has my career flourished, but I have learned the value of giving back to the community through Sherman & Boone’s caring philosophy. I have been involved in the Santa Cruz Association of Realtors and currently teach real estate at Cabrillo College. Sherman & Boone is more than a place just to hang your license. Sherman and Boone ” is a

-Shelley Lawrie, J.D., Broker Associate
New Agent Owner

Dreams Come True... with Sherman & Boone.

Patty Ellis, Broker
Robert Frank, CFO/COO



4140 JADE ST./1260 41ST AVE.
 CAPITOLA, CA 95010
 831-462-4002

1721 SEABRIGHT AVE.
 SANTA CRUZ, CA 95062
 831-469-3193

1001 E. ROBERTSON BLVD.
 CHOWCHILLA, CA 93610
 559-665-1640

1838 MAIN ST.
 WATSONVILLE, CA 95076
 831-724-4100



Santa Cruz Association of REALTORS®
HOUSING FOUNDATION

Bridging the Gap to Homeownership

Message From the Chair

With all of the 2006 committees up and running, the February SCAOR Housing Foundation Board of Trustees meeting was filled with updates and future direction for those committees. 2006 meeting schedules for the committees were set, so contact myself, or the SCAOR office to find out when you can attend one of those meetings.

Due to demand, and our overwhelming success in 2005, it was unanimously decided that the downpayment assistance grant amounts to approved local homebuyers would be increased for the first quarter of '06 to more than one and one half times the amount of the grants in 2005. Overall, there

is a lot of energy and a great synergy being created, and we are all looking forward to the continued success of the Housing Foundation.

Remember, from what we get, we can make a living; what we give, however, makes a life. And there is plenty of opportunity for anyone that wishes to "make a life". Please join us.



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

Down payment assistance is available!

**Download an application from
www.scaorhf.org or call (831) 464-2000.**



**Interested in supporting the Santa Cruz Association
of REALTORS® Housing Foundation?**
Join a committee or arrange a presentation in your office.
Contact Dawn Valentine at dvalentine@scaor.org
or call (831) 464-2000.

831 688-6701

Fax 831 688-6209

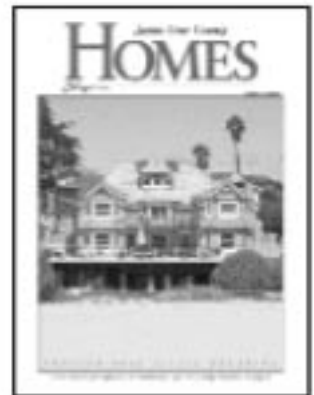
stevie@homesmagazine.com

www.HomesMagazine.com

9515 Soquel Dr Suite 204

Aptos, CA 95003

Santa Cruz County
HOMES
Magazine



*Do you **REALLY** know about your distribution?*

**BUSINESS CARDS &
POSTCARDS!**

**WE PRINT CARDS FOR
FAR LESS!
FAST TURN AROUND**

**LOWER
PRICE!**

We distribute 7000 magazines to prime locations over the hill.

We print 27,100 Magazine Monthly.

We stock approximately 350 inside and outside racks in quality high-traffic areas of Santa Cruz county.

Our website receives 8000 hits daily.

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

Calendar

April 2006

Sun	Mon	Tues	Wed	Thur	Fri	Sat
						1
<i>HF = HOUSING FOUNDATION</i>						
2	3	4	5 <i>EDUCATION COMMITTEE 9:00A.M. HF MARKETING & PR COMMITTEE 1:00P.M. COAST COMMERCIAL BANK, RIVER ST.</i>	6	7 <i>BOARD OF DIRECTORS 8:30A.M. INTRO TO HOMEWORKS 9:00A.M.-12:00P.M. ADVANCED HOMEWORKS 1:00P.M.-4:00P.M.</i>	8
9	10	11 <i>HF PROGRAMS 12:30P.M. WELLS FARGO, 41ST AVE</i>	12 <i>AFFILIATE COMMITTEE 8:30A.M. HF PROGRAMS COMMITTEE 10:00A.M.</i>	13	14 <i>GRI 106 - Strategies for Success 8:00A.M.-5:00P.M.</i>	15
16	17 <i>STRATEGIC PLANNING 10:00A.M. HF BOARD OF TRUSTEES 3:00P.M.</i>	18	19 <i>GRIEVANCE COMMITTEE 2:30P.M. HF PLANNED GIVING COMMITTEE 4:00P.M.</i>	20	21 <i>LGR COMMITTEE 8:30A.M.</i>	22
23	24	25	26 <i>ORIENTATION DAY 1 8:30A.M.-4:45P.M.</i>	27	28 <i>ORIENTATION DAY 2 8:00A.M.-4:30P.M.</i>	29
31						

Save The Date!

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 – New Member Orientation

August 17-18 – NAR Leadership Conference

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

October 25 & 27 – New Member Orientation

November 2 – “A Taste of Santa Cruz”

November 8-13 – NAR Governance Meetings,
Conference & Expo (New Orleans, LA)

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.



“REAL Training™ has provided me with the tools to take my business to a higher level. I can't imagine working in this business without Bailey Properties' support and training.”

Tommy Ligon
REALTOR®



“The concepts, skills & techniques that I acquired by completing the REAL Training™ have allowed me to build a real estate career that is consistent, efficient & successful. I continue to achieve far more than I could have ever imagined.”

Carrie Dianda McCoid
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.