

NOVEMBER 2005



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First SCAOR Affiliate Mixer a Success

The first annual Santa Cruz Association of REALTORS® Affiliate Mixer was quite a success, with about 40 affiliate members and prospective affiliates in attendance. The potluck event was filled with sushi, smoked salmon from The Fish Lady, chimichangas from El Palomar, a delicious dip-filled sourdough bread bowl, a savory appetizer of salami smothered with cream cheese and folded around a pepperoncini, sausage bites, brie with crackers, assorted vegetable trays, and plenty of wine, beer, soda and coffee to wash it all down with. Dessert options included apple pie, cookies, and fruit tarts from



See **Affiliate Mixer**, Page 6

Christine Cori & Liz Wemmer from 4-Less Termite mingle with Jose Mendoza and Dimitri Timm of Taylor & Company Mortgage at the first annual SCAOR Affiliate Mixer on October 20.

REALTOR® Designation Awareness Month

Celebrate November as REALTOR® Designation Awareness Month by starting or completing the courses necessary to earn an official REALTOR® designation.

Earning a designation from NAR or one of NAR's Affiliates, Councils or Societies can help you succeed in all aspects of your business - and help you earn more money.

According to the 2005 National Association of REALTORS® Member Profile survey, REALTORS® with a designation earned a median income of \$82,900 while members without a designation had a median income of \$40,900.

There is an official NAR designation

for practically every specialty area in the real estate industry. The NATIONAL ASSOCIATION OF REALTORS® has nine affiliated Institutes, Societies, and Councils that provide a wide-ranging menu of programs and services that assist members in increasing skills, productivity and knowledge. Designations and certifications acknowledging experience and expertise in various real estate sectors are awarded by each affiliated group upon completion of required courses.

A complete list of the REALTOR® Family Designations is below or access the NAR Education Matrix at www.realtor.org/edmatrix. The NAR Education Matrix is a sortable database

of all education provided by NAR and its nine affiliated Institutes, Societies and Councils.

ABR, Accredited Buyer Representative -- With over 40,000 members, REBAC is the largest association of real estate professionals focusing on all aspects of buyer representation. Over 30,000 ABR® designees have completed the REBAC course, passed the test and provided documentation of buyer agency experience. Contact REBAC (Real Estate Buyer's Agent Council), 1-800-648-6224.

ABRM, Accredited Buyer

See **Designation Awareness**, Page 5



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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.

Invite us in. We bring you results.

Terry Ballantyne, Sales Team Leader

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For more information contact
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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.

SANTA CRUZ ASSOCIATION OF REALTORS®

2525 Main Street, Soquel, California 95073
(831) 464-2000 • (831) 464-2881 fax
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Affiliate Update

Thanksgiving is just around the corner, one of my favorite times of year. There is something about this time of year where the activities invite me to reflect on all the wonderful people and things in my life. It starts with the change of seasons. Days get shorter thus I'm home earlier. It is darker in the mornings thus I linger in bed. The harvest is complete and the trees are turning color. It is as if the world is telling all of us to slow down, take time to nurture ourselves and begin the replenishment for next years production.

Best of all we have the celebration of Thanksgiving where the focus is on gathering with family and friends, sharing of our years experiences, seeing family we don't see enough, including friends whose families aren't near. What is better than sitting down to a meal we spent the week planning and the day preparing.

The special ingredient in this holiday is it only involves spending time with others.

As this date nears I reflect on how fortunate I am to live where I do, the family I've been blessed with and the friends that make my life interesting. I reflect back on the year to all the new people I've met. I think about what has changed since last Thanksgiving. What gives Thanksgiving that special place in the year? I enjoy it for the moment. I'm not setting goals for next year. I'm not cranking up the activity engine. I'm taking time to treasure how many wonderful things there are in life and being thankful.

— **Scott Pine**

*SCAOR Affiliate Committee Chair
Associated Finance Company*

(831) 479-8800

pinescott@hotmail.com

Affiliate Spotlight

ACME Building Consultants

Michael Freinberg

831.420.7606

Acmebuildingconsultants.com

Info@acmebuildingconsultants.com



This past April a new home and property inspector came on the scene in Santa Cruz County. Michael Freinberg, owner of Acme Building Consultants, had logged in several years of work with Thompson Builders Group based in San Francisco when he decided to start on his own in Santa Cruz. Having years of experience in the building trades along with a general contractor's license Michael is uniquely qualified as an inspector.

"Working in carpentry and restoration in a multitude of home styles over the years has given me insight into building construction and issues which may arise. When creating a report for a seller I focus on safety, cosmetic and structural concerns which should be addressed before a property is brought onto the market to ease the sale. For a buyer I further explore the home's

condition and outline maintenance programs that will assure the long life of the property and their investment."

"I've been living in Santa Cruz for the past six years and would commute to the Bay Area for work. The decision to branch out on my own was easy - my wife has a great job that she truly enjoys so this was a logical place to begin my business."

To schedule an inspection, arrange a presentation for your brokerage or to request a sample copy of one of Michael's inspections he can be reached by phone at 831.420.7606 or at info@acmebuildingconsultants.com.

For a rate sheet and further information please visit our website at www.acmebuildingconsultants.com.

Keep in mind that he happily offers evening and weekend inspections with a 24 hour turn-around on reports.

**To submit your business to be featured in the Affiliate Spotlight,
contact Leslie at 831.464.2000 or lfint@scaor.org.**

New Members

Bailey Properties, Inc.

Mia D'Anna

Judy Rowland

Carina Stanley

CDM Properties

David Smith

Cal-Coast Lending Group

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Michael Hughett

Capitol Investment

Amalia Lomeli

Century 21 Award Real Estate

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David Lyng & Associates

Laurel Schonfield

V. Macken Commercial Real Estate

Brian Martini

Mitchell Properties

Don Lipoma

Network Alliance Real Estate

David Crandall

Pacific Oaks Real Estate

Renee Paladino

The Real Estate Center

Elizabeth Ngo

Cynthia Meschi

Tri-City Real Estate

Kathleen Martinez

Tri-County Real Estate

Roberta Annett

Linda McChesney

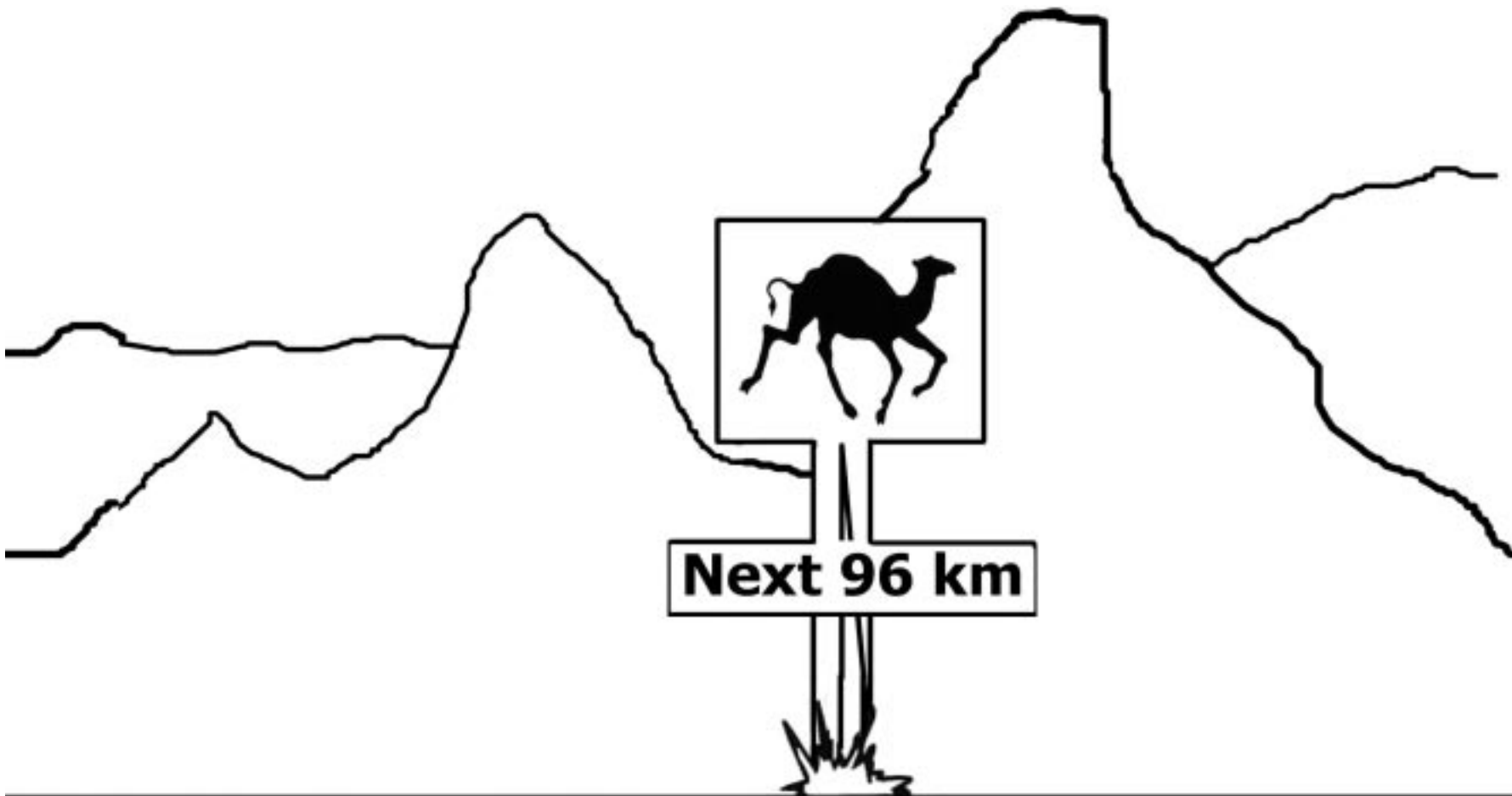
Village Square Realty

Val Brand

The Office of Aimee Russell, Broker

Aimee Russell

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



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Designation Awareness...

continued from page 1

Representative Manager -- Geared to real estate firm brokers, owners and managers that have or wish to incorporate buyer representation into their daily practice, designees have taken and passed both the ABR® and ABRMSM course and provided documentation of past management experience. Contact REBAC (Real Estate Buyer's Agent Council), 1-800-648-6224.

ALC, Accredited Land Consultant -- ALC's are the recognized experts in land brokerage transactions of five specialized types: (1) farms and ranches; (2) undeveloped tracts of land; (3) transitional and development land; (4) subdivision and wholesaling of lots; and (5) site selection and assemblage of land parcels. Acquire valuable skills through educational offerings leading to the ALC designation. For information on the ALC designation call the REALTORS® Land Institute (RLI) at 1-800-441-5263.

CCIM, Certified Commercial Investment Member® -- CCIMs are recognized experts in commercial real estate brokerage, leasing, valuation and investment analysis. The CCIM business network includes more than 7,500 designees and an equal number of candidates principally in North America, but also in Asia and Europe. CCIMs are backed by a respected education program, as well as superior technology products and business resources. Contact the CCIM Institute at 1-800-621-7027.

CIPS, Certified International Property Specialist -- The CIPS network is comprised of 1,500 real estate professionals from 50 countries who deal in all types of real estate, but with one common element: they are focused specifically on the "international" market. Whether traveling abroad to put deals together, assisting foreign investors, helping local buyers invest abroad, or serving an immigrant niche in local markets, CIPS designees are consumers' best resource to ensure they are dealing with a professional skilled in the unique aspects of international real estate. Call NAR Customer Service at 1-800-874-6500.

CPM, CERTIFIED PROPERTY MANAGER® -- Acquire valuable real estate management skills through educational offerings leading to the CPM® designation. CPM® members have the competitive edge in every area of real estate management from residential to commercial to industrial. Contact the Institute of Real Estate Management (IREM) at 1-800-837-0706, Ext. 4650.

CRB, Certified Real Estate Brokerage Manager -- The Certified Real Estate Brokerage Manager (CRB) designation is recognized industry-wide as the measure of success in brokerage

and real estate business management. The designation is awarded by the Council of Real Estate Brokerage Managers to REALTORS® who have completed the Council's advanced educational and professional requirements. CRB designees consistently increase their level of industry knowledge, advance their earning and career potential, increase their firm's profitability and benefit from active involvement in our



REALTORS® with a designation earn a little more than twice as much as those without, complete a course today!

network of real estate professionals. The new CRB Designation Program now provides credit for management experience, higher education and previously earned NAR designations. Additional credits can be earned through the Council's management education programs delivered live or by Self Study on CD-ROM. For more information, contact Council of Real Estate Brokerage Managers (CRB) at 1-800-621-8738.

CRS®, Certified Residential Specialist® -- Agents can maximize their potential by earning the CRS® Designation and joining the organization that has served top-producing residential sales agents since 1977. The more than 35,000 CRS® Designees benefit from nationwide referral opportunities, a professional image that attracts customers, and sales and marketing support. The CRS® Designation is awarded to experienced REALTORS® who complete advanced training in listing and selling, and meet rigorous production requirements. Contact the Council of Residential Specialists at 1-800-462-8841.

CRE, Counselor of Real Estate -- The Counselor of Real Estate – or

CRE – is a member of The Counselors of Real Estate, an international group of recognized professionals who provide seasoned, objective advice on real property and land-related matters. Only 1,100 practitioners throughout the world carry the CRE designation. Membership is by invitation only. Contact the Counselors of Real Estate at 1-312-329-8427.

GAA, General Accredited

focusing on the idea that in order to enhance your business, you must enhance yourself. The curriculum is driven by the following topics: negotiating strategies and tactics, networking and referrals, business planning & systems, personal performance management and cultural differences in buying and selling. Contact the Women's Council of REALTORS® (WCR) Education Department, 1-800-245-8512.

RCE, REALTOR® association Certified Executive -- Association executives interested in demonstrating commitment to the field of REALTOR® association management should pursue the RCE designation. AEs are recognized for their specialized industry knowledge and their association achievements and experience. Contact Renee Holland, NATIONAL ASSOCIATION OF REALTORS® at 1-312-329-8545.

Residential Accredited Appraiser -- Certified residential appraisers wishing to increase their visibility should consider pursuing the RAA designation. The RAA designation is awarded to appraisers whose education and experience exceed state appraisal certification requirements and is supported by the NATIONAL ASSOCIATION OF REALTORS®. Call 1-800-874-6500, ext. 8393.

SIOR, Society of Industrial and Office REALTORS® -- Individuals certified with the SIOR designation are top producers in industrial and office real estate brokerage. SIOR's network includes more than 2,800 members in 480 cities in 20 countries on six continents. The Society's mandatory recertification requirement assures clients of the designee's excellence in the fast changing commercial brokerage field. Contact the Society of Industrial and Office REALTORS® Membership at 202-449-8200.

NAR Family Certifications At Home with Diversity Certification -- A ground-breaking professional education initiative designed to provide America's real estate professionals with training and tools to expand their business as well as homeownership opportunities for more Americans. AHWD certification relays to the public that those certified have been professionally trained in and are sensitive to a wide range of cultural issues inviting a wider volume of business from a greater variety of cultures. For more information on this course and its business principles, call 202-383-1201.

e-PRO® -- e-PRO® is a revolutionary training program presented entirely online to certify real estate agents and brokers as Internet Professionals. The NATIONAL ASSOCIATION OF REALTORS® is the first major trade group to offer certification for online professionalism. REALTOR® e-PRO is not just about technology - it's about how you can leverage your most

Appraiser -- Certified general appraisers wishing to increase their visibility should consider pursuing the GAA designation.

The GAA designation is awarded to appraisers whose education and experience exceed state appraisal certification requirements and is supported by the NATIONAL ASSOCIATION OF REALTORS®. Call 1-800-874-6500 ext. 8393.

GRI Graduate REALTOR® Institute -- As the "Cornerstone of REALTOR® education", earning the GRI designation provides residential real estate practitioners with a solid base of knowledge needed for a successful career in real estate. For general information on the GRI designation, visit the GRI website at www.realtor.org/griclear.nsf?OpenDatabase.

PMN, Performance Management Network -- The Performance Management Network (PMN) is a new REALTOR® designation that's built from the ground up to bring you the real-world skills, the know-how and the tools that will keep your business out front and on top of a lighting-fast market. This designation is unique to the REALTOR® family designations,

Designation Awareness...

continued from page 1

powerful asset, your people-skills, into doing more business on the Internet. REALTOR e-PRO® gives you:

- Exhaustive Internet Training
- Unique Competitive Advantage
- Professional Distinction
- CE credit is now available in several states

For more information on the REALTOR e-PRO certification, visit the REALTOR e-PRO® website at www.epronar.com.

REPA, Real Estate Professional Assistantsm--REPA is a comprehensive two-day certificate course that provides an intensive introduction to the real estate business and to the specific ways support staff can become valuable assets to their employers. Every administrative employee in the brokerage office, from listing secretary to the personal assistant, will benefit tremendously from this quick-start program. For more information, visit the Real Estate Professional Assistant Website at www.professional-assistant.com.

Transnational Referral Certification -- The goal of this certification is to prepare real estate professionals to make and receive compensated referrals using the Transnational Referral system developed by the International Consortium of Real Estate Associations—ICREA. Students will learn how to integrate international referrals, resulting in increased income, into their business plans. When you are involved in an international referral, as a referring or receiving agent, the Transnational Referral Certification demonstrates to other real estate professionals that you are well versed in the procedures of the Transnational Referral system, have pledged to follow a code of conduct in business dealings, and expect that compensation, paid in a timely manner, will be an integral part of the transaction. For more information, visit NAR International: Transnational Referral Certification at www.realtor.org/cipshome.nsf/pages/trc.

California REALTORS® Give to Hurricane Relief Efforts

California REALTORS® contribute to Hurricane Relief Efforts. More than 40 local associations of REALTORS® (AORs) and their members have contributed more than \$330,000 to the hurricane relief efforts underway to help those impacted by Hurricanes Katrina and Rita, which hit the Gulf coasts of Alabama, Louisiana, Mississippi and Texas on Aug. 29 and Sept. 24, respectively. Together with C.A.R.'s \$340,000 donation, California's REALTOR® associations have contributed more than \$670,000 to the affected states, sending funds to the C.A.R. Disaster Relief Fund, the NAR REALTORS® Relief Fund, the American Red Cross, the Salvation Army and other worthy causes.

In addition to monetary contributions, California REALTORS® also have donated numerous volunteer hours, shelter for displaced families and needed supplies. Notable contributions

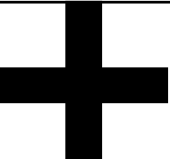
include: the East San Diego County AOR worked with local businesses to provide hurricane victims with supplies valued at more than \$52,000, as well as the free use of trucks and drivers to deliver the goods to the victims; the Oakland AOR teamed up with the Oral Lee Brown Foundation to find housing for displaced families; the Paradise AOR helped displaced pets by donating \$1,500 to Noah's Wish, an animal disaster relief fund; the Kings County BOR donated \$5,000 to two displaced families that relocated to Kings County; and the Redlands AOR started a donation center for a REALTOR® that is volunteering in Lufkin, Texas.

Copyright © 2005 California Association of REALTORS®. Note: Santa Cruz Association of REALTORS® donated \$1,000 towards Hurricane Relief through the National Association of REALTORS® Relief Fund.

For more information on these designations and how to sign up for the required course work, visit our website at www.scaor.org or contact our Director of Education, Karen Kirwan at 831.464.2000 or kkirwan@scaor.org. See page 14 for a brief summary of upcoming classes!

American Red Cross

Donate to the American Red Cross for Hurricane Katrina at donation stations all over town or call the local chapter located at 2960 Soquel Ave., Santa Cruz, CA 95062, (831) 462-2881.



Coast Lending Group... Mortgage Experts

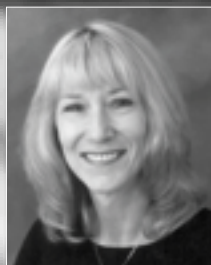
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Scrutiny of Affiliated Business Arrangements

Enforcement efforts against improper business arrangements seem unrelenting given recent events. On Sept. 20, the Dept. of Housing and Urban Development (HUD) announced a \$48,000 settlement agreement with Prudential Locations, LLC, for violating the Real Estate Settlement Procedures Act (RESPA). Prudential's office in Hawaii purportedly offered gifts to its sales agents for referring business to an affiliated mortgage company. Also in September, HUD settled a case against Coldwell Banker in Georgia for \$250,000. Coldwell Banker allegedly paid higher sales commissions and offered other incentives to its agents for referring business to an affiliated title company. In addition to the settlement payments, both Prudential and Coldwell Banker agreed to cease business practices that triggered HUD's concerns but admitted to no wrongdoing.

In a separate matter, Property I.D. and others are currently defendants in a lawsuit alleging RESPA violations due to its arrangements in connection with natural hazards disclosure reports. The plaintiff in this case is seeking class certification.

These recent enforcement efforts and legal actions serve as a reminder for REALTORS® to make sure your business practices comply with RESPA and other laws. Under RESPA, you generally cannot give or receive anything of value in exchange for the referral of settlement service business.

RESPA applies to transactions involving one-to-four residential units with a federally-related mortgage loan. There is an exception to RESPA for an affiliated business arrangement if certain requirements are met, but that exception does not allow a brokerage to offer incentives to its agents for referring clients to the broker's affiliate.

Sanctions for failing to comply with RESPA are harsh. Enforcement efforts by federal and state authorities may result in fines and even imprisonment up to one year. In addition, a consumer may bring a civil lawsuit to recover an amount equal to three times the improper kickback, plus attorneys' fees and costs.

In the current legal climate, REALTORS® should be especially mindful that improper referral arrangements may violate laws other than RESPA. As a prime example, an agent who claims or takes a secret or undisclosed compensation, commission or profit may be subject to disciplinary action by the Department of Real Estate, including license suspension or revocation.

For more information about Referral Arrangements, including affiliated business arrangements, C.A.R.'s Legal Department has a legal memorandum titled Referral Arrangements, available on the C.A.R. website at www.car.org/index.php?id=MzQ3OTg.

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C.A.R.'s Legal Department also provides REALTORS® with various legal memoranda covering a wide range of topics of interest. Here are some of our new or newly revised legal memoranda now available through C.A.R. Online:

- Community Property with Right of Survivorship
www.car.org/index.php?id=MTMxNA.
- Federal Lead-Based Paint Hazard Disclosures
www.car.org/index.php?id=MTQ3OA.

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Welcome Patty Ellis!!!



SHERMAN & BOONE WELCOMES OUR NEW BROKER OF RECORD/SALES MANAGER.

Patty Ellis is originally from the San Joaquin Valley where she spent most of her real estate career. She, along with her husband owned and operated Ellis Company Real Estate and Insurance Company for 15 years. In 1999, Patty and her family moved to Carmel, CA and she held a Coordinator position with a national Fortune 200 Company.

Patty has not only 25 years of experience in the real estate industry that she brings to us but also her personal management style and marketing tools. She has a strong commitment to serving the Public and enjoys meeting and working with each individual – appreciating that each person brings culture, excitement and growth to everyone.

She is excited to be the new Broker of Record/Sales Manager for Sherman & Boone Real Estate – a company whose progressive thinking, highest level of integrity and strong foundation are the corner stones for its growth.

Congratulations!!



Michelle Maggio, REALTOR®
September Sales Person of the Month
Congratulations on being the #1 Sales Person for the month of September! As a 17 year resident of Aptos/Seascape, Michelle is fully aware that we live in paradise. It is her desire to provide her clients with personalized and loyal service.



Gail LoBello, REALTOR®
Broker Associate Designation
Congratulations on your new designation! Gail's greatest joy is in counseling her clients about the transition to their new home with ease. She specializes in residential and mobile home sales and the unique needs of seniors.



Ellen McGibben, REALTOR®
September Sales Person - Watsonville
Congratulations on being September Sales Person for the Watsonville office! It is Ellen's goal to key into the plans, hopes and dreams of her clients as they relate to real estate. To this end, her clients are the absolute center of her business.

Sherman & Boone Real Estate
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“ The year was 1990. I had been invited in to interview for an agent position. I knew after a short discussion with the office manager that this was the place for me. The support from the very beginning was what I was looking for. Sherman and Boone was not afraid to let me create my own style and let me stretch out with my business plan. Since that time I have been able to sell residential to commercial real estate. I have sold property all over the state of California and this would not have been possible without the knowledge, professionalism, and creativity that came from the core of Sherman and Boone. ”

~ Jon Brunelle, Residential Sales
New Agent Owner

Dreams Come True... with Sherman & Boone.

Patty Ellis, Broker
Robert Frank, CFO/COO


Sherman & Boone
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Santa Cruz County Statistics

Single Family Residences

2005	Current Inventory	New	Sold	Average	Median
July	845	363	192	\$868,068	\$759,000
Aug.	884	445	228	\$868,167	\$783,000
Sept.	929	400	224	\$802,387	\$750,000

Condos/Townhouses

2005	Current Inventory	New	Sold	Average	Median
July	148	85	56	\$561,561	\$519,000
Aug.	148	84	62	\$588,222	\$565,000
Sept.	157	88	55	\$585,653	\$565,000

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

August Housing Affordability Index Lowest Since 1989

The percentage of households in California able to afford a median-priced home stood at 14 percent in August, a 4 percentage-point decrease compared with the same period a year ago when the Index was at 18 percent, according to a report released today by the California Association of REALTORS® (C.A.R.). The August Housing Affordability Index (HAI) declined 2 percentage points compared with July, when it stood at 16 percent.

C.A.R.'s monthly housing affordability index measures the percentage of households that can afford to purchase a median-priced home in California. C.A.R. also reports housing affordability indexes for regions and select counties within the state. The Index is the most fundamental measure of housing well-being in the state.

The minimum household income needed to purchase a median-priced

home at \$568,890 in California in August was \$133,800, based on an average effective mortgage interest rate of 5.87 percent and assuming a 20 percent downpayment. The minimum household income needed to purchase a median-priced home was up from \$110,980 in August 2004, when the median price of a home was \$473,520 and the prevailing interest rate was 5.83 percent.

The minimum household income needed to purchase a median-priced home at \$220,000 in the U.S. in August 2005 was \$51,740.

At 28 percent, the High Desert region was the most affordable C.A.R. region in the state, followed by the Sacramento region at 19 percent. The Santa Barbara region was the least affordable in the state at 6 percent.

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Affiliate Mixer...

continued from page 1

notepad, and, of course, plenty of good candy. Shelly Paine, incoming chair of the Affiliate Committee, organized the event, with the support of association

staff, and Dee Buckelew of American Home Shield and Linda Amador of First American Title showed up early to help set up for the event. The festivities paid off, with a good time had by all, six membership appointments, and one prospective member, Joe Roach of Coast Appraisal, signing up on the spot!



Lori West of First American Title and her mother chat with SCAOR receptionist, Leslie Flint.

Newest SCAOR Affiliate Member, Joe Roach of Coast Appraisal, converses with Norma Milete, SCAOR Membership Services Director, while Dimitri Timm of Taylor & Company Mortgage talks with Dave Bruno of Coldwell Banker Residential Brokerage in the foreground.



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Intero's technology, training and core values give realtors the edge we need in today's marketplace. Before the Santa Cruz office was officially open, I was calling to find out when I could join the team. Eight months later, I am extremely happy with the decision I made. Janet and Melodie know their agents don't come from a cookie cutter, but they consistently provide me with the mentoring and tools I need to be successful.



Annabel Young
 Direct: 831.227.7747
 Email: ayoung@interorealestate.com

My lifelong dream and compassion has always been to reach out to others and go the extra mile to help them, to do something that will touch their lives in such a way that they could not possibly repay me. After interviewing many local Real Estate companies I found my perfect match with Intero Real Estate Services. Intero follows my same strong values to help others with Integrity, Compassion, Loyalty, Commitment, Team, Professionalism and Enthusiasm. Their extensive training was tremendous and instrumental in helping me gain the confidence and know-how to not only sell real estate but to incorporate my values into helping others fulfill their dreams and success as well. Intero Real estate Services truly stands out from the rest!



Peter Haywood
 Direct: 831.278.1077
 Email: phaywood@interorealestate.com

Intero gave me top class training to get up to speed quickly which helped me to be successful in quickly getting listings and buyers. They also have the most advanced tools in the industry which enable me to give the top quality service I enjoy giving to all my clients. Intero's management and staff are a pleasure to work with and are incredibly supportive.

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Santa Cruz Association of REALTORS®
HOUSING FOUNDATION

Bridging the Gap to Homeownership

C.A.R.'s Employer Assisted Housing Program Initiative

The California Association of REALTORS® and Fannie Mae have partnered to launch the C.A.R. Employer Assisted Housing Program. This program focuses on Fannie Mae's Employer-Assisted Housing (EAH) Initiative which is designed to assist employers in developing an EAH benefit to help their employees purchase a home. After completing the California Association of REALTORS® training program, REALTORS® can introduce employers to the three EAH benefits being offered through the program and offer the following services:

1) Home-Buying Workshops
REALTORS® and participating lenders explain how employees can find and afford suitable housing through free workshops sponsored by the employer.

2) In-Depth Housing Counseling
REALTORS® partner with a nonprofit counseling agency to provide a more comprehensive program to help employees overcome common barriers to homeownership, such as improving their credit scores and/or saving for a down payment.

3) Financial Benefit
Partner with Fannie Mae to assist employers in the development of corporate incentives, such as forgivable loans or grants, to help their employees buy a home. This component also helps employers address employee recruitment, retention, and recognition issues.

Employers can choose to offer all or any combination of these three benefits

to their employees.

The following links comprise an online tool kit, which includes a complete set of documents and presentations for REALTORS® to use when introducing the concept of EAH to employers:

- Participating Lenders
www.car.org/index.php?id=MzU1MjM=.
- Frequently Asked Questions
www.car.org/index.php?id=MzU1MjU=.
- Campaign Fact Sheet
www.car.org/index.php?id=MzU1MjY=.
- State and Local Government Fact Sheet
www.car.org/index.php?id=MzU1Mjg=.

- Cost-Benefit Analysis Fact Sheet
www.car.org/index.php?id=MzU1MzA=.
- Employer Customizable Flyer
www.car.org/library/media/other/EmployerCustomizableFlyerforHBEducationSession.ppt.
- Employer Introduction
www.car.org/library/media/other/EmployerIntroductiontoEAHPresentation.ppt.
- Homebuyer Education
www.car.org/library/media/other/HomebuyerEducationWorkshopPresentation.ppt.
- Sample Invite Letter to Employer
www.car.org/index.php?id=MzU1OTc=.

November 3rd, 6-9pm

A Taste of Santa Cruz
at the historic Cocoanut Grove

Mark your calendar now and plan to attend the first annual *A Taste of Santa Cruz* at the historic Cocoanut Grove, a community event, benefiting the Santa Cruz Association of REALTORS® Housing Foundation.

*Cuisine from 30 local restaurants
*150+ silent auction items from local business & artisans

Come enjoy the best Santa Cruz has to offer while supporting this important cause!

For more information about this event or other ways to become involved in our solution to the housing issue in Santa Cruz, please call (831) 464-2000 or go to www.scaorhf.org

Santa Cruz Association of REALTORS® Housing Foundation 2005 Fundraiser Drive

Contribute to the Housing Foundation and help a family in need!

Thank You

A sincere thank you to Terry Ballantyne for her September donation to the Housing Foundation.

Next month, we will recognize the contributions of all of the sponsors, donors, volunteers, and everyone attending our first annual premier fundraising event, "A Taste of Santa Cruz."

Calendar

November 2005

Did You Know?

Sun	Mon	Tues	Wed	Thur	Fri	Sat
SAVE THE DATE! January 13, 2006 6:30pm <i>SCAOR Awards & Installation Dinner</i> at the Coconut Grove		1	2 INFOLINK FOCUS GROUP 1:00 - 4:30 P.M.	3 "A TASTE OF SANTA CRUZ" 6:00 - 9:00 P.M. COCOANUT GROVE	4 RELAY 9:00 - 4:00 P.M.	5
6	7 SCAOR HOUSING FOUNDATION NOMINATING COMMITTEE 2:00 - 4:00 P.M.	8	9 AFFILIATE COMMITTEE 8:30 A.M.	10 GRI 113 8:00 - 5:00 P.M.	11 CLOSED VETERANS' DAY	12
13	14 LEADERSHIP RETREAT 8:00 - 5:00 P.M. CHAMINADE	15	16 TAX DEDUCTIONS FOR REAL ESTATE AGENTS 9:00 - NOON GRIEVANCE COMMITTEE 2:30 P.M.	17	18 LGR COMMITTEE 8:30 A.M.	19
20	21 INFOLINK 9:00 - 12:00 P.M. BUDGET & FINANCE COMMITTEE 8:30 A.M. HF BOARD OF TRUSTEES 3:00 P.M.	22	23	24 CLOSED THANKSGIVING HOLIDAY	25 CLOSED THANKSGIVING HOLIDAY	26
27	28 INFOLINK 9:00 - 12:00 P.M.	29	30 STRATEGIC PLANNING 8:30 A.M. HOLIDAY OPEN HOUSE 4:00 - 6:00 P.M.			H.F. = HOUSING FOUNDATION

Did you know that you can become more active in your association of REALTORS® by joining a committee in 2006? Application forms are available at www.scaor.org or you may request one be faxed or emailed to you by calling (831) 464-2000. The following is a summary of Association Committees:

AFFILIATE COMMITTEE: The Affiliate Committee is to make available to the Association the Affiliate Members' real-estate related knowledge, expertise and experience in the real estate industry. The committee puts on the annual golf tournament fund raiser, the spring and fall open house events, and education forums related to escrow, lending, etc.

BUDGET & FINANCE COMMITTEE: Review the monthly financial reports of the Association's operation; assist in preparation of annual budget.

BYLAWS COMMITTEE: Prepare Bylaws amendments required by the National Association of REALTORS® policies, or the California Association of REALTORS® Model Bylaws. (Committee appointed, as changes are needed.)

EDUCATION COMMITTEE: Plan live seminars and prepare weekly e-mail education articles.

GRIEVANCE COMMITTEE: Reviews and investigates complaints against Association members for alleged violation of the Code of Ethics and Association Bylaws. (There is currently a waiting list for this committee. Only one from an office may be appointed to serve within a year.) However, please let us know if you are interested.

LOCAL GOVERNMENTAL RELATIONS COMMITTEE: Work with the Legislative Monitor to review local issues and cover governmental meeting assignments; review positions taken by CAR and NAR on legislative issues; and disseminate information to the membership via the monthly Real Estate Watch publication prepared by the committee and "Red Alerts."

PROFESSIONAL STANDARDS COMMITTEE: Members of this committee are selected to serve on hearings panels as required to hear matters of alleged unethical conduct by REALTOR® members or to provide arbitration as requested. (Must have served on Grievance Committee for two years, or have training and experience for consideration and approval by the Board of Directors.)

STRATEGIC PLANNING COMMITTEE: Establish and prioritize strategic objectives for the real estate trade organization business. Implement and monitor Association's Strategic Plan.

Meeting Schedule Rules

Board of Directors:
First Friday at 8:30 A.M.

LGR:
Third Friday at 8:30 A.M.

Affiliates:
Second Wednesday at 8:30 A.M.

Strategic Planning:
Last Wednesday at 8:30 A.M.(bi-monthly)

Budget & Finance:
Third Wednesday at 8:30 A.M.(bi-monthly)

Grievance:
Third Wednesday at 2:30 P.M.

Professional Standards:
as needed

Education:
First Wednesday at 9:00 A.M.(bi-monthly)

Housing Foundation Board of Trustees:
Third Monday at 3:00 P.M.

Marketing & PR:
Second Wednesday at 2:00 P.M.

Offices Liaison:
First Monday following first full week following CAR meetings

WCR® Events

November Business Resource Meeting
Building a Culture of Accountability
Wednesday, November 16, 2005

Personal and company success in today's competitive market requires a clearly differentiated market position, effective sales techniques and company-wide achievement of goals and objectives. This is most effectively achieved in a company culture based on accountability. Delivered by Jennifer Vessels, President of NEXt Step, the November WCR program will provide

you with practical techniques you can put immediately to use to develop accountability throughout your organization.

For reservations, please call Jody Stelck, 831-566-6144 or email wcrsantacruz@yahoo.com.

If you make a reservation and do not attend you will still be charged for the lunch, you can send someone in your place, just let us know of the transfer. Thanks for the support! *"A reservation made is a reservation paid."*

SCAOR Education Calendar 2005 to 2006

C.A.R. RELAY TRAINING:

Friday Nov. 4, 2005
 9:30am-11:00am for REALTORS® - FREE
 11:30am-3:30pm
 Train the Trainer \$199

RELAY is a web based Transaction Management System that provides a workflow and collaboration platform for professionals and consumers throughout their real estate transaction. RELAY is REALTOR® owned, and was developed in partnership with the National Association of REALTORS®

RE InfoLink Workshops:

Mondays 9:00am-Noon
 REILWeb Nov. 21, 2005
 Advanced HomeWorks Nov. 28, 2005
 HomeWork's CMA Dec. 19, 2005

Graduate REALTOR® Institute (GRI Designation) once a month:

Real Property, Tax and Exchanging Thursday Nov. 10, 2005

"Essential Concepts of the C.A.R. Residential Purchase Agreement"

Friday Dec. 9, 2005

"Tax Deductions for Real Estate Agents": An Economic View

Instructor Dennis McKenzie
 Wednesday, Nov. 16, 2005

Assistants Certification (REPA):

Feb. 9 & 10, 2006
 This two day certification course provides an intensive introduction to the real estate business and to the specific way support staff can become a valuable asset to their employers.

CRS 201:

"Listing Strategies for the Residential Specialist"
 Feb. 16 & 17, 2006

Listing Strategies provides students with the important skills necessary to conduct successful listing presentations, price a home to sell, close the transaction and market and promote effectively.

California Association of REALTORS®:

New Agent Quick Start Course
 March 6, 13 & 20, 2006

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 visit www.eDesignations.com.

Senior Real Estate Specialist 2 Day Certification Course (SRES)

March 29 & 30, 2006
 SRES is set up 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.

CRS 210:

"Building an Exceptional Customer Service Referral Business"
 May 25 & 26, 2006

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 and referral business. The information provided will help identify the expectations of the "new consumer", the "new behaviors" necessary to meet those expectations and specific systems to make the agent's business more productive, more profitable and more enjoyable.

CERTIFIED COMMERCIAL INVESTMENT MEMBER (CCIM):

"Introduction to Commercial Investment Real Estate Analysis"

Sept. 14 & 15, 2006 (tentative)

Enhance your knowledge! This introductory course provides an overview of every aspect of commercial real estate – from property inspection through follow-through after the property is sold. You will be introduced to the

many ways to profit in the multi-faceted, dynamic field of commercial investment real estate. Learn with and from your peers and expand your contacts among commercial property practitioners. Every phase of commercial real estate analysis is represented through a real-world application to a real property.

CRS 200:

"Business Planning and Marketing for the Residential Specialist"

Sept. 28 & 29, 2006

A strong foundation is the key to building a successful real estate career. The Business Planning and Marketing course helps students learn the fundamentals of business planning. After taking this course, they will be able to identify the benefits of a business plan, develop income goals using the budgeting process, and create a marketing plan to meet their goals and objectives. These business essentials will generate increased profit and productivity.

For additional information regarding these classes, please contact the Santa Cruz Association or REALTORS® at 831-464-2000 or visit the SCAOR website at www.scaor.org (click on Education).

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Santa Cruz Association
of REALTORS[®], Inc.

Cordially Invites You to Attend their 84th Annual
Installation & Awards Dinner Dance

“Celebration at the Bay”

Friday, January 13, 2006

6:30pm No Host Cocktails

Honoring

Bobbie Nelson, 2006 President & the Incoming Officers & Directors

Location

The Cocoanut Grove Ballroom at 400
Beach Street, Santa Cruz, California.

For More Information

Please call the Santa Cruz Association of
REALTORS[®] at 831.464.2000.

Car Service

Car service is available to and from the
event. Shuttles will run from 6:15-7:00pm
& 11:00pm-12:15am at the Coast
Santa Cruz Hotel located at
175 West Cliff Drive, Santa Cruz.

Hotel Rooms

Some rooms have been blocked at the
Coast Santa Cruz Hotel under “Bobbie
Nelson Installation” and may be reserved
by calling 831.426.4330 or emailing
ressantacruz@coasthotelusa.com.



Integrity is built into your real estate career from the start and only gets stronger through what you will learn by attending Council of Residential Specialists Courses. For education, you can take CRS Courses on a variety of practice-oriented topics at locations worldwide. You'll learn how to work successfully with home buyers and sellers – gaining experience.



KNOWLEDGE

To earn the CRS Designation, real estate agents must successfully complete the most rigorous education requirements and demonstrate high production levels. The **knowledge** they acquire through CRS Courses allows them to compete at the next level of production and professionalism.

EARNINGS

CRS Designees earn on average of **\$113,102** annually – about three times more than the typical REALTOR[®] sales agent at \$34,100 per year.

REFERRALS

CRS Designees profit from a dynamic **referral network worldwide** of nearly 40,000. Some CRS Designees report earning 75 percent of their income through referrals.

FOR MORE INFORMATION

For more information on the Council of Residential Specialists and its education courses, call 800.462.8841 or visit our Web site at www.crs.com.

CLASS INFORMATION

CRS 201: Listing Strategies for the Residential Specialist provides students with the important skills necessary to conduct successful listing presentations, price a home to sell, close the transaction and market and promote effectively.

Dates: February 16 & 17, 2006

Registration: \$325 SCAOR Members
\$350 Non-Members

To Register:

call: Leslie Flint at 831-464-2000

email: lflint@scaor.org

fax: 831-464-2881

mail completed form to:

Santa Cruz Association of REALTORS[®]
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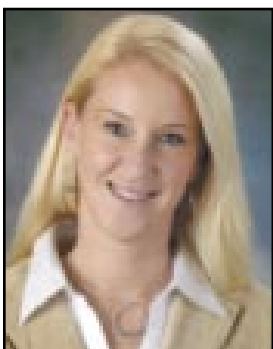
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Sally Bissrat – Formerly of Network Alliance



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Beverly Lengquist – Formerly of Thunderbird Real Estate



"Joining Bailey Properties gave my career just the boost it needed. Their training is incredible, and unmatched by any other company. I receive support from both my peers and the staff, and have been successful more quickly due to the fantastic training and support."

Erika Reid – Formerly of Coldwell Banker, NRT



"Bailey Properties' training, mentoring, and support system has given me the tools to use my skills with confidence, and to take my career to the next level. The level of integrity and professionalism emanating from Paul and Robert comes through from the entire organization."

Millou Rose – Formerly of Flate Rate Realty

Bailey Properties has developed a tradition of success by recruiting, training, and retaining the finest team of professionals in Santa Cruz County. If you're ready to take your real estate career to a higher level, please call Paul or Robert Bailey for a confidential interview.

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