

inside

REAL ESTATE

Santa Cruz County's Real Estate News Source

A publication of the Santa Cruz County Association of REALTORS®

December 2011



Happy Holidays from SCCAR!

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INSIDE REAL ESTATE Newsletter

Inside Real Estate is the official monthly newsletter of the Santa Cruz County Association of REALTORS® provided as a member service to inform, educate and update REALTOR® and Affiliate members on local, state and national news, as well as the Association's calendar of events.

Santa Cruz County Association of REALTORS®

2525 Main Street, Soquel, CA 95073
(831) 464-2000
(831) 464-2881 (fax)

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Message From The President

Thank You For A Wonderful Year

Candace Bradfield
SCCAR President 2011
bradfield@cruzio.com

Dear Friends and Colleagues,

As we close out this wonderful year and move to a new, let nothing hold you back from exploring your wildest dreams, wishes and aspirations. Dream big and follow your dreams wherever they may lead you.

Dare to dream whether they are big or small, easily attainable or almost impossible. Wishes and hopes are nothing, until you take the first step towards making them something!

Dare to dream, because only by dreaming, will you ever discover

who you are, what you want, and what you can do. Take risk, become involved and stay committed.

Open your heart to new possibilities.

Do whatever it takes to make your dreams come true. Always believe in miracles, and always believe in you!

I do...

Thank you for a wonderful year,

Candace Bradfield
 SCCAR President 2011

Shaffer Honored for Making a Profound Difference

SCCAR REALTOR® Member, Wayne J. Shaffer, a broker with Shaffer and Associates, is one of five winners chosen by the National Association of Realtors® as REALTOR® Magazine's 2011 Good Neighbor Award winners! Wayne was selected for his work with the poor and homeless through three different organizations that he helped establish.

For more than three decades, Shaffer has devoted himself to helping the poor and homeless in Santa Cruz. In 1982 he cofounded the St. Francis Catholic Kitchen, a local soup kitchen which serves hot lunch to 190 people per day. Shaffer is now president of the board of directors and a frequent visitor. From there he went on to also cofound the Jesus Mary Joseph Home, a shelter for women and children.

In 1999 Shaffer met a pregnant woman who was living out of her car. He was inspired to help her and within a year he had founded the Siena House Maternity Home, an emergency shelter that provides care for women experiencing a crisis pregnancy. As cofounder and president, Shaffer has helped provide more than 350 women with pre- and post-natal care, counseling, baby care and lessons on nutrition, parenting and life skills.

"Women need a safe place to deal with their pregnancies," said Shaffer. "They need a place that encourages a lifestyle that will be an improvement for their babies and themselves." The shelter is housed in a former convent that accommodates up to 10 women during their pregnancies and for up to three months after delivery.

Wayne received his award on Saturday, November 12, at the 2011 REALTORS® Conference & Expo in Anaheim, California.

"The Good Neighbor Awards honor Realtors® who are leaders in their community," said Frank Sibley, REALTOR® Magazine publisher. "This year's winners have literally saved lives, and inspire those around them to make positive changes in the world. We hope this award and the grant money will allow these Realtors® to expand their reach and help even more people."

More information about the Good Neighbor Awards winners is available at www.realtor.org/realtormag.



Good Neighbor Award Winners. Wayne Shaffer 3rd from right



When is a Claim Time-Barred in an Action Against a Broker for Breach of Fiduciary Duty or Professional Negligence?

Terry Rein, Bosso Williams, APC

Real Estate Legal Matters

In the recent case of Thomson v. Canyon (2011) 198 Cal.App.4th 594, Regina Thomson (“Seller”) agreed to sell her home to an investor (“Buyer”). The Buyer verbally represented to the Seller that he would clear the liens for a service fee of \$10,000, and then he would sell the home back to the Seller. The sale was meant to “salvage” her home from foreclosure. The Seller retained a real estate broker (“Broker”), to memorialize and close the transaction. However, the Broker failed to include the sell-back agreement in the written contract executed by the Seller and the Buyer. The Buyer purchased the property, refused the Seller’s demand that he convey the property back to her, and sold the property to a third party for a profit of \$140,000.

After unsuccessfully suing the Buyer for fraud, the Seller sued the Broker for breach of fiduciary duty for failing to include the Buyer’s oral promise to reconvey the property to her in the written contract. The Broker argued that the Seller’s claim was time-barred by the statute of limitations.

The Court of Appeal stated that a plaintiff is generally permitted to allege different causes of action—with different statutes of limitations—on the same underlying facts. Here, the Court was comparing the statute of limitations in a cause of action for professional negligence with a cause of action for breach of fiduciary duty.

The elements of a cause of action for professional negligence are failure to use the skill and care that a reasonably careful professional operating in the field would have used in similar circumstances, which failure proximately causes damage to plaintiff. A cause of action for professional negligence is governed by a two year statute of limitations (Code of Civil Procedure Section 339). The elements of a cause of action for breach of fiduciary duty are the existence of a fiduciary relationship, its breach, and damage proximately caused by that breach.

The court found that there is no specific statute of limitation on claims for breach of fiduciary duty by a broker to a seller, and therefore California’s default limitations period of four years applies. The Court of Appeal also found that the statute of limitations period begins to run at the time that the Seller suffers actual damages which in this case was when the Buyer sold the property to a third party for a significant profit.

The appellate court also considered whether the Seller’s verbal instructions to the Broker “to prepare the necessary paperwork” to implement her sell-back agreement were admissible to prove her claim. Ordinarily, parties to a lawsuit may not introduce evidence to vary, alter, or add to the terms of a written agreement where the writing was intended to be the parties’ final, complete, and exclusive statement of the terms of the agreement (this is known as the parole evidence rule). However, the court held that since the parole evidence was not being offered to reconstruct the contractual obligations of the Seller and the Buyer (the parties to the real estate sale

contract), evidence of the Seller’s verbal instructions to the Broker, including references to the sell-back agreement, are admissible.

It is important to remember that other statutes of limitations apply to Brokers, including the two year statute of limitations applicable to a Broker’s duty to inspect and disclose (Civil Code Section 2079) and the three-year statute of limitations which applies in a buyer’s suit for breach of fiduciary duty against an exclusive buyer’s broker for failure to disclose material facts. (See, Field v. Century 21 Klownden-Forness (1998)).

In Thomson v. Canyon, the Court of Appeal allowed the Seller’s breach of fiduciary claim to proceed against the Broker because it had been filed within the four year statute of limitations from the date of the Buyer’s sale to the third party. The Court also found that the time limit for filing a claim for professional negligence had passed. Thomson v. Canyon is a reminder that a Broker may be confronted with a menu of possible causes of action, each with a different statute of limitations and each with a different time for calculating when the limitations period begins to run.



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Education & Professional Development



Register Online by visiting our [Education Calendar](#) or our [Online Registration Center](#)

Matrix Training

Friday December 9,
Matrix Essentials, 10:30 am – 12 pm
Mastering Matrix, 1:30 – 3 pm
Cost: Free to SCCAR Members with pre-registration
Instructor(s): MLS Listings, Inc.

These 90 minute courses will provide you with the skills for utilizing the Matrix search application. Attend these classes if you missed the pre-training, need a refresher or are having difficulties since the cutover to Matrix.

Mortgage Loan Origination Course

Thursday, December 15, 8:30 am - 4:30 pm
Cost: \$139 SCCAR Member, \$155 Non Member

8 Hour live continuing education comprehensive course for mortgage loan originators. Includes three hours federal law and regulations, two hours of ethics, two hours of lending standards of nontraditional mortgages and one elective hour to meet all National and State yearly renewal requirements.

How to Write Off a Disaster Loss For Property Damage

by Broderick Perkins, Realty Times

The Internal Revenue Service (IRS) allows you a [tax deduction](#) for casualty losses, including losses due to property damage or destruction. Casualty loss is an itemized deduction included on Schedule A. Schedule A deductions are subtracted from your adjusted gross income, reducing the amount of your income that is actually taxed. The deduction is only available to the extent that insurance or other forms of compensation don't cover the cost of damage or destruction. If the disaster carries a presidential declaration, you can immediately, after the disaster has the presidential declaration, amend your last tax return to deduct the loss. Otherwise, you must wait to file for the deduction with your next tax return. State tax laws vary on casualty loss deduction and because the deduction can involve large amounts and complex calculations, you should seek the help of a tax professional to help you complete your state and federal tax returns.

What's a casualty loss?

When it comes to a disaster, IRS defines a casualty loss as the "damage, destruction, or loss of property resulting from an identifiable event that is sudden, unexpected, or unusual." That can include both natural and man-made disasters -- earthquakes, fires, floods, car accidents, vandalism, and terrorist attacks. Preventable losses or illegal activities don't count.

Upcoming Events

'A Holiday Happening' Member Appreciation Event Wednesday, December 7, 4 – 6 pm

Come join in the festivities at the Santa Cruz County Association of REALTORS® Member Appreciation Event, 'A Holiday Happening'!. Hors d'oeuvres, wine & soft drinks will be served. Please bring a canned good for the Second Harvest Food Bank! Our goal is to fill at least two barrels, helping to feed our neighbors in need. This event is free for SCCAR members, RSVP by calling 831-464-2000

2012 Installation

Friday, January 13, 2012, 11:00 am – 2:30 pm
Cost: \$40
Cocoanut Grove, Sunroom, 400 Beach Street

You are cordially invited to the Santa Cruz County Association of REALTORS® 101th Installation of the 2012 Officers and Directors honoring 2012 President Barbara Palmer and the incoming Officers and Directors.

What's the deduction?

It begins with your adjusted basis in the property -- the purchase price plus improvements and other costs -- or the decrease in fair market value (which requires an appraiser's valuation) after the loss, whichever is less. From either the adjusted basis or the decrease in fair market value, subtract what your insurer pays, plus any other compensation. Take the remainder and subtract \$100. In order to take the deduction, what's left must be greater than 10 percent of your adjusted gross income in the tax year for which you are filing. "IRS Publication 547: Casualties, Disasters and Thefts," provides further details.

Published: November 17, 2011

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Candie Noel,
Bailey Properties, Inc.
cnoel@baileyproperties.com

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The exploitation of the redwood and other forests in the 1800's gave rise to the tourism and environmentalism that are the roots of Santa Cruz today. Both are deeply entwined with the economic development of Santa Cruz.

In the 1800's lumber was harvested in Santa Cruz and transported by ship and rail. In addition, lumber was needed and used to support most other industries in Santa Cruz. Wharfs, piers, railroads and roads were built to support the lumber, powder, lime, flour, sugar beet, tannery, and agriculture industries. The 1890 national economic depression brought about a decline of the lumber and other Santa Cruz industries. Its industrial base dwindled, and Santa Cruz found its hillsides stripped and barren. However, this short lived industrial era was responsible for the town layout and its orientation with the port, and provided the funds to establish the town.

The railroads especially were crucial to Santa Cruz's next, newest, and most important industry, tourism. They provided the accessibility needed to get to the redwoods and the beach from Watson-

ville, Felton, Los Gatos, San Jose, and San Francisco. The “Big Trees” took on a new importance as something to be saved, as they became a valuable tourist attraction. The beach front became crucial to the economic wellness of the City of Santa Cruz. Santa Cruz began to market its mild climate and scenic beauty to become a prominent resort community and first class destination.

The first people of Santa Cruz were the Ohlones who used the fertile river banks for growing vegetables and flowers. The Spanish explorer Portola discovered the area in October 17, 1769. He named the river San Lorenzo, and a local creek Arroyo de Santa Cruz. They found the river to be two to three feet deep and about 50 feet wide in October. A perfect site for the twelfth California mission, La Mision de la Exaltacion de la Santa Cruz. They erected the church and a few other buildings below Mission Hill. A flood in 1773 destroyed the buildings. The new church was relocated above the flood plain to Mission Hill, where the beautiful and historic Mission of Santa Cruz currently sits. Until the gold rush, Mission Hill was the religious, commercial, industrial, and agricultural center of the County. The Spanish, like the sensible Ohlones, decided to make the inhospitable flood plain their vegetable garden.

New to town in 1847, Elihu Anthony looked for a site to open his blacksmith, general store, post office, and foundry. He constructed a brick building on the only available land not owned by the Ohlones or the Spaniards. Of course, that site was on the flats. His business sat near today's Clock Tower, the heart of Santa Cruz.

A true entrepreneur, Elihu Anthony created the town's first subdivisions between Water Street and Main (Front) Street. His next subdivisions, Beach Hill and West Cliff, were developed to be the town's business center. To support his grain and potato export business, in 1849 Anthony built the County's first wharf and then a bridge to provide access to the wharf. The bridge spanned Neary Gulch and the wharf was at the foot of Bay Street.

Continued on next page

Welcome to the Neighborhood, Santa Cruz,

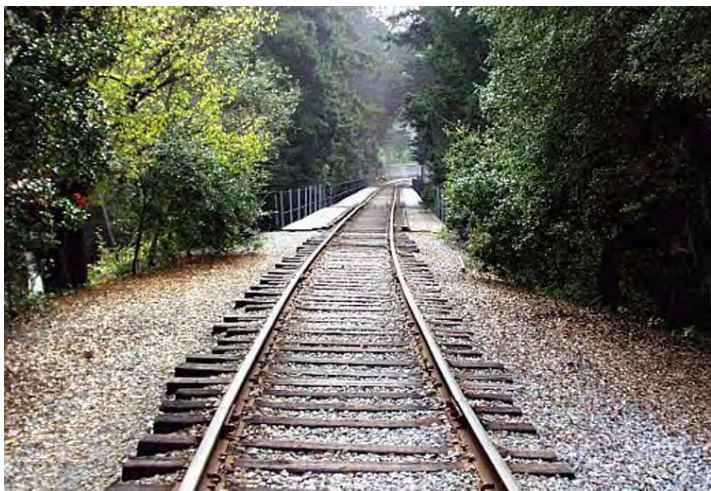
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In 1850 potatoes were at an all time high of 15 cents a pound in San Francisco. The spud rush was on. Failed gold miners rushed to Santa Cruz to lease land on the San Lorenzo flats for \$100 an acre. A boom town of temporary tent-frame structures arose, a courthouse was established, and a customs house on Front Street was built (a portion remains as the rear section of Zoccoli's). Two newly built hotels were overflowing. By 1853 overproduction caused the bottom to fall out of the potato business. Those who rushed to Santa Cruz to make their fortune found themselves penniless and stranded. The spud bust left Santa Cruz with an instant town, an instant population, and the downtown in the floodplain. From 1862 to 1958 there have been 18 floods on the San Lorenzo River, some merely threatened, but others brought devastation to the downtown area.

By 1862 the tourist potential of Santa Cruz was recognized. This beach resort community had become the most popular convention destination in Northern California, next to San Francisco. Visitors began coming to Santa Cruz to enjoy the beach. Miller and Liebrandt built bathhouses, an indoor seawater pool, and entertainment halls near the mouth of the San Lorenzo River. Restaurants, concession stands, curio shops, and photograph stands sprang up. In 1894 Santa Cruz was recognized by Harper's Weekly as a tourist destination. Santa Cruz was on the map. To accommodate the growing number of tourists, hotels and cottages were built. The number of trains increased, especially during the summer months.

Tourism ranks today as one of the top two employers and revenue-producing industries in Santa Cruz County, generating over \$500



million in direct travel expenditures annually. For this we must give thanks to Fred Swanton and his vision of turning a beach community called Santa Cruz into a national landmark destination. Swanton's dream was to create a pleasure palace and make Santa Cruz the Coney Island of the West.

Much of Swanton's capitol was provided by San Francisco financier John Martin and the Southern Pacific Railroad. They purchased the Miller and Liebrandt bathhouse and formed the Santa Cruz Beach, Cottage and Tent City Corporation. Soon after in 1904 the spectacular Neptune Casino was opened which included 500 dressing rooms, a plunge, a ballroom, and two roof gardens. Across the street from the Casino was Tent City. Each of the 200 multi-colored striped tents had wooden floors, lights, and water.

In 1907 cottages replaced the tents. It was called Cottage City. Cottage rates were:

Number of People	Rate per Night	Rate Per Week
1	\$0.75 - \$1.00	\$5.00 - \$7.00
2	\$1.50 - \$2.50	\$9.00 - \$15.00
4	\$2.50 - \$3.50	\$15.00 - \$28.00
8	--	\$40.00



Fire destroyed the Casino and Tent City in June 1906. According to folklore Swanton, while the Casino was still burning, was arranging for financing and materials to rebuild. By summers end architect, William Weeks, had drawn up plans and the foundation for the new casino was laid in October. One year later in June 1907 the new casino with a grand ballroom, the Plunge indoor swimming pool, a pleasure pier, and boardwalk opened for business.

The Casino of 1907 is today's Coconut Grove and boardwalk that graces the beachfront today. A visionary, yes. A good business man, no. Fred Swanton declared bankruptcy in 1912 and died a poor man. His enterprises were acquired by the Seaside Company which still owns and operates the successful Santa Cruz Beach Boardwalk and Coconut Grove.

The first thrill ride of Swanton's boardwalk was a Scenic Railway that opened in 1908. It was a four minute, one mile coaster. In 1924 it was replaced by the Giant Dipper. Arthur Loeff, its creator wanted a ride that would be a "combination earthquake, balloon ascension, and aero plane drop." The ride with speeds up to 55 mph cost 15 cents. It is the 5th oldest roller coaster in the U.S., and has had over 55 million riders since 1924.

Continued on next page

Welcome to the Neighborhood, Santa Cruz, *Continued from previous page*



A walking tour of Beach Hill across the street from the Beach Boardwalk will take you back in time. Beach Hill was originally a place where mariners lived and stayed while on land. Its height and proximity to the wharf allowed mariners to watch approaching ships. With the arrival of the railroad to Beach Street, Beach Hill became a resort area for tourists to stay while enjoying the beach. Dotted with Victorian mansions and luxury hotels, it was known as the Nob Hill of Santa Cruz at the turn of the century. Along the walking tour you will see the captains cottages, mansions, and bungalow courts. The various architecture types depicting the eras; Queen Ann Victorian and Stick-Eastlake mansions, colonial revival, and the Carmelita cottages at 321 Main Street, the oldest buildings on this tour. Alfred Hitchcock used the old, decaying McCray Hotel in his movie "Psycho". Now renovated this hotel is Sunshine Villa at 90 Front Street.

The once spectacular La Bahia Hotel sits decaying at the base of Beach Hill. Built in 1926 it is the last representative of the luxury accommodations Beach Hill was famous for. The building and courtyards are a distinguished example of the Spanish Colonial Revival architecture of Santa Cruz. Not being as forward thinking as Swanton, we have not been able to renovate La Bahia into a first class hotel and tourist center.

A walking tour of Mission Hill takes you to the birthplace of Santa Cruz. In this small area you will see Santa Cruz as it was at the turn of the century. Much has been unchanged, and is representative of the early Santa Cruz cityscape. Due to its historical significance Mission Hill was added to the National Register of Historic Places



Inventory in 1975. According to the Registry, "the greatest asset of the Mission Hill Area is its undisturbed character. Except for the construction of a few structures, the area is relatively unchanged from the early 1900's. Few cities in California have a mission district which is as unchanged. Architectural styles range from the Mission Era to the Colonial Revival. This variety is even more unique when you consider the relatively small area in which they are located." The Neary Rodriguez Adobe is the only surviving original adobe mission building. Originally a dormitory for Indians, it has been continually occupied to this day.

The environmentalism originating from the devastation of the hillside through lumber mining continues today. However, the exploitation of its resources in the 19th Century, gave rise to the appreciation of the natural beauty of the coastline and redwood forests. Couple that with being home to UCSC (that love/hate thing), Monterey Bay National Marine Sanctuary is our backyard, innovative Silicon Valley is our neighbor, and understanding that tourism is central and key to our economic base.

Added to that are the diverse and socially liberal leanings, and alternative life styles. We have attached ourselves to and fought for or against organic agriculture, the light brown apple moth, nuclear free zone, smart meters and cell towers, bring on the tourists but don't widen Highway 1, tree sitting, the legalization of medical marijuana, continual peace /anti-war efforts, homeless people have rights too, desalinization, no growth, denouncing the Iraq War, opposing the USA Patriot Act, the naming rights to "Surf City". To many it may be "Keep Santa Cruz Weird". To us it's home.



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From the desk of Dale Gray

Government Affairs Director

Happy Holidays!

First, let me "Thank" Renee Mello, Chair of LGR, for successfully transitioning into the two-year Chairmanship. Her leadership style, with the help of the dedicated Committee Assignees, was the key to several of our successes on your behalf. Our involvement in the legislative process will serve us well as we continue to address future issues.

National SUCCESS...with huge impact on SCCAR!

In late November, the House voted 298-121 and the Senate voted 70-30 to pass the appropriations "minibus" spending bills that included key pieces of REALTOR®-supported legislation. The first is a month-long extension of the National Flood Insurance Program to December 16 to give the Senate time to consider the House-passed five year reauthorization. That date coincides with the continuing resolution to keep funding other spending programs not included in the minibus legislation.

Also, Congress approved a reinstatement of the FHA loan limits to their pre-September 30 levels. This has provided additional mortgage capital to borrowers in hundreds of counties across the country via FHA financing. The loan limits will revert to 125% of median area home price, with a cap at \$729,750. Those higher limits will be in effect until December 31, 2013 at which point they will again revert to 115% of median area home price with a cap at \$626,500.

Our thanks to all of you for your repeated contacts with elected officials and volunteer leaders to get the word out on these critical programs.

Newly-Established REALTOR® Party of California

Every REALTOR® should register to vote - and vote - on Election Day!

The REALTOR® Party of California is a committed movement of real estate professionals fighting to keep the dream of homeownership alive in California and throughout the country. The REALTOR® Party of California values the ideals of homeownership, private property rights, free enterprise, and responsible government.

As a Member of the REALTOR® PARTY OF CALIFORNIA, you will pledge to:

- * Register to Vote
- * Vote on Election Day
- * Respond to **C.A.R.'s Red Alerts** and NAR's Calls-for-Action
- * Promote REALTOR® Party Values
- * Support the REALTOR® Action Fund

You can find the REALTOR® PARTY Registration Form at <http://www.car.org/?view=RPCSignUp>

Stay involved in 2012. It is in YOUR best interest and that of your clients!

Happy New Year!!

Angel Investors

The SCAOR Housing Foundation recognizes and thanks the following organizations for their generous donations to the Housing Foundation and it's cause of helping low income families and individuals become homeowners. To date we have over 130 new homeowners who are very grateful, as are we!

Wells Fargo Housing Foundation Santa Cruz Home Finance

To learn how you can easily contribute please visit the Housing Foundation website at www.scaorhf.org.

The grant from Wells Fargo was presented in grand fashion at this year's 'A Taste of Santa Cruz'



(1 to r) Jeff McCormac, Mortgage Branch Manager, Dan Fish, Home Mortgage Consultant, Gustavo Cisneros, Personal Banker, Barbara Dimitruk, First American Title and Loree Doan, Stewart Title.

Come Join In The Festivities!

'A HOLIDAY 'HAPPENING'

*The Santa Cruz County Association of REALTORS®
Cordially Invites you to our Member Appreciation Event*

**Wednesday, December 7, 2011
4:00pm to 6:00pm**

SCCAR Office, 2525 Main St., Soquel

**HORS D'OEUVRES, WINE & SOFT
DRINKS WILL BE SERVED!**

*Please bring a canned good for the Second Harvest Food Bank! Our goal is to fill
at least two barrels, helping to feed our neighbors in need.*



RSVP by calling 831-464-2000



Calling all Elves!

For the fifth year, the SCCAR Affiliate Committee is “adopting” families in need this holiday season. In the past we have been fortunate enough to provide several families everything from Christmas trees to food gift cards, helping to make their holiday brighter. Their needs are as basic as clothes, kitchen items, and toys and make a huge difference during this time of year. Details on the families, their needs and how you can make a donation are coming soon! Keep an eye out in the SCCAR office, the eScoop and on our facebook page (www.facebook.com/scaor)

Strength Through Association!



This is the motto of our incoming 2012 SCCAR President, Barbara Palmer. Discover how this theme will be put into action in 2012 by attending our 101th Installation Luncheon! This memorable event is being held in the Coconut Grove Sunroom on Friday, January 13, 2012 from 11 am to 2:30 pm. Enjoy a delicious lunch, camaraderie and celebrating your SCCAR 2012 leaders. Tickets are \$40 and can be purchased [online](#) or by calling the SCCAR office at 831-464-2000. Please RSVP by January 6th.



Barbara Palmer
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7th Annual 'A Taste of Santa Cruz' is a Resounding Success!

Thank you to all who attended and helped make the 7th Annual 'A Taste of Santa Cruz' not only a tasty and fun event, but a successful one! All proceeds from this event help low income first time home buyers in Santa Cruz County through the Santa Cruz Association of REALTORS® Housing Foundation's Closing Cost Grant Assistance Program. It is with your support that we can continue to help such individuals and families become proud homeowners in our community. We should all be very proud of this achievement!

Sponsors

The efforts of these individuals, companies and restaurants/wineries are the basis for this event and we cannot applaud them enough!

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We would like to thank the 'A Taste of Santa Cruz' Event Committee:

Elaine Della-Santina, KELLER WILLIAMS REALTY

Barbara Dimitruk, First American Title Co.

Loree Doan, Stewart Title

Connie Landes, SERENO GROUP

Genie Lawless, David Lyng Real Estate

Jeanne Mulhern, KELLER WILLIAMS REALTY

Inez Pandolfi, Century 21 Lad Realty

Sean Pate, Coldwell Banker Residential Brokerage

Andrea Schenk, Santa Cruz Home Finance

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Restaurant/Wineries/Breweries

- 3 Steves Winery
- Bruno's Barbeque
- Bruzzone Family Vineyards
- burger.
- Chef Ray Ray
- Cocoanut Grove
- Cowboy Diner
- Dessert First
- Freedom Bakery & Confections
- Fresh Prep Kitchens
- Goose's Goodies
- Hollins House
- Jenna Sue's Café
- Johnny's Harborside
- Kianti's Pizza & Pasta Bar
- Kiss Catering
- Michael's On Main
- Miramar
- Nuevo Southwest Grill
- Nut Kreations
- Oak Tree Ristorante
- Original Sin Desserts
- Paradise Beach Grille
- Pono Hawaiian Grill
- Santa Cruz Mountain Brewing
- Scheid Vineyards
- Scotts Valley Market/Crown Deli and Catering
- Seascape Foods
- SmoQe
- Staff of Life
- Stagnaro Bros.
- Stockton Bridge Grille
- Terra Sávia
- The True Olive Connection
- Uncommon Brewery
- Vino Tabi
- Vivas
- Zameen's Mediterranean Cuisine

Thank you also to the SCCAR Staff for helping plan, implement, market and coordinate the event and [Sarah Blade](#) who provided most of the beautiful photography!



Looking Back at 2011.....



Thank you to this year's SCCAR President, Candace Bradfield, our outstanding leadership team and our amazing REALTOR® and Affiliate members who made 2011 a great year!

We are looking forward to making 2012 another successful year to remember!



Looking Back at 2011.....





EXTRA! EXTRA! SCCAR REALTOR® Inaugurated as the President of the National Women's Council of REALTORS®!



Dennis Spencer
Affiliate Committee Chair
WIN Home Inspection
831-621-6303
dspencer@wini.com

It was a marvelous evening November 12, 2011 in Anaheim California as REALTORS® from around the nation along with a large contingent of Santa Cruz Real Estate Professionals celebrated the inauguration of Bobbie Nelson of Longacre Real Estate as the 2012 President of the National Women's Council of REALTORS®.

Some of the local attendees were: Shelley Lawrie of Lawrie & Lawrie Properties, Stephen Pearson of C-21 Classic Properties, Kathy Hartman, CEO of the Santa Cruz County Association of REALTORS®, Steven Allen past SCCAR President, Master of Ceremonies, Robert Bailey, Bailey Properties, Inc. and Candace Bradfield, President of the Santa Cruz County Association of REALTORS®, and I'm certain there were many more I didn't have the opportunity to see!

This is a huge honor and responsibility for Bobbie, and a genuine coup for local Santa Cruz real estate professionals. Those that know Bobbie know what a dynamic and energetic leader she is. We know she will lead with enthusiasm, integrity, and her never ending positive attitude.

Read Bobbie Nelson's inaugural speech on the next page!



Bobbie Nelson, 2012 President of the National Women's Council of REALTORS® and Robert Bailey, Master of Ceremonies

Upcoming Event!

The annual 'A Holiday Happening!' is right around the corner! It's 'happening' Wednesday December 7th from 4-6 pm at the association office. Come join in the festivities at the Santa Cruz County Association of REALTORS® Member Appreciation Event! Hors d'oeuvres, wine & soft drinks will be served. Please bring a canned good for the Second Harvest Food Bank! Our goal is to fill at least two barrels, helping to feed our neighbors in need. RSVP online ([click here](#)) or by calling 831-464-2000.

Affiliate News

It's time to sign up for committees, and may I suggest to all Affiliates that your active participation is greatly needed and would be greatly appreciated. The purpose of the Affiliate committee is to **"Provide Affiliate members an opportunity to serve the Association and its membership and be recognized for their efforts. The objective is to gather the collective talents of the Affiliates to assist other Committees, to organize and promote social and educational activities and to allow the Affiliate members to interact with REALTOR® members in the spirit of better business relations."**

So, come join us, be active and committed...you'll be glad you did!



Bobbie Nelson and her beautiful family

Bobbie Nelson, WCR

Continued From Previous Page

Princesses Have a Deeper Meaning Than Fairy Tale Lore

For Bobbie Nelson, recently installed as the 2012 President of the National Association of REALTORS®, this was never more true than when she gave her inauguration speech on November 12th in Anaheim. Through this speech she outlines the strength, enthusiasm and courage these fairy tale characters had and how, through them “there are some great, real-life lessons we can learn from and use today”. Below is an excerpt from that speech:

My first National meeting was in Anaheim at the Disneyland Hotel, so it just seems so fitting that my Women’s Council experience has come full circle. It’s ironic that I was once in the BACK of the room... looking FOR leadership.. NOW... I am at the FRONT of the room... looking AT leadership.

Many of you may have gazed around the room and asked yourself, “Why Princesses?” Your first thought was, “Well, we are in Disneyland!”. For me the princesses have a deeper meaning. I feel the success of these fairy tale characters and the child-like love we hold for them goes back to the fact that they may have been a powerful influence on many of us as positive female role models. After all, just LOOK at those wonderful gowns and those GREAT shoes!

If you look closer, at the heart and soul of these women, there are some great, real-life lessons we can learn from them, and use today, the message of empowerment, enthusiasm and determination.

The message that builds character and molds our core values!

Snow White, she was organized and shared a message of being happy at whatever you do, maybe we should ALL “whistle while we work”! Transactions may pose challenges these days, but we are reminded that we DO have a choice to be happy!

Cinderella lived in a family that always put her down but she did not let that KEEP her down; she was determined to change by being the best version of herself!

Belle was an intelligent young woman, forever curious, and showing incredible compassion. Rather than being judgmental, she looked beyond the physical to find true passion! We learn in leadership that it is important to manage perception, in order to be successful.

Sleeping Beauty survived uncontrollable circumstances that paralyze her until someone courageous enough to face the reality broke through to discover that good things still exist regardless of what happened in the past. By not allowing our environment to dictate our outcomes we can find success.

Ariel knew there was another world outside her own and through her enthusiasm and zest for life, she become part of a the bigger picture, a “whole new world” if you will! Anything is possible with a little enthusiasm on your side!

And last, but certainly not least, there’s Minnie. Although not a princess, except for in Mickey’s eyes, Minnie looks for the good in all. She realized the power of building relationships. I relate this back to OUR core values in Women’s Council. We are consistently moving our members forward and the Council provides a place to stretch, grow and share, both personally and professionally.

Affiliates, Stand Out in 2012!

By becoming a Signature Affiliate! This sponsorship is designed to substantially increase your exposure to the SCCAR Membership. The extensive benefits you receive for the year are outlined below and include your 2012 dues.

Benefits of being a ‘Signature’ Affiliate:

- Individual Affiliate dues paid for 2012
- Increased exposure to networking opportunities with REALTORS® and Brokers
- Spotlight in SCCAR monthly Inside Real Estate newsletter 4 times per year
- Recognition on the homepage of the SCCAR website along with company logo
- Your company will receive two half-page ads that will appear in the monthly SCCAR Inside Real Estate newsletter
- Name and company will appear in the eScoop, our weekly email communication tool distributed to 1,100+ members
- Your company will be featured on the SCCAR website banner for one month
- Your company will receive two tickets to the SCCAR summit, an annual event attended by over 200 members.



Contact us to find out how you can take advantage of these benefits by becoming a Signature Affiliate at **831-464-2000** or download [this form](#) and return to SCCAR



December 2011



SUN	MON	TUE	WED	THU	FRI	SAT
				1 Affiliate Committee 9 am	2 LGR Committee 1:30 pm	3
4	5 Events Committee 11 am	6	7 A Holiday Happening 4-6 pm 	8	9 BOD Meeting 8:30 am Matrix Training 10:30 & 1 pm	10
11	12 Affiliate Meeting 8:30 am Staff Holiday Lunch SCCAR Closed 11 am—2pm	13	14 Fundraising Committee 2:30 pm	15 MLO Class 9 am - 4:45 pm	16 New Member Orientation 8:30 am - 4:30 pm	17
18	19 Education Committee 9:30 am	20	21 Budget & Finance Committee 8:30 am	22	23 SCCAR Office Closing at Noon	24
25 Happy Holidays! 	26 SCCAR Office Closed	27	28	29	30	31

SCCAR Welcomes The Following New REALTOR® Members November 2011

Century 21 Lad Realty

Peter Benedikt

Keller Williams Realty

Hank Olson
Cole Redmon
Vicki Gustafson

The Office of John Krukar

John Krukar

Sereno Group

Laif McClellan

Unique Homes & Land

Bonnie Lewis

Store Sale December



All Riders are \$5 each (usually \$6)