

# The SCAOR eScoop

August 26, 2010 - Vol. 3, Issue 81



In this issue..

[Red Alert!](#)

[Fun Video](#)

[S.O.S.](#)

[Harness the Power](#)

Quick Links

[Clarus Market](#)

[Metrics](#)

[Clarus Investor](#)

[Facebook Fansite](#)

[Follow us on Twitter](#)

Upcoming  
Education

9/7

[Tune Up Tuesdays:  
Staging & Home  
Improvements](#)

9/8

[Measuring Social  
Media & Online  
Marketing ROI](#)

9/15

[Matrix Essentials](#)

9/20

[Escrow Coordination  
Secrets](#)

9/21

## Red Alert issued for SB 1178

C.A.R. issued a Red Alert on Wednesday asking REALTORS® to contact Governor Schwarzenegger and urge him to sign SB 1178 (Corbett), extending anti-deficiency protections to homeowners who have refinanced "purchase money" loans and now are facing foreclosure.



This critical piece of legislation protects homeowners in foreclosure from attempts by lenders to sue homeowners for the difference between the value of the foreclosed property and the outstanding balance on the mortgage loan.

[Take action](#) today and tell Governor Schwarzenegger to sign SB 1178 and correct this unfairness.

## Looking For Something Fun to Watch and to Share?

Then check out A Taste of Santa Cruz's new [promotional video](#) and help us spread the word by sharing it on your Facebook page! This short video highlights the food, wine and fun that abound at ATOSC. Also, featured are some of SCAOR's finest who donated their time and energy to make it happen. Thank you Elaine Della-Santina, Barbara Dimitruk, Loree Doan, Connie Landes and Jeanne Mulhern.



Remember to save the date for ATOSC, [November 4, 2010!](#)

## SCCAR Staff Can Come To Your Office Meetings

[Essentials of the CA Residential Purchase Agreement](#)

For a complete list of classes [click here.](#)

**Upcoming Events**

**8/27**  
Health Screenings has been cancelled.

**9/2**  
[Tour & Marketing Meeting](#)

**Office Hours:**  
8 AM - 5 PM  
Mon. - Fri.

**SCAOR Office will be closed:**

Friday, Sept. 3rd at Noon and Monday, Sept. 6th in observance of Labor Day

The staff at the Santa Cruz County Association of REALTORS® would like to make ourselves available to attend your office meetings, and answer questions you may have regarding day-to-day operations involving the association, issues that may have come up involving your membership or to explain all the benefits that are available with your membership. WE ARE HERE TO HELP YOU!

Let us know:

1. Date and time of your office meeting
2. Approximately how many members attend
3. Send us a list of 5-10 questions, OR the subject matter that you would like to discuss, in advance
4. We'll bring the cookies!!

Call us today to reserve your time, 831-464-2000

## More Chances to Harness the Power of Online Business Development!

If you missed the Facebook class on Wednesday you missed a jam-packed session chocked full of great information! Hilda Ramirez of [Got2BSocial](#) led this second session in the eight track series on 'Facebook for Real Estate Professionals' providing attendees with tips and tricks and GREAT marketing ideas.



It's not too late to jump in and get in on the wave of social media or expand what you already know!

In the next session, Measuring Social Media & Online Marketing ROI (Return on Investment), you will learn how to create a successful online marketing strategy; Online Analytics to measure lead sources; taking your marketing to the next level through webinars and advanced SEO techniques. [Click here](#) for a complete list of workshops in this series.

If you are unable to open any of the links visit our website at [www.scaor.org](http://www.scaor.org) or call Andrea Harbert at 831-464-2000 or send an email to [andrea@scaor.org](mailto:andrea@scaor.org) For a pdf version of this week's eScoop [click here](#) or go to <http://www.scaor.org/escoop.php>.

[Forward email](#)

✉ **SafeUnsubscribe®**

This email was sent to andrea@scaor.org by [andrea@scaor.org](mailto:andrea@scaor.org).

[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Email Marketing by



Santa Cruz County Association of REALTORS® | 2525 Main Street | Soquel | CA | 95073

**THIS IS A TEST EMAIL ONLY.**

This email was sent by the author for the sole purpose of testing a draft message. If you believe you have received the message in error, please contact the author by replying to this message. Constant Contact takes reports of abuse very seriously. If you wish to report abuse, please forward this message to [abuse@constantcontact.com](mailto:abuse@constantcontact.com).