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## The SCAOR e-Scoop

### OFFICE HOURS

8:00am to 5:00pm Monday-Friday  
Every Thursday the office is closed from  
9:00-10:30am for a staff meeting



If you are unable to open any of the links visit our website at [www.scaor.org](http://www.scaor.org)  
or call Karen Kirwan at 831-464-2000 or [karen@scaor.org](mailto:karen@scaor.org)

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### NATIONAL ASSOCIATION OF REALTORS® SAFETY WEEK

Every day REALTORS® put themselves at risk by welcoming complete strangers into a home or getting into a car alone with someone they just met. These everyday occurrences have the potential to turn into a personal nightmare, if our members don't understand and follow the basic tenets of personal, professional and client safety.

While every job that requires interaction with the public involves some risk, the Santa Cruz Association of REALTORS® is committed to doing everything we can to minimize those risks and keep our members safe on the job and at home. Starting in this week's issue of e-Scoop and going until the end of the year watch for life-saving tips that will help protect you from risks and ensure that all REALTORS® and other real estate professionals succeed!



#### REALTOR® Safety Tips:

**Keep in touch.** Always let someone know where you are going; leave the name and phone number of the client you are meeting and schedule a time for your office to call you to check in.

**"After you..."** When showing a home, always have your prospect walk in front of you. Don't lead them, but rather, direct them from a position slightly behind them. You can gesture for them to go ahead of you and say, for example, "The master suite is in the back of the house."

### SCAOR Education Highlight- Upshifting your Lead Generation

*Instructor: Linda Forester*

**Monday, September 15th 10:00am – 12:00pm**

**\$15 SCAOR Members** \$35 at the door & non-members anytime

#### IF YOU ARE NOT LEAD GENERATING , WHAT ARE YOU DOING?

The market has shifted and there are less total transactions. Buyers and sellers are responding differently. Leads aren't pouring in like they used to. If you are not actively generating leads, you are seeing a real slowdown in your business. Interestingly, veteran agents lead generate the same way through all kinds of markets-buyer's, seller's, neutral-and, not only survive but thrive and grow their businesses. They know the truth-that lead generation is the engine to their real estate career. It is the habit they embrace and focus on each and every day, no matter what market they're in. Lead Generation truly **IS** your business-without leads, you have no sales, no closings and no income. There is simply no other activity you can focus on that will do more to build your business.



### Inside Real Estate goes GREEN!



In an effort to become more environmentally conscious , SCAOR's monthly newsletter *Inside Real Estate* will no longer be printed and mailed but will now be delivered to our members electronically. For the time being you will receive an email from SCAOR every month with the newsletter attached as a pdf. You can also view *Inside Real Estate* on our website at [www.scaor.org](http://www.scaor.org) in the Members Resources section. We'd love to hear what you think! Send an email to Kathy Hartman at [Kathy@scaor.org](mailto:Kathy@scaor.org) or call 831-464-2000.

### Coming up at SCAOR!

Sept. 5th [The Changing Mortgage Industry](#)

Sept. 8th [Nuts & Bolts of Investment Real Estate](#)

Sept. 10th [Selling Homes @ Radiant Floor Heating—FREE!](#)

Sept. 12th [Stay Fiscally Fit!](#)

Sept. 19th [Natural Hazard Disclosures—FREE!](#)

Sept. 24th [MLS Essentials—Hands On!](#)

Sept. 24th [MLS Advanced CMA](#)

Sept. 24 [Microsoft Outlook Dashboard-NEW DATE](#)

Sept. 26th [Seller Pricing Strategies](#)

Sept. 30th [Quadrennial REALTOR® Ethics](#)

Oct. 1st [License Renewal Review & Testing](#)

To Register call SCAOR 831-464-2000

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