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NEWS

- Cast Your Vote: Election of 2007 SCAOR Officers and Directors June 14** 1
- "A Taste of Michael's" June 29 to Benefit SCAOR Housing Foundation** 1
- e-PRO Internet Certification Program** 6
- Spring Fling** 9
- Golf Tournament** 9

INSERTS

Legislative Watch

DEPARTMENTS

- Affiliate Spotlight** 3
- Affiliate Update** 3
- Education** 6
- Housing Foundation** 9
- Market Statistics** 10
- New Members** 3
- On the Calendar** 4
- President's Message** 3



Cast Your Vote: Election of 2007 SCAOR Officers and Directors June 14

The vote for 2007 Officers and Directors is scheduled at the Santa Cruz Association of REALTORS® on Wednesday June 14, 2006 at 9:00am. The morning will start with a Continental Breakfast at 8:30am and the program will include a legal update by Lloyd Williams, Association Attorney. Every member will receive a memo from 2006 SCAOR President Bobbie Nelson regarding the annual election and

including a Report of the Nominating Committee, a flyer with event details, and a reservation form.

The Nominating Committee, consisting of Bobbie Nelson, Chair, Gary Gangnes, Sybille Miller, Dan Sedenquist and Bruce Southstone, selected the following slate to run as Officers and Directors of the Santa Cruz Association of REALTORS® for those positions available in 2007:

OFFICERS

President-Elect (1 year; automatically ascends to President): Christa Shanaman, Coast Country Real Estate

Secretary/Treasurer: Lela Willet, Unique Homes & Land

DIRECTORS

Three-Year Directors: Candace Bradfield, Premier Real Estate; Inez Pandolfi, Century 21 Arrowhead; Katie Smith, David Lyng Real Estate; and Sharolynn Ullestad, Bailey Properties, Inc.

Other Officers and Directors elected previously who will be serving in 2007 are as follows:

President: Sandy Kaplan, Santa Cruz Properties

Ex-Officio: Bobbie Nelson, Longacre Real Estate

Two Year Directors: Steve Allen, Coldwell Banker Residential Brokerage; Frank May, Frank May



Christa Shanaman



Lela Willet

See **Election**, Page 5

"A Taste of Michael's" June 29 to Benefit SCAOR Housing Foundation

Dine-In or Take-Out food from Michael's On Main from 6-9pm on Thursday, June 29, and 10% of the proceeds will be donated directly to the Santa Cruz Association of REALTORS® Housing Foundation.

This is a great tasting, fun and easy way to help bridge the gap to homeownership in Santa Cruz County. Just make that Thursday your "dine out" night and drop by to eat in Michael's eclectic dining rooms, in the

cozy fireside bar, or on the redwood deck overlooking the creek. Even take Michael's cutting-edge comfort cuisine home with you!

Michael's On Main is located at 2591 Main Street in Soquel, just on the other side of the parking lot from the Santa Cruz Association of REALTORS®. The restaurant has been a great neighbor to the Association of REALTORS®, hosting many luncheons and receptions it's owner, Michael Clark, has even

participated as a judge for the Annual Spring Fling Baking Contest. Michael feels a strong commitment to support the local community and we are proud to partner with him for this worthwhile cause.

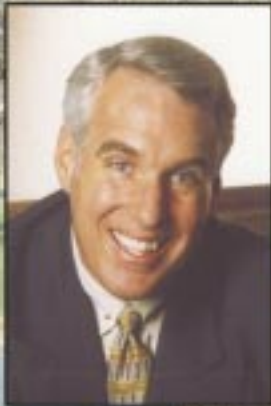
Reservations are recommended, call the restaurant at (831) 479-9777. Then, email dvalentine@scaor.org with your name and phone number, and we'll call you the day before "A Taste of Michael's" to remind you to attend!



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- Building effective teams
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- Buying what you sell -- is it time?

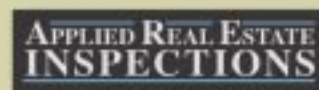
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Debra Frey

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Janet Romanowski

Dan Sedenquist

Lauren Spencer

Dennis Stewart

Lela Willett

Suzanne Yost

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Suzanne Yost 688-7434

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Norma I. Milete

Director of Education

Karen Kirwan

Marketing & Communications Manager

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Receptionist/Administrative

Leslie Flint

Administrative Assistant

Gloria Spitzer

Bookkeeper

Jennifer Shaw

ADVERTISING INFORMATION

For advertising & deadline information, please contact

Amy Ferrasci-Harp

at (831) 464-2000 or amy@scaor.org

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.

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 2525 Main Street, Soquel, California 95073
 (831) 464-2000 • (831) 464-2881 fax
 www.scaor.org

REAL ESTATE is designed & produced by Coastal Homes Magazine.

Design/Production

Brenda Jenkins

Pre-press

Mark Gordon

President's Message

Do you have listings that are sitting on the market longer? In many price ranges? What's an agent to do? The housing market in many price ranges has more inventory and longer market times. This is a change from our very fast seller's market and these conditions require a shift in strategies.

First and foremost, communication with your sellers is critical to their understanding of the new marketplace dynamics. Most sellers are living with

last year's expectations, i.e. that they'll get above the last sale, whereas in many cases, it may well be that they will get less! Your ability to educate them and help them modify their expectations to the new realities will keep them loyal and appreciative of your efforts.

It is very important to avoid becoming adversarial in giving them the bad news. People get attached to their opinions and will dig their heels

See **President's Message**, Page 5

Affiliate Spotlight



The Best in Real Estate Education



Charlie Krackeler,
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CharlieKrackeler.com

Charlie Krackeler has been a professional speaker since 1990. His background as a successful real estate practitioner, manager of a large real estate brokerage office and the Director of Training for one of the nation's largest real estate companies led him to become one of California's most popular continuing education seminar speakers.

Charlie is a graduate of Gonzaga University in Spokane, Washington. He is a real estate broker and active investor. Charlie has had more continuing education programs approved by the Department of Real estate than any other single individual in the State of

California, and was rated a top evaluated speaker as a California Association of REALTORS® State Faculty Member three (3) years running.

In 2004-05 Charlie was elected President of the California Real Estate Education Association. He is the top rated GRI Instructor for the Professional Realty Institute, holds the CRB, CRS and GRI designations, and is Vice President of the Northern California CRS Chapter. Charlie has been an adjunct real estate professor at Foothill College in Los Altos Hills, California since 1991, co-hosted a popular radio program about real estate on a major bay area radio station for seven years and currently hosts a popular television talk show on real estate.

Mr. Krackeler's company, Charlie Krackeler Presents...(CKP), is an approved provider of both continuing education for real estate license renewal as well as statutory courses required for the eighteen (18) month conditional and the real estate broker license. Charlie's dedication to education, self improvement, achieving personal goals and being at the top of your game regardless of your chosen path, is what puts Charlie at the top of his game.

Affiliate Update

Contest!

One of the next big events coming up is the Santa Cruz Association of REALTORS® Annual Charity Golf Tournament. This year, the tournament will be held on Friday, July 21st at DeLaveaga Golf Course. We are currently looking for anyone interested in sponsoring a golf hole and/or would like to put a foursome together and play! The cost to sponsor the golf hole is \$225 and the cost to play is \$140 per person.

We are having a contest on who can decorate the hole the best based upon color and creativity. The dinner will be held in the restaurant upstairs following the tournament. The dinner is a lot of

New Members

American Dream Realty

Marlo Flansburg

American Realty and Financial Services

Enrique Macias

Bailey Properties, Inc.

Carl Jacquard

Debi Lauriguet

Stoy Robinson

Century 21 Lad Realty

Steve Thorner

Century 21 Showcase REALTORS®

Noel Burnham

Michelle Teachout

Coldwell Banker Residential Brokerage

Shelley Patton

David Lyng & Associates

Susan Seeger

Nellie Trolan

Harris & Associates

Jean Ferguson

Intero Real Estate

Ivan Garvic

Nicole Wood

Keller Williams Realty

Rudolph Rosas

Melody Russell

Network Alliance Real Estate

John Powell, Jr.

Marcie Singh

Sherman & Boone Associates

Linda Chatten

Thunderbird Real Estate

Anandi Heinrich

Jason Morvay

Julie Thompson

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

fun!

Also, if you would like to donate your time or a raffle prize, we'd greatly appreciate it! The funds raised at this golf tournament go to several special organizations. Last year's tournament raised nearly \$10,000 which was given to four local charities.

If you are interested in sponsoring a hole or in playing, please contact Norma at (831)464-2000 or norma@scaor.org.



Shelly N. Paine

2006 SCAOR Affiliate

Committee Chairperson

(831) 212-0229

spaine@mortgageit.com

Calendar

June 2006

Sun	Mon	Tues	Wed	Thur	Fri	Sat
<p><i>HF = HOUSING FOUNDATION</i></p>				<p>1</p> <p><i>PAST PRESIDENTS' RECEPTION</i> 3:00P.M.-5:00P.M.</p>	<p>2</p> <p><i>BOARD OF DIRECTORS</i> 8:45A.M.</p>	<p>3</p>
<p>4</p>	<p>5</p>	<p>6</p>	<p>7</p> <p><i>C.A.R. LEGISLATIVE DAY IN SACRAMENTO</i> <i>EDUCATION COMMITTEE</i> 9:00A.M. <i>HF MARKETING & PR</i> 1:00P.M. <i>Coast Commercial, River Street</i></p>	<p>8</p>	<p>9</p> <p><i>GRI 108</i> 8:00A.M.-5:00P.M.</p>	<p>10</p>
<p>11</p>	<p>12</p> <p><i>TASTE OF SANTA CRUZ TASKFORCE</i> 10:00A.M.</p>	<p>13</p> <p><i>HF FUNDRAISING</i> 3:30P.M. <i>Wells Fargo Mortgage</i></p>	<p>14</p> <p><i>ELECTION & LEGAL UPDATE</i> 8:30A.M. <i>HF PROGRAMS</i> 10:00A.M.</p>	<p>15</p>	<p>16</p> <p><i>LGR COMMITTEE</i> 8:30A.M.</p>	<p>17</p>
<p>18</p>	<p>19</p> <p><i>WINFORMS</i> 10:00A.M.-12:00P.M. / 1:00P.M.-3:00P.M. <i>HF TRUSTEES</i> 3:00P.M.</p>	<p>20</p>	<p>21</p> <p><i>AFFILIATE COMMITTEE</i> 8:30A.M. <i>GRIEVANCE COMMITTEE</i> 2:30P.M.</p>	<p>22</p>	<p>23</p> <p><i>GIS SEMINAR</i></p>	<p>24</p>
<p>25</p>	<p>26</p> <p><i>STRATEGIC PLANNING COMMITTEE</i> 10:00A.M.</p>	<p>27</p>	<p>28</p> <p><i>INFOLINK</i> 9:00A.M.-12:00P.M. / 1:00P.M.-4:00P.M.</p>	<p>29</p> <p><i>HF BENEFIT AT MICHAEL'S ON MAIN</i> 6:00P.M.-9:00P.M. <i>Dine in or take-out to Bridge the Gap to Homeownership!</i></p>	<p>30</p> <p><i>E-PRO CLASS</i> 1:00P.M.-2:30P.M.</p>	

Save The Date!

July 21 – Annual Charity Golf Tournament

July 26 & 28 – New Member Orientation

August 17-18 – NAR Leadership Conference

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

October 25 & 27 – New Member Orientation

November 2 – “A Taste of Santa Cruz,” held at the
Coconut Grove Ballroom

November 8-13 – NAR Governance Meetings,

Conference & Expo (New Orleans, LA)

President's Message...

continued from page 3

in when they have to defend their point of view. Instead, bring empathy and understanding into your conversations. Let them know you understand why they would think the way they are, but the updated information on the market is telling us something else.

Next, show them the facts regularly. This would include a weekly or monthly CMA report, the market absorption numbers, average days on market, and the amount they are losing each month the house doesn't sell. Then let them decide. This information often takes a while for them to digest but you are planting the seeds for them to make the decision that is right for them.

Shifting your marketing strategy is the part you as the REALTOR® need to do. Where are the buyers coming from? When the average time on market lengthens, it may not make sense from a budgeting standpoint to use low return/high cost advertising. Some higher return activities include:

- Open Houses -- Make these into events and leverage them by personally inviting neighbors or doing a neighborhood tour to decrease marketing costs and increase traffic.
- Staging the home can make a big difference. Make sure the

home is spotless and shining and all repairs and clean up are done by the time the home hits the market.

- Advertise in small, targeted media. Determine the most likely potential buyer and put an ad in something they would read, such as a local paper or magazine for seniors.

Lastly, monitor your beliefs! In all markets, there are still buyers buying. If you buy into a "nothing is selling" mantra, you will probably be right, but if you look at this as an opportunity to be the most creative agent in your market, you will create success!

Henry Ford reminds us "If you think you can or think you can't, you're right." What are you thinking?

The above outline is shared with you from Advantage Solutions e-News, from Master Certified Coach Joeann Fossland. Advantage Solutions E-News is a free, opt-in monthly email newsletter. To request a subscription to future issues of Advantage Solutions E-News, simply complete the sign-up form at www.joeann.com/newsletter.htm.



Bobbie Nelson
2006 SCAOR
President
(831) 419-7253
bobbie@bobbienelson.com

Election...

continued from page 1

and Associates; and Lauren Spencer, Coldwell Banker Residential Brokerage

One-Year Director: Debra Frey, RE/MAX Real Estate Services

Additional candidates for the offices to be filled may be placed in nomination by petition signed by at least two percent (2%) of the REALTOR® Members eligible to vote. The petition shall be filed with the Association Executive before the election. Additional candidates may

also be placed in nomination by any REALTOR® Member present at the meeting.

If you are unable to attend this election meeting, you may designate a REALTOR® member to vote on your behalf by filing a PROXY form with the Association BEFORE THE ELECTION. A proxy form is included in the membership mailing.



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e-PRO Internet Certification Program

The New Real Estate Professional must meet the needs and expectations of the Connected Consumer. The rules of business are changing, especially the real estate industry. The e-PRO Certification Program is specifically designed to keep you on top of changes and help you thrive in the exciting and rewarding world of online real estate.

e-PRO Certification is not only about technology. The e-PRO Certification Program will establish a baseline of online competence, and it will also introduce its students and graduates to the best aspects of Online Community. The Internet is about the power of people connecting with people. This Program will bring you in contact with real estate professionals from all over the country and establish a solid foundation of confidence on which to build a productive Referral Network.

This is a skills development program and will train you in the use of E-mail for marketing and risk reduction. Real estate professionals are spending millions of dollars on Web Sites, without really knowing the purpose or the result. How does one evaluate all the products

on the market today? Should I "buy" or "Build" my web site? What about legal, copyright, security, and privacy issues? This program will help you answer these questions and give you constant contact with other e-PRO grads across the country.

When students enroll in the comprehensive, educational, and interactive e-PRO Certification program, they will be participating in the ongoing creation of the e-PRO curriculum and will continue to participate after Certification by involvement in the e-PRO Community and the e-PRO Referral Network.

The e-PRO Vision:

The vision for the future of e-PRO Certification is to create a well-trained, core group of real estate professionals who are thriving in the online-based real estate industry. The e-PRO Internet Professional belongs to a special community of highly skilled and continuously trained real estate professionals who collaborate to enjoy deeper satisfaction and greater financial rewards as the result of their e-PRO

Certification status.

This Program will teach the REALTOR® about Internet business principles required to remain in the center of the real estate transaction, including:

- Options and requirements to Get Connected
- E-mail Communication & Marketing Practices
- WWW Marketing Strategies and Practices

Creating and Maintaining Personal Technology Plan of Action and your Internet Marketing Plan. Don't miss NAR's FREE e-PRO workshop presented by Saul Klein, President of InternetCrusade® being held at the Santa Cruz Association of REALTORS® on Friday June 30th from 1:00pm to 2:30pm. To register for this informative presentation simply visit the InternetCrusade website at <http://ePROworkshop.InternetCrusade.com> or call toll free 1-866-ePRONAR (1-866-377-6627).

Upcoming Educational Opportunities

Printer-friendly versions of the entire educational schedule for 2006 and registration forms for each course are available on our website at www.scaor.org/pdf/edsched.pdf.

Unless otherwise noted, all registrations are processed by the Santa Cruz Association of REALTORS®. For more information regarding registration, contact Leslie Flint at (831) 464-2000 or leslie@scaor.org.

WINForms OnLine™ Training

Introduction to WINForms

June 19th 10am-Noon

Learn about the downloading, installation, and registration process. Basic usage, including creating transactions, navigating and emailing transactions.

Advanced WINForms OnLine™

June 19th 1pm-3pm

Learn how to create, save, and apply time saving templates; utilizing the

See **Education**, Page 10



C.A.R. WINForms Software Coordinator Tessie Tigner will be back on Monday, June 19th to train both beginner and advanced users of the WINForms Online product. The Beginning WINForms session will start at 10am followed by the advanced training session at 1pm. Each session is approximately 2 hours in length.

The Beginners WINForms Online class is designed for those who are new to WINForms Online or for those who simply need a refresher. Those who plan on attending the Advanced session will need to be proficient in the basics of WINForms Online. Why not plan on spending the day at SCAOR by attending both sessions?

WINForms online is a web-based version of the forms desktop software and is designed to make real estate professionals more efficient by automating the forms process and allowing you to quickly and easily edit and complete the forms required for any transaction.

Special discounted prices for SCAOR members and their Assistants. To register, contact the Association at (831) 464-2000.

WINFORMS ONLINE TRAINING

For Beginners & Advanced users!

Instructional Seminars with Tessie Tigner,
C.A.R. WINForms Software Coordinator

Monday June 19th, 2006

Beginning WINForms	10AM-NOON
Advanced* WINForms	1-3PM

*Pre-req: Attendees must be proficient with the basic functions of WINForms.
Attending the Beginning WINForms class is a plus.

Register Today!

SCAOR Members \$10
Member-Assistants \$15
Non-Members \$20
(price is per class)



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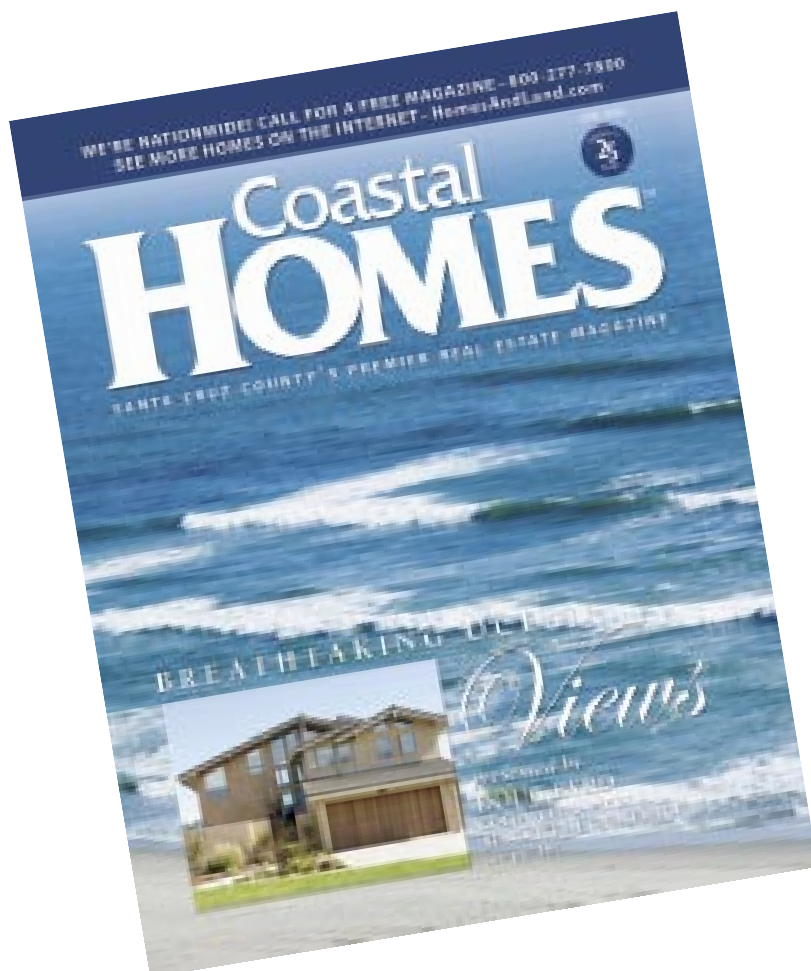
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300 SCAOR Members Attend the 2006 Spring Fling for Barbecue and Award-Winning Baked Goods

The Santa Cruz Association of REALTORS® 2006 Spring Fling was held on the grounds of the Association on Wednesday, May 3rd from 11:30am-1:30pm. About 300 members attended



Jennifer Aronovici of Coldwell Banker Residential Brokerage, coordinated the Baking Contest again.



Gayle Ortiz and Michael Clark at work judging the banking contest.

the barbecue and enjoyed barbecued tri-tip, chicken and sausages from the Freedom Meat Locker, perfectly grilled up by the guys from De Angelo Pest Control.

Bob DeAngelo, who has been overseeing the barbecue for the Association's annual event for years, retired recently and has moved out of state, but returned for one final "Fling." His delicious contributions over the years were recognized with a plaque of appreciation from the Association.

In addition to Bob's barbecuing, another tradition of the Spring Fling is the Margarita Kiosk, staffed this year by David Weglarz of First Horizon Home Loans, Dimitri Timm of First Net Mortgage and Dee Buckelew of American Home Shield. These hard



David Weglarz of First Horizon Home Loans and Dee Buckelew of American Home Shield.

workers even set-up a "Tip Jar" to collect donations for the Santa Cruz Association of REALTORS® Housing Foundation.

The 9th Annual Spring Fling Baking Contest was an even greater success than last year. Jennifer Aronovici of Coldwell Banker Residential Brokerage coordinated the event again this year. Contest entries filled the entire Board Room table. Michael Clark of Michael's on Main and Gayle Ortiz of Gayle's Bakery graciously judged the contest. Each contest winner received a ribbon, and the three "Best Overall" winners received unique prizes.

The entire contest was rewarding for everyone who attended the Spring Fling, as they got to sample all of the baking contest entries for dessert!



Thank you Bob DeAngelo and the guys from DeAngelo Pest Control for barbecuing!

If you'd like to participate in next year's 10th Annual Spring Fling Baking Contest, email Norma (norma@scaor.org) and she'll remind you next year when it's time to register!

9th Annual Spring Fling Baking Contest Winners

Best Overall

- 1st - Rossana Grau, Sunset Realty
- 2nd - Donna Teale, Sherman & Boone Real Estate
- 3rd - Suzanne Yost, Bailey Properties

Cakes & Tortes

- 1st - Rossana Grau, Sunset Realty
- 2nd - Linda Lynn, Century 21 Lad Realty
- 3rd - Erica Bautista, FirstNet Mortgage

Individual Cookies

- 1st - Donna Teale, Sherman & Boone Real Estate

Tarts & Pastries

- 1st - Jeannie Collins, Help-U-Sell
- 2nd - Linda Pinney, Bailey Properties
- 3rd - Donna Teale, Sherman & Boone Real Estate

Breads

- 1st - Suzanne Yost, Bailey Properties
- 2nd - Norma Milete, SCAOR
- 3rd - Donna Teale, Sherman & Boone Real Estate

Annual SCAOR Charity Golf Tournament Tees Off July 21

The Santa Cruz Association of REALTORS® will host this year's annual Charity Golf Tournament on Friday, July 21 at DeLaveaga Golf Course. Organized by the SCAOR Affiliate Committee and the Association staff, last year's tournament netted over \$9,000 for local charities through golfing proceeds, hole sponsorships and raffle donations.

Last year's proceeds were split among four local charities: Families in Transition, CASA (Court Appointed Special Advocates), Women's Crisis Center, and the Santa Cruz Association of REALTORS® Housing Foundation, who are all possible recipient charities again this year.

Golfers will compete for 6 different titles, including First, Second, Third and Last Place Scoring Foursome, and Men's and Women's Longest Drive. Our

golf hole sponsors provide great food, drink, and entertainment all along the golf course.

Many of last year's hole sponsors so thoroughly enjoyed being a tournament fun-maker that they've already signed up to sponsor a hole again this year, and will be automatically entered to win the "Best-Dressed Hole" contest.

To golf in this year's Charity Golf Tournament, download a registration flyer from our website at www.scaor.org/pdf/golftourney.pdf

We greatly appreciate those members and local businesses who generously donated \$17,000 worth of raffle prizes last year. If you'd like to add your name to our 2006 "Thank You" list and be involved in the Tournament as a raffle donor or volunteer, please contact Norma at (831) 464-2000 or norma@scaor.org.

Reach Over 1600 Local Real Estate Professionals

by ADVERTISING in the Santa Cruz Association of REALTORS® Newsletter!

The SCAOR Newsletter offers your business a unique opportunity to advertise directly to over 1,600 Real Estate Professionals throughout Santa Cruz County. Advertising in the Newsletter is an economical and highly effective way to expand your reach and connect with our growing Real Estate community.

Amy Ferrasci-Harp recently joined the Santa Cruz Association of REALTORS® as our Member Services Coordinator. After spending the past few years selling real estate in Humboldt County, Amy understands how critical the right advertising is for real estate industry professionals.

RESERVE YOUR AD TODAY!



Contact Amy today to discuss your advertising goals & determine the best advertising plan for you & your business!

Ask about our Small Business Special!

Amy Ferrasci-Harp
(831) 464-2000 | amy@scaor.org

Education...

continued from page 6

clause editor and changing the settings; exporting transactions from desktop to online, and so much more!

Attendees must be proficient in basic WINForms™ functionality.

Both classes are overviews with PowerPoint presentation, computers are not needed.

G.I.S. Basics

June 23rd 10am-11am

The Santa Cruz County Assessor's Geographic Information System (GIS) combines layers of information about the county to reveal a better understanding of the area. Learn the basics of GIS including data concerns, features of GIS, map features, data downloads and more!

RE Infolink (MLS) Training

Listing Management

June 28th, 9am-Noon & 1pm-4pm

Hands-on training. Limited seating, 3 hrs of DRE Consumer Service Credits for each class.

N.A.R.'s REALTOR® e-Pro Workshop

June 30th, 1:00p-2:30p

The e-Pro workshop will teach you technology tips that will immediately help differentiate you from your competition! Attendees to this workshop will receive a \$30 discount towards the

e-Pro Designation course enrollment fee. To register, visit ePROworkshop.InternetCrusade.com or call toll free 866-377-6627.

New Agent Quick Start Program by C.A.R.

September 11th, 18th, and 25th

This is a fast paced three day, interactive classroom program designed to introduce a new licensee to skills essential for getting started in today's competitive real estate market or for those who are re-entering the real estate business and need a refresher.

Day One will cover the basics of the industry, methods for success, comprehending your client's needs;

On Day Two you will discover winning tactics for working face to face with buyers & sellers; and on day three you will learn all about the RPA, offers, disclosures, agency and much more! To register go online to www.eDesignations.com/QuickStart or call 888-785-4800.

GRI classes are also held monthly at the Association. To register for a GRI Course simply visit www.edesignations.com or call toll free 888-785-4800.

For more information on these or future classes being offered, please contact the Association office at (831) 464-2000 or visit our website at www.scaor.org (click on Member Resources).

Santa Cruz County Statistics

Single Family Residences

2006	Current Inventory	New	Sold	Average	Median
Feb.	828	287	107	\$777,641	\$712,000
Mar.	907	393	164	\$857,034	\$740,000
Apr.	970	343	181	\$841,507	\$744,000

Condos/Townhouses

2006	Current Inventory	New	Sold	Average	Median
Feb.	198	88	35	\$522,534	\$525,000
Mar.	219	84	37	\$539,502	\$528,000
Apr.	236	87	43	\$515,486	\$519,000

For more information, go to www.scaor.org and click on "News & Events."

831 688-6701

Fax 831 688-6209

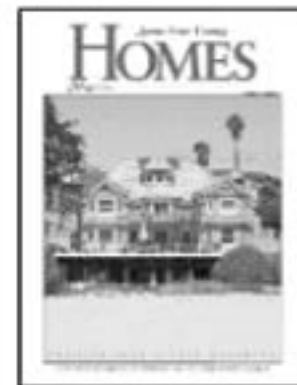
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Each issue we direct mail to all doctors, dentists, opticians, veterinarians, CPA's and attorneys in Santa Cruz county.



Bridging the Gap to Homeownership

Message from the Chair

Our current emphasis for the Housing Foundation is increasing the awareness within our community of the Santa Cruz Association of REALTORS® Housing Foundation is and what we are doing. We are accomplishing this by improving our website, reaching out to our local community of REALTORS® and Affiliates, increasing our marketing efforts for our upcoming events, and aligning ourselves with other low-income housing programs. We are forming summits with such alliances in an effort to increase the buying power of our recipients. I realize that time is everyone's most valuable asset, and I assure you that if you have a talent in this area, sharing some of your time with us will not only be appreciated, it will be rewarding.


Also, don't forget June 29th. Michaels on Main will be hosting the Housing Foundation's first "Dine-Out" benefit. The event is a fundraiser called "A Taste of Michaels", and a portion of all restaurant food sales on June 29th (dine in or take out) will be donated to the Housing Foundation. There will also be Housing Foundation Trustees on hand to answer any questions that you may have about the Foundation.

Get involved and help us give back to the community that has blessed us all!



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

A TASTE OF MICHAEL'S



THURSDAY, JUNE 29TH
6:00-9:00PM

Dine In
OR
Take Out

Enjoy the scrumptious fare from Michael's on Main!
2591 Main Street, Soquel • Reservations Recommended 831.479.9777

10% of food proceeds donated to the Santa Cruz Association of REALTORS® Housing Foundation



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Bailey Properties Presents...

R.E.A.L. Training™

Bailey Properties has created the leading in-house career development program in Northern California, R.E.A.L. Training™, **Real Estate Accelerated Learning**. Our training program is designed specifically to teach real estate agents the proven skills used by top producing agents.



“Thanks to Bailey Properties’ REAL Training™ I’m on track for another successful year! Every REALTOR® should have the opportunity to learn the key elements to become a consistent producer in today’s fast paced market.”

Scott Gudahl
REALTOR®



“Bailey Properties’ REAL Training™ has provided me with an invaluable, first class education. My many satisfied clients are the key to my success, and proof of how effective this training is.”

Rhea Guzman
REALTOR®

The four components of R.E.A.L. Training™ are:

“**Action Mondays™**” – Weekly coaching groups help agents gain insight into the disciplines of top producers, and with identifying real clients from “un-real” clients.

“**Technical Skills Training™**” – Focusing on the practical and legal aspects of real estate. How to be successful with buyers and sellers and much more.

“**Quantum Training™**” – A unique business development approach to generating quality relationships which are the cornerstone of creating ‘now’ clients. The 3 module series includes:

- **S.E.L.L.™**, develop personal skills to increase your productivity and profitability. Utilizing a scientific approach to create an abundance of clients.
- **Committing Communications™**, an in-depth, structured communications style that enables you to create relationships and establish client’s needs.
- **Quantum Home Tours™**, Agents spearhead a two day marketing event to over 60 prospective buyers, and learn to make appointments.

“**Agent Mentoring™**” – A proven, hands on, agent mentoring program designed to support the development of your skills.



Marilyn Johnson
Quantum Trainer
Action Group Coach
Aptos Office



Jeff Wickum
Quantum Trainer
Action Group Coach
Santa Cruz Office



Lorraine Donner
Action Group Coach
Scotts Valley Office



Suzanne Yost
Technical Skills Trainer
GRI Instructor
Attorney at Law



Vicky Wilson
Orientation Coach
Agent Mentor
Soquel Office Manager



Krista Brox
Transaction Coach
Soquel Office Staff



For further information please contact
Robert Bailey at 831.688.7434

*Bailey Properties has an exclusive contract with Quantum Management Systems™, a Park City, Utah based consulting firm to provide Quantum Training™ courses in the Monterey Bay Area.