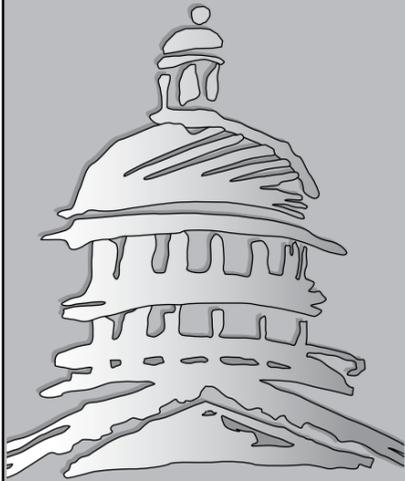


Sacramento Association
of REALTORS®
2003 Howe Avenue
Sacramento, California
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Sacramento REALTOR®

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October 2007
Volume 9, Number 10

SAR the Beautiful

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In an effort to preserve the treasured asset we have at 2003 Howe Avenue, your SAR staff, along with some well trained professionals, have made several exciting improvements to the building. Have you noticed them?

Let's start with the parking lot. In keeping with County Codes, we tore up the parking area out front and made room for several more handicap stalls. Although many of us may have a few more steps to the door, the extra exercise will help build muscle. In the meantime those with limitations are probably appreciative of the shorter walk.

Once you park your car and walk toward the door, you'll see we have some new gold metal signage. We kept the letters understated yet elegant to maintain our professional image. A new monument sign, a directional sign and a store sign are coming. Still perusing the overwhelming 650 store name ideas submitted by you, our creative Members, we will go ahead with the store sign production once a name is selected.

If you aren't allergic, breathe deeply as you journey along the building's sidewalk. You're sure to smell our aromatic flowers and decorative plants. Staff has noticed a return of the butterflies and squirrels following the replacement of the *less perky* landscaping. Life around SAR just seems



a little bit happier and more serene with our new colorful surroundings, don't you think?

Along with the plants, new young trees were planted along the side of the building. The previous trees were a threat to the building integrity as they were planted too close to the outside wall. The new crepe myrtles add even more color to the newly spruced up area.

Speaking of color, how about our new paint job? Staff spent many a sleepless night contemplating exactly what eggshell color to choose and whether or not to go with brick or blue paint for the trim. Over the past year, we've also added contemporary sandstone to our pillars and to the floor of the exterior main entrance. It's amazing what these touches can do to enliven a 20-year-old building.

Inside, the auditorium catering kitchen has been enhanced with fresh paint, new cabinets and counters, and a new tile floor. Soon the auditorium will sport technologically advanced lighting that can be dimmed to suit the particular event along with "Hollywood-esc" stage lighting. Future events will feature speakers looking a lot

more vivacious. Our projection system is being enriched with state-of-the-art equipment. With these improvements, SAR plans on raising the auditorium rental fee and do more promotion to increase rental income.

Have you tried out our cool, new computer kiosks? Now you can take your time returning to the office because you no longer have to rush back to check listings, send emails and surf the net. There is a kiosk in the lobby and one upstairs. Please take advantage of them.

In a few months the lobby will have a big screen monitor to entertain and inform you. We hope to run videos about our 100 year anniversary, special events, educational offerings, and more.

Well, we may have missed some of the other changes made around the building but we're running out of newsletter space. Please know that these improvements are done to restore and preserve SAR's beautiful building and your investment so that it can be well used by you and all SAR Members for the next 20 years and beyond.



SAR WEBSITE:
www.sacrealtor.org

**Sacramento Association
of REALTORS®**

2003 Howe Avenue, Sacramento, CA 95825
(916) 922-7711
FAX (916) 922-1221 or FAX (916) 922-3904

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SAR MISSION STATEMENT

The purpose of the Sacramento Association of REALTORS® is to enhance the ability of its Members to practice their profession ethically and effectively through ongoing training and accountability.

VISION STATEMENT

Our vision is to promote the highest level of professionalism and ethics and to affect changes in the real estate industry to benefit our Members and the community at large. Members and the community at large.

Here to Serve You

SAR STAFF

Feel free to call us directly.

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Doreen Lambrite - 916.437.1224
Retail Center Specialist

Kimberly Mar - 916.437.1222
Retail Center Assistant

MONDAY-FRIDAY 7:30AM - 4:30PM

SATURDAY 9:00AM-1:00PM



President's Perspective

Stay Focused on the Basics

In my years as a REALTOR®, I've been through two prior cycles in the housing market. There are some significant differences this time, but the lessons remain the same. One-half the Membership of the California Association of REALTORS® has never experienced this side of the market, so I hope you'll find my perspective useful.

What's different? In the 1980s, interest rates were 19-20%. Even though home prices were low, too many buyers couldn't afford a mortgage. In the 1990s, the market changed quickly. Buyers could find good deals, and short sales and foreclosures weren't nearly as prevalent as today. In today's market, if one out of every three listings in a particular zip code is a short sale, that will definitely bring the listings prices down for all sellers.

When my good friend Bill Brown, of William H. Brown REALTOR®, Oakland, and President-elect of C.A.R., spoke at our Main Meeting in September, he reminded us of something very important: unlike the previous two down cycles that he and I have both weathered, this time the economy is good and interest rates are low.

Now is a good time to focus on business basics. All of us who've benefited from the upside of the cycle may have forgotten a few of these fundamentals. It's easy to overlook little things like "Thank you" cards when you're getting multiple offers on one listing. Now, you need to strengthen your business relationships. Baby-sit every deal to the best of your ability, because there is more fallout in a down market if just one thing goes wrong.

My own team is much more focused on systems, client management and overall marketing. Here are my suggestions for those of you experiencing your first down turn as a REALTOR®:

Call everyone you know. Continually stay in touch with past clients and ask if they have any friends or family looking to buy or sell. Continually ask for the business.

It's a great time to become more educated. SAR has won-

derful educational offerings from which to take advantage. Because of the influx of short sales and foreclosures sales, agents should attend classes on how to represent both buyers and sellers in those two realms. SAR has some Members who expect this year to be their best yet. They are working with first-time homebuyers and, through SAR classes, they have learned how to find their clients more money for their down payments.

You must have systems in place.

You must have structures in place, like time management.

You need to work with your accountability partners, such as the lender and home inspector. All business partners need to hold each other accountable to assure a smooth and strong transaction.

The most important of all is to remember that when times are good, REALTORS® need to sock away a portion of their commissions and build a nest egg. I hear too many REALTORS® say they took the market for granted. The market is cyclical; we see it change every five to seven years.

In today's market, buyers have access to a greater variety of homes than in the last few years. At the same time, they can also take advantage of very low interest rates. Home ownership in today's market is still ideal for those looking for a long-term investment and for the tax advantages of owning their own home. We REALTORS® need to stay focused on the basics.



Tracey Saizan
2007 SAR President

Commercial Division

Commercial REALTORS® offered website, classes, property bulletin board

Services offered to commercial REALTORS® by the Sacramento Association of REALTORS® will take a major step forward in late October when a new Commercial Property Bulletin Board goes live on the Internet.

The Bulletin Board, part of a new website aimed at commercial REALTORS®, will allow commercial property specialists to post properties for sale and for lease. Its intent is not only to assist the local commercial REALTORS®, but also to provide another resource for businesses interested in locating or expanding in Sacramento.

The new website will also feature a roster of commercial REALTORS® by their area of specialty, allowing them to promote themselves. This feature may be especially useful for residential REALTORS® who are asked to participate in a commercial transaction that is outside their realm of expertise, but are uncertain as to whom to refer such business.

In addition to the Property Bulletin Board and Membership Roster on the Internet, other October activities in the commercial division include the **Annual Membership**

Meeting and Luncheon on October 18. John Belegrin, RE/MAX Gold Commercial, will chair the event.

Speakers include Robert Kleinhenz, California Association of REALTORS®, on the economic outlook for commercial real estate in 2008, and James Morelli, vice president of the REALTORS® Commercial Alliance, on the commercial activities at the National Association of REALTORS®. Attendees are also invited to bring their property flyers to display.

Other seminars planned for this fall for the commercial practitioners include:

- Strip Mall Conference, October 24
- Does It Pencil?, October 29-30
- Tax Planning Strategies, October 30
- Negotiating a Lease, Part III, November 7
- Presentation Bootcamp, December 5

For residential REALTORS® considering changing their specialty, here are some ways in which practicing commercial real estate differs from residential:

Commercial REALTORS® deal with a different psychological make-up from their

clients than their residential counterparts. Generally, purchases are made using logic (investment) rather than emotion (home ownership).

Commercial REALTORS® select from a variety of specialties in which to become an expert. These specialties include apartments, retail space, industrial and warehouses, hospitality (hotels, motels and entertainment), land use, and many other creative areas (medical, churches, schools).

Commercial REALTORS® do not hold Open Houses and generally do not work nights and weekends

One of the fall seminars, "Does It Pencil?", is specifically for new commercial practitioners or those who are interested in getting into the field. The two-day seminar, October 29-30, will teach the "how to" skills used by the country's top professional to analyze the real value of real estate investments.

For additional information on the SAR Commercial Division, e-mail SAR's Commercial Real Estate Advisor Janet Whitney at jwhitney@sacrealtor.org.

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Sacramento REALTOR® Newsletter

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Editorial Policy

The Sacramento Association of REALTORS® (SAR) welcomes articles of educational interest to its members. Published articles will feature the author's name, title and company; however, no direct compensation will be paid to the author. SAR reserves the right to edit submitted articles for length, grammar, and appropriateness. Articles will be printed in SAR's publications on a space available basis. Attempt will be made to publish submitted articles in a timely manner; however, submission of an article does not guarantee when, or if, it will be published.

EVP Exchange



What's been going on at SAR?

Here it is October—already—another busy year for you in the marketplace and at your association.

Building Dedication

The building, which is now over 20 years old, has had some capital improvements made to protect your investment and to give the property a prideful facelift. In September, it was dedicated to the memory of James Sandman, your EVP from 1979 until his retirement in 1997. Soon we'll have a permanent plaque acknowledging Mr. Sandman's contributions to SAR as you enter our Associations' front doors.

REALTOR® Store

Your REALTOR® Store has continued to expand bringing you innovative and requested products and tools. Store Director Carl Carlson has been invited by C.A.R. to tour the state with them this fall and help other REALTOR® stores benefit their Members the way Carl does.

Community Relations

The Community Relations Committee, under the direction of Telly Tasakos, has forged a bond with Pride Industries, which offers excellent document management for companies in the region and employs disabled individuals. The Committee has a tree planting event this month, participated in the American River Cleanup and is actively engaged in Rebuilding Together.

Housing Opportunity

Chair Diana Perparos and the Housing Opportunity Committee are launching SAR's down payment assistance program for first-time buyers earning 80 to 120 percent of median income. The program targets our first responders: teachers, nurses, firefighters and others who take care of the community. SAR wants them to be able to afford to live in the neighborhoods that they serve so ably. Our REALTOR® Members and Affiliates are invited to participate. While Peggy Coughlin and the Sacramento Credit Union have volunteered to assist with this program, all of our lenders can apply.

Equal Opportunity/Cultural Diversity

The Equal Opportunity/Cultural Diversity Committee presented their International Day, the highlight event of the year occurring this month, with a potpourri of foods, costumes and performances capped by a panel of Members discussing how to do business in their culturally diverse communities. Energetic Chair Scott Short is sure to make it another successful event.

Education

Excellence in educational programming is a prime and perennial benefit of Membership. Fortunately, we have an aggressive committee headed by Chair Peter Lee who continue to churn out fresh ideas about the courses you need in an ever-changing market. *The Real Estate Training Institute, Broker Training Institute* and *Dave Tanners Gold Star Series* are live series taught by seasoned

Members and unique to SAR.

We also have the resources to bring you the entire Graduate, REALTOR® Institute (G.R.I.) Designation each year. The Commercial Division has received national attention and is hosting the Certified Commercial Investment Manager (C.C.I.M.) Designation courses to Sacramento, which in the past could only be offered in the Bay Area.

Forums

And let's not overlook the open Forums bringing more information your way each month. The Finance/Affiliate Forum chaired by Sherri Radovich reports on the full spectrum of lending instruments and rates available. The Legislative Forum invites elected officials to share their views and issues with you followed by your questions. Doug Covill is directing a series of valuable dialogues there. The Broker/Manager Forum is led by your President-Elect Alan Wagner and provides updates to help you make informed business decisions.

Business and Technology Expo

The largest business and technology expo in Northern California, chaired this year by Patrick Lieu, again drew hundreds of satisfied participants in September and generated excited reviews by the vendors.

Christmas CanTree

Coming up next is CanTree season, where volunteers, under the direction of Committee Chair Jim Hanson, will build three trees this year. Through the annual series of fundraisers put on by Member companies, SAR will continue to be the prime benefactor of the Salvation Army's holiday food basket drive.

Political Action

Major efforts continue to give SAR Members the influence you need in legislative and regulatory activities through the effective work of the Government Relations Committee chaired by Past President Leigh Rutledge and the Political Action Committee (PAC) Trustees headed by Carl Olson. Leigh and Carl bring so much knowledge and experience to the issues engaging the real estate industry that appropriate responses *and* initiatives can be made rapidly.

Professional Standards

Professional Standards chaired by Pat Croyle and the Grievance Committee lead by the dedicated Bruce Werking strive to uphold the standards imposed by the Code of Ethics adopted in 1913 and fine-tuned annually. It's hard, thankless work and our industry is far better for their efforts. SAR is able to offer a spectrum of mediation services as well as arbitration and ethics hearings, providing Members and consumers with an effective in-house dispute resolution system.

Scholarship

Back out in the community, your Scholarship Trustees and Chair Perry Georgallis raise more money and give more scholarships than any REALTOR® organization in the state. Thank you for your generous contributions to this annual spring drive benefiting dozens of students and promoting higher education in the community.

Regional Meetings

Another strength that we have in the community is the series of Regional Meetings conducted most Tuesday morn-

Continued on page 8

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Programs subject to change. We have loan offices and accept applications in Washington Mutual Bank. FA - many states: Washington Mutual Bank - ID, OR, UT, WA; and Washington Mutual Bank fsb - ID, MT, UT.

SAR New Members

August 2007

New REALTOR® Members

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Runyan Real Estate Inc.

Daisy A. Andin
Property Line Realtors

Harry Azar
Century 21 Landmark Network

Nurolhoda Bandeh-Ahmadi
Pinnacle Real Estate Group

Christian L. Bartlett
First National Real Estate

Nelson W. Bass
Century 21-Noel David Realty

Josefina P. Bigornia
AtHome Realty

Yong K Byon
Dick Shelton Investment Prop.

Tisa R. Cadway
Keller Williams Realty

Michelle L. Cardenas
Select Capital Mortgage Corp

Fong E. Cha
Members Realty & Loans

Wesley H. Clark
Buyers Only Realty

Guina H. Comfort
Delta Homes and Lending

Marsha Cover
Rancho Murieta Homes & Land

Azucena Crane
Insight Real Estate

Melissa M. Da Ronco
Rockwell Realty

Hoa X. Dang
RealtyWise Incorporated

Jordan Davidson
Coldwell Banker Team

Herminia D. Deguzman
Keller Williams Realty

Robert E. Ferko
Prudential CA Realty

Rodolfo C. Fetalvero
AtHome Realty

Gino O. Gallegos
American Home Lending

Laura E. Gonzalez
Altas Realty

Yolanda Goyenechea
Westcoast Mortgage Grp & Rlty

Graciela L. Gutierrez
Members Realty & Loans

Quy N. Ha
Elite Realty Services

Shannon K. Harrison
Coldwell Banker-Diez & Leis RE

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Massey Advantage Inc.

Scott A. Hatcher
Massey Advantage Inc.

Joseph S. Henderson
Great American Mortgage Realty

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JoAnn M. Henry White
Raymond & Associates Inc

Pattie Hinrichs-Colbert
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Blake R. Holding
Keller Williams Realty

Michael L. Hoyt
Avalar R.E. & Mortgage Network

Christopher E. Humphrey
Avalar R.E. & Mortgage Network

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ZipRealty, Inc.

John J. Justo
Elite Realty Services

Darlene F. Kiehl
RE/MAX Gold Natomas

Inessa Krasnodemsky
Golden Star Real Estate Inc.

Alejandro J. Lacayo
VGC Real Estate Group

Khanh K. Lai
Pacific West Real Estate

Michelle L. Lewis
Keller Williams Realty

Jianhui Liang
Advanta Homes

Leslie C. Lopez
Urban Hound Properties

Jeffery S. Maihack
Keller Williams Realty

Shirley A. Marcum
Marshall & Associates

Wesley R. Moody
Keller Williams Realty

Michael L. Murdock
Weichert Pacific Equity Prop.

Rajendra Nair
Lyon RE Elk Grove

Hung Nguyen
Century 21 Landmark Network

Thuan H. Nguyen
First National Real Estate

Michelle L. Nosal
Lyon RE Fair Oaks East

Katrina J. Parker
Keller Williams Realty

Lynn H. Phelan
Keller Williams Realty

Derek L. Poe
Real Estate Masters

Maryville F. Poe
Real Estate Masters

Angelina Reynolds
ZipRealty, Inc.

Eddie Rutherford
Century 21-Haley & Assoc., Inc

Filiberto Sainz
Advance Mortgage & R E, Inc

Joe C. Salerno
ERA/Realty Center

Nina M. Schwartz
Carmichael Realty Assoc

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Keller Williams Realty

Marlene M. Singh
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Continued on page 6

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New Members

Continued from page 4

Saeedeh B. Sobhani
Keller Williams Realty

Noel K. Strand-Fantl
Keller Williams Realty

Loan T. Vu
Alliance Realty & Lending

Brandon T. Weichers
Keller Williams Realty

Steven D. Wiseman
Lyon RE Downtown

Joseph R. Yarbrough
LGL Properties

Shawn S. Zausch
Century 21-Noel David Realty

Eduardo S. Zuniga
Insight Real Estate

New Broker Associates

Randy D. Epps
Lyon RE Elk Grove

New Designated REALTORS®

John P. Acord
John Acord, Broker

Federico D. Costilla
Fred Costilla Realty

John R. Hawk
John Hawk Broker

Sherry M. Hinds
Sherry M. Hinds, Broker

Felicia A. Howard
Felicia Howard, Broker

Christopher P. Jaeger
Royal Capital Group

Robert A. Juarros
Point West Mortgage Group Inc.

Angela R. Kim
Summit Financial & Realty Corp

Steve Letterman
Your Advantage Realty

Robert E. Pitner
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Art B. Sims
North State Properties

Todd S. Slack
Prime California Homes

John P. Steinmetz
John P. Steinmetz, Broker

Eduardo Torres
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New Affiliate Members

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American Financial Resources

Joshua G. Bruno
JCL Mortgage

Shelly Chapman
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Isaac M. Coles
JCL Mortgage

Jason Custodio
Capital City Sign and Post

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Medo Eldin

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JCL Mortgage

Rick Hassen
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Shannon D. Hoff
American Financial Resources

Chris E. Jarosz
American Financial Resources

Judy Manley
Judy Manley

Patrick McCusker
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Tonya T. Schwedler
Alliance Title Company

Aaron L. Whitfield
Diamond Carpet Care & Repair

Mary D. Yankauer
Yankauer Appraisals

Home Inventory Grows; Buyers' Choices Abundant

Sacramento's residential resale market jumped upward a notch in August, according to data from the Sacramento Association of REALTORS® and MetroList® multiple listing service.

Closed escrows were up 4% to 902 homes compared to 867 homes sold in July. August remained below last year's sales, showing a significant difference from August 2006 by remaining 23.9% under last year's 1,186 homes sold. New escrows increased 0.4% from 998 new escrows in July to 1,007 in August.

The median sale price for a single family home in August dropped 4.6%, showing \$324,500 this month compared with \$340,000 in July. New listings in August increased 1.3% to 3,370 compared to 3,326 in July. The total listing inventory also showed an increasing trend, rising 13.8% to 10,260 from July's 9,014.

"With a steadily increasing number of homes to choose from, prospective buyers are remaining on the fence and are hesitant to commit. Many are waiting for the absolute bottoming-out of the market, but we, as REALTORS®, know that this is not easily predicted," said 2007 Association President and REALTOR® Tracey Saizan. "There are definitely some key factors contributing to the market slow down, but buyers must realize that this is a good time to buy. Home pricing remains competitive in an effort to attract. Recently lowered interest rates may convince some of those hesitant buyers to move." At \$324,500, Sacramento's median home sale price stands 12.5% below the \$373,000 median price of a year ago.

August's month-end housing market supply figure - the active listing inven-

tory divided by the rate of completed sales - increased 12.3% to 11.4 months, compared with 10.4 months in July.

Condominium Resale Market

The condominium market inventory of 890 in August showed a significant increase of 24.5% when compared with July's 715. New listings published were up from 260 in July to 299 in August. Closed condominium escrows showed increased activity in August. The 86 closed escrows in August represent a 16.2% increase over July's 74 closed escrows. The median sale price of a Sacramento condominium in August was \$206,000, a figure down 10% from the August median price of \$228,000 one year ago.

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*Subject to change. Limitations apply. This guarantee assumes all parties perform in good faith and as requested. Contact a VITEK Loan Consultant for specific details.

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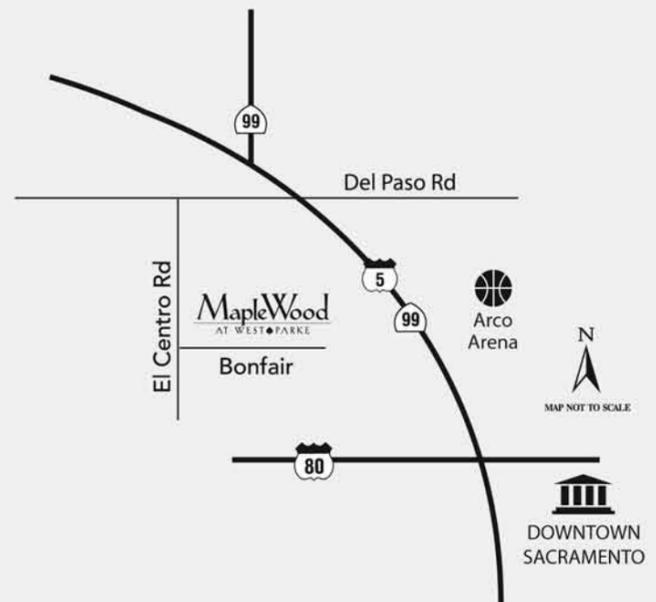


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GENEROUS BROKER CO-OP

SAR Committee Highlight: Christmas CanTree Committee

The Christmas CanTree Celebrates 25 years of Volunteer Effort and Collaboration with the Salvation Army!

There is much wealth to be made in the Real Estate Industry and many REALTORS® know that staying committed is the best way to see tremendous gains. That is why REALTORS® have been teamed with the Salvation Army for a quarter-decade.

The Christmas CanTree is a statewide REALTOR® volunteer project that originally started as a canned food drive and has since grown tremendously. The Sacramento Association of REALTORS® locally sponsors the effort. Since 1983, SAR's Christmas CanTree Project has donated over two million cans of food to feed the hungry in Sacramento. SAR raises money by creating fund-raising events throughout the year and, as many know, putting together a successful fundraiser takes loads of effort, cooperation and needs to be backed by a decisive and powerful committee.

The SAR Christmas CanTree Committee was designed to develop and promote the goals of CanTree and to provide the maximum amount of benefit to the needy in the community. The Committee is made reputable by REALTOR® and Affiliate efforts to solicit contributions of canned food,



money and other items for charitable purposes. This committee works to enhance the REALTOR® image both within and outside SAR through publicity about the efforts of the CanTree Committee.

We have partnered with Salvation Army because of their well established community organization and over 120 years of service in Sacramento. The Salvation Army has implemented a computerized application and review process that is one of the most accurate in the area. This application enables the Salvation Army to eliminate duplications and more fairly distribute food to the greatest number of needy people. With the help of this SAR Committee, over 35,000 local individuals are expected to benefit from the food and donations contributed to the CanTree.

This Committee is definitely one that makes a huge impact within the community, whether it is on local needy families or on fellow SAR Members. If you have always wanted to be part of a Committee, but just don't have the time, you can make a difference by donating to the Christmas CanTree this Holiday Season. Look forward to seeing more of this great Committee, which is headed by Chair James S. Hanson and Vice Chair Frank Babcock, in action as the Holiday Season progresses.

EVP Exchange

Continued from page 3

ings each month in eight locations throughout the county and West Sacramento. Members gather to share local market knowledge, get to know one another better and enjoy customized caravans. It takes dedication by the Regional Coordinators to keep these frequent meetings fresh. Paula Swayne gets the entire group together several times each year to share tips, speakers and operating guidelines.

In closing, two more innovative directions are being taken by SAR through the Young Professionals Council and by the Commercial Division featured in this column last month.

Young Professionals Council

The idea of forming the Young Professionals Council came out of SAR's Strategic Planning session last year and

is being picked up by other associations around the country. With four generations now working side by side in the industry, special niches are needed to strengthen bonds and value propositions within the profession.

Commercial Division

The Commercial Division chaired by John Belegrin is bringing substantive education and new networking opportunities to that segment of the marketplace, enabling SAR to give value to commercial practitioners as well.

Busy? Yes.

Rewarding? Very – to both the volunteers and the talented staff who offer them support.

Without a doubt, this energetic organization helps make Sacramento a better place to call home.

Growing Pacific Northwest real estate company is now accepting resumes for management positions in Idaho, Washington, and Montana. Experience required. To learn more about us, visit our website at www.tb.com.

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CanTree Fundraisers

White Elephant Auction and Potluck

Sponsored by Coldwell Banker
Thursday, November 8th
from 5:30 - 9:00pm

Free
Coldwell Banker
(between Sunset and Wildridge)
5034 Sunrise Blvd, Fair Oaks
For more information call Kathy Fox
(916) 864-8623

Open Doors to Open Arms

Sponsored by Saizan Team
Saturday, November 10th from 4:00-11:00pm
Cost: \$15 presale or \$25 at the door
5031 D Street, Sacramento
For more information:
call Chris Saizan (916) 459-0246 or
Norm Schriever (916) 548-6350

Chili Feed

10th Annual Chili Cook off and Silent Auction

Sponsored by Lyon Real Estate
Wednesday, November 14th from 11:30-2:30pm
Cost: \$5
Lyon Real Estate Office
6815 Madison Ave., Fair Oaks
For more information:
Call Dennis (916) 535-0349 or Sally
(916) 535-0356 or
Kathy (916) 535-0318

SAR Member Tidbits

Tracy Bell

Tracy Bell, a loan officer with NueStart Financial Services has earned her Certified Mortgage Planning Specialist (CMPS) Certification. Granted by the CMPS Institute in Ann Arbor, Michigan, less than 1% of the mortgage lenders and brokers in the U.S. are CMPS certified. CMPS designees can offer client strategies that encompass mortgages, debt, home equity and real estate investment. *Congratulations Tracy!*

Irma Verras

Ten years ago Lyon REALTOR® Irma Verras donated her bone marrow to a woman named Maritza. She has kept in touch with the recipient by phone and e-mail (she lives in Florida). Univision (Channel 19) has been profiling the story of Irma and Maritza in an effort to recruit more bone marrow donors. Irma recently received a phone call from "Sabado Gigante" (a popular television show aired in Florida and broadcasted in all the Latin countries) requesting that she fly to Florida to talk about her experience. On the show, she was surprised with a visit from Maritza. This was Irma's first chance to meet her bone marrow recipient in person. They spent the next day, along with her husband and dad touring Florida. Thank you, Irma, for that inspiring story!

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5 night stay in Cancun, Mexico
PLUS regular co op



Fifth home you get an all inclusive,
7 night stay in Hawaii
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Restrictions may apply. Please see JTS sales agent for details. This program is subject to change and/or termination at any time.

SAR Member Profile: Dick Shelton



DICK SHELTON

1. How long have you been a Member of the Association?

Since June 1971. During my SAR Membership, I've been with Lawrence Realty, Broker with Century 21 Shelton, Owner/Broker Century 21 American River Brokers, Broker Dick Shelton Investment Properties.

2. What did you do before you became a REALTOR®?

I graduated from Cal Poly (S.L.O.) in 1964.

Served in the U.S. Army as First Lieutenant Military Police 1965-66.

Teacher at Rio Linda High School from 1968-72.

Have worked full-time in the real estate industry from 1972-present.

3. Why did you decide to become a REALTOR®?

Because I was starving to death money-wise as a teacher. There is no money cap in real estate.

4. You were able to combine your love of teaching with real estate, isn't that right?

Yes, I have a life community college credential in the field of real estate and started the first Consumnes River College

real estate program in the '70s. Then went on to teach Real Estate Practice and Appraisal for 18 years part-time at Sierra College from 1980-1998.

5. What do you feel are the benefits of being a REALTOR® and of belonging to SAR?

The Association of fellow REALTORS® and the many benefits afforded us as REALTORS®.

6. How have you participated in SAR?

As an agent, designated broker, past Membership Chair, 1980 Masters Club President, Masters Club Golf Chair and every Masters Club Steering Committee office position except Secretary. Also Masters Club Outstanding Life Member.

7. You have an interesting story about one of your agents. Please tell us about her.

Terrie Hunt was one of my top students in horticulture at Rio Linda High. She went on to own her own florist shop for 17 years. In 1996 she sold her shop and she got her real estate license and put it with me. She had some tough years at first but stayed with her program and is now ranked in the top twelve agents in the tri-county region and top 1% nationwide.

8. Do you have suggestions on how we can improve the Association?

Just keep up to date with all the new

laws. "If we know the rules, we can play the game."

9. How do you balance your work and home lives?

After winning the lotto in December 1992, it made it much easier to balance our family's life.

10. How long have you lived in Sacramento?

Since October 1966.

11. What is your favorite restaurant?

The Buggy Whipp since New Years 1966 (steak dinner for two was \$5.95 including champagne and wine!) and Fats in Roseville.

12. Besides dining out, what else do you enjoy doing in Sacramento and the surrounding areas?

Play golf, hunt and fish out of state; boating at Folsom Lake.

13. Knowing you love to travel, what are some of your favorite travel destinations?

Hawaii and Alaska.

14. Any big changes on the horizon?

Spending more time with our 4 grandchildren, on my boat, and playing golf with my wife Mary. Mary retired after 30 years of teaching English in the same classroom at Bella Vista High School.

New Down Payment Assistance Program

Wachovia Mortgage Corporation is giving California homebuyers a "golden opportunity." Qualified applicants who provide a minimum \$500 down payment contribution are eligible for up to \$25,000 down payment assistance. This money does not have to be repaid and may be used for closing costs or as a down payment.

Guidelines include:

- 65% DTI (debt to income ratio)
- FICO 600 Minimum
- Maximum income limits between \$53,750 and \$70,950
- No distressed properties
- Full documentation and a 30-year fixed loan

For more information contact John Valenzuela, Mortgage Consultant at 916.698.0026.

If you have information on other housing related assistance programs and wish the details published in this newsletter, contact Judy Wegener at jwegener@sac-realtor.org.

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- Take advantage of a tax write-off that is not available to renters. (Consult your tax advisor.)

And the best part is, they don't have to pay back the money, because it's not a loan. Call me today to see if they qualify — lots of people do!



John Valenzuela

Senior Mortgage Consultant

916-698-0026

1510 Arden Way, Suite 303

Sacramento, CA 95815

John.Valenzuela@Wachovia.com

Down payment assistance available through "Golden Opportunities Made Possible with Wachovia." Borrower provides a minimum \$500 down payment contribution. Wachovia will provide down payment assistance to qualified applicants purchasing a primary residence located in the state of California. Down payment assistance will be credited at closing. No cash will be provided. This offer is only valid on actual loans closed through Wachovia Mortgage Corporation or World Savings Bank, FSB, and will not be credited if your loan is denied or withdrawn. Borrower's income cannot exceed 80% of the HUD median income for the county in which the property is located. This program may be combined with other assistance programs available to you. Program funds are allocated at the state level and are subject to funding limitations. Certain restrictions apply. Please contact us for details. Properties located in the following high-cost counties qualify for \$25,000 in down payment assistance: Alameda, Contra Costa, Marin, Monterey, Orange, Placer, San Benito, San Diego, San Francisco, San Joaquin, San Luis Obispo, San Mateo, Santa Barbara, Santa Clara, Santa Cruz, Solano, Sonoma, Stanislaus, Tulare, Ventura and Yolo. Properties located in other California counties qualify for \$20,000 in down payment assistance. Loans originated by Wachovia Mortgage Corporation or World Savings Bank, FSB, and subject to credit approval, verification and collateral evaluation. Program, rates, terms and conditions are subject to change without notice. SM4657-05 ©2007 Wachovia Corporation 241108 (100pkg)



Data for Sacramento County and the City of West Sacramento

SINGLE FAMILY HOME RESALES

Monthly Statistics	Current Month	Last Month	Change	Last Year	Change
New Listings Published	3,370	3,326	1.3%	N/A	
Total Listing Inventory *	10,260	9,014	13.8%	N/A	
Number of New Escrows*	1,007	998	0.9%	N/A	
Number of Closed Escrows	902	867	4.0%	1,186	-23.9%
Month's Inventory	11.4 Months	10.4 Months	12.3%	N/A	
Dollar Value of Closed Escrows	\$325,678,912	\$331,572,523	-1.8%	\$488,109,604	87684.1%
Median	\$324,500	\$340,000	-4.6%	\$371,000	-21.2%
Mean	\$361,063	\$382,437	-5.6%	\$411,560	-12.3%
Mode	\$300,000 - \$349,000	\$250,000-\$299,999		\$300,000-\$349,999	

Year-to-Date Statistics	01/01/07 to 8/31/2007	01/01/06 to 8/31/2006	Change
Total Listing Inventory*	29,889	N/A	
Number of New Escrows*	9,618	N/A	
Number of Closed Escrows	7,296	9,654	-24.4%
Dollar Value of Closed Escrows	\$2,752,825,622	\$3,989,655,420	-31.0%
Median	\$347,000	\$373,000	-7.0%
Mean	\$386,361	\$412,264	-6.3%

*To ensure the greatest possible accuracy, SAR, with the assistance of MetroList, has refined its search methods. The previously reported listing inventory covered a date range rather than all homes currently on the market.

CONDOMINIUM / PUD RESALES

Monthly Statistics	Current Month	Last Month	Change	Last Year	Change
New Listings Published	299	260	15.0%	N/A	
Total Listing Inventory*	890	715	24.5%	N/A	
Number of New Escrows*	71	69	2.9%	N/A	
Number of Closed Escrows	86	74	16.2%	87	-1%
Dollar Value of Closed Escrows	\$19,598,450	\$19,055,237	2.9%	\$21,266,936	-8%
Median	\$206,000	\$226,000	-8.8%	\$228,000	-10%
Mean	\$227,889	\$257,503	-11.5%	\$244,448	-7%
Mode	\$250,000 - \$299,999	\$200,000 - \$249,999		\$200,000 - \$249,999	

Year-to-Date Statistics	01/01/07 to 8/31/2007	01/01/06 to 8/31/2006	Change
Listing Inventory*	2,629	N/A	
Number of New Escrows*	819	N/A	
Number of Closed Escrows	628	565	11.2%
Dollar Value of Closed Escrows	\$153,639,389	\$186,756,467	-17.7%
Median	\$220,000	\$235,900	-6.7%
Mean	\$240,437	\$254,784	-5.6%

*To ensure the greatest possible accuracy, SAR, with the assistance of MetroList, has refined its search methods. The previously reported listing inventory covered a date range rather than all homes currently on the market.

Median: The midpoint at which an equal number of homes sold above and below this value.
Mean: The arithmetic average of the total number of residential sales divided into total residential sales dollar volume.
Mode: The price range within which the most number of homes were sold.

This representation is based in whole or in part on data supplied by MetroList. MetroList does not guarantee, nor is it in any way responsible for, its accuracy. Data maintained by MetroList does not reflect all real estate activity in the market. All information provided is deemed reliable but it is not guaranteed and should be independently verified. For the most current statistical information, visit www.sacreator.org - about us - statistics

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Data for Sacramento County and the City of West Sacramento

SALE PRICE BRACKET BASED ON FINAL SALES

Selling Price	Single-Family Residential	% of Total	Condo/ PUD	Percent of Total	Residential Income	Residential Lots/Land	Other Residential*
Total Listing Inventory *							
Number of New Escrows*	10	1.1%	16	18.6%	0	2	0
\$140,000-\$159,999	18	2.0%	3	3.5%	0	3	2
\$160,000-\$179,999	14	1.6%	13	15.1%	0	0	5
\$180,000-\$199,999	24	2.7%	9	10.5%	0	0	2
\$200,000-\$249,999	130	14.4%	16	18.6%	2	0	5
\$250,000-\$299,999	163	18.1%	18	20.9%	2	2	6
\$300,000-\$349,999	172	19.1%	4	4.7%	5	1	0
\$350,000-\$399,999	111	12.3%	0	0.0%	3	0	1
\$400,000-\$449,999	80	8.9%	1	1.2%	3	1	1
\$450,000-\$499,999	55	6.1%	3	3.5%	3	0	1
Total Listing Inventory*	35	3.9%	1	1.2%	0	0	0
Number of New Escrows*	24	2.7%	0	0.0%	0	0	0
\$600,000-\$649,999	20	2.2%	1	1.2%	1	1	0
\$650,000 - \$699,999	8	0.9%	1	1.2%	0	0	1
\$700,000-\$749,999	9	1.0%	0	0.0%	1	0	0
\$750,000 - \$799,999	6	0.7%	0	0.0%	1	0	0
\$800,000-\$849,999	8	0.9%	0	0.0%	0	0	0
\$850,000 - \$899,999	3	0.3%	0	0.0%	0	0	0
\$900,000-\$949,999	3	0.3%	0	0.0%	0	0	0
\$950,000-\$999,999	3	0.3%	0	0.0%	0	0	0
\$1,000,000 and over	6	0.7%	0	0.0%	0	1	1
Total Listing Inventory*	902	100%	86	100%	21	11	25
Number of New Escrows*							

Type of Financing **LENGTH OF TIME ON MARKET**

(SFR, condo, PUD only) Financing Method	# of Units	% of Total	(SFR, condo, PUD only) Days on Market (DOM)	# of Units	% of Total
Cash	60	6.1%	1-30	338	34.2%
Conventional	811	82.1%	31 - 60	222	22.5%
FHA	8	0.8%	61 - 90	189	19.1%
Number of New Escrows*	6	0.6%	91 - 120	108	10.9%
Other*	103	10.4%	121 - 180	88	8.9%
	988	100.0%	181+	43	4.4%
				988	100.0%

*half-plex, 2-on-1, mobile home

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Masters Club Corner

By Liz D'Amelio

So if you are not too busy fighting dragons out there, take a moment to catch up on the upcoming Masters Club events.

Masters Club Golf Tournament

This year marks the 28th Annual Masters Club Golf Tournament which raised over \$43,000 last year, primarily through golf hole sponsorships, live and silent auctions, and the sale of raffle tickets. This year's event entitled "The Masters 500" held again at the beautiful Northridge Country Club, is expected to surpass last year with such raffle prizes as a Carnival Cruise to Mexico, Golf/Ski Get-A-Way to Northstar in Lake Tahoe or a \$1,000 gift certificate to the Roseville Galleria. The tournament and the entire day's festivities will raise funds to benefit such charities as Bishop Quinn

Cottages, Breaking Barriers, Sacramento Crisis Nursery, Stanford Settlement and Wellspring's Women's Center. Although by the time you read this, the event will have already taken place, it is not too late to donate to these worthy nonprofit organizations who so greatly need and appreciate what you can give to help make Sacramento a better place to live and work. Donations can be mailed or delivered to SAR, 2003 Howe Avenue, Sacramento, CA 95825 – Attention Pat Lowell.

Masters Club Annual Breakfast

And... the follow up of where your

donations go and what they can do will be presented at the Masters Club Annual Breakfast on November 30 at the lovely



Arden Hills Country Club. All REALTORS® are invited to attend when the donations to each charity are presented to their respective representatives. Also, we have an exciting and informative speaker John Hodgson of The Hodgson Company. This is a law firm that specializes in land use and political and regulatory issues. He will be

speaking on what is happening with developments in our area and how it all starts from the ground up. The more educated we are, the better professionals we are to our clients. Don't miss this highly informative

event. For more information, watch your SAR emails or contact Aileen Santee at 989-4415. Remember you do not have to be a Masters Club Member to participate in most Master Club events so keep up with the happenings or contact 2007 Masters Club President Jennifer Burke at 608-9200 or Jennifer@burkerealtygroup.com.

Food for thought: The next time you are asked to evaluate a property, look back to what it would have been worth between 1966 – 1999, then add 5-7% per year for normal inflation. Interestingly enough most properties sold here in Sacramento are still going for above that figure, even in our "down" market.

Sharpen your swords and have a great month!

Upcoming Meetings & Events

Please visit www.sacrealtor.org for more information or to register for these events!

November Main Meeting

Tuesday, November 6, 2007

9:00am - 10:30am

SAR Mack Powell Auditorium

Speaker: Leslie Appleton-Young

Topic: C.A.R. 2008 Economic Forecast

CanTree

All SAR Members interested in supporting the CanTree are encouraged to do so in a number of ways. First, financially support CanTree fundraising events to help raise the record goal of \$160,000 for the Salvation Army's Holiday Food Basket program. Second, volunteer to construct the three Christmas CanTrees on the dates listed below. Finally, help the Salvation Army directly with their Holiday Food Basket distribution at Cal Expo in mid-December.

Westfield Downtown Plaza

Monday, November 19 from 7:00 a.m. to 12:00 p.m.

Sunrise Mall

Tuesday, November 20 from 7:00 a.m. to 12:00 p.m.

Country Club Plaza

Tuesday, November 20 from 7:00 a.m. to 12:00 p.m.

Please e-mail Liliya Mishchuk at lmishchuk@sacrealtor.org if you can help.

Please visit <http://www.sacrealtor.org/events/cantree.asp> for more information on CanTree and for other areas you can help.

December Main Meeting

CanTree Dedication

Tuesday, December 4, 2007

9:00am - 10:30am

SAR Mack Powell Auditorium

Speaker: Salvation Army and City Officials

About the Market

By Sherri Radovich, Washington Mutual Home Loans

Good news the Federal Reserve Bank lowered the rate .50%. Now we need to wait and see what affect this will have on the mortgage interest rates. In general interest rates are good. The challenge is staying on top of all the loan policy and parameter changes our changing market brings us.

Talk to your Lender About:

Due to the loan policy and parameter changes, be sure your lender is keeping you updated. There are new credit score requirements along with loan to value changes for both full and low documentation loan programs. Second mortgages are tightening up and some previous combined loan to value loans that were being done, are no longer allowed. It is a good idea to meet with your favorite lender to discuss these changes and how it might affect your clientele and future business.

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SAR Educational Offerings

All classes listed below are held at SAR's Mack Powell Auditorium. To register online, visit ims.sacrealtor.org.

Questions - contact [Traci Sarria](mailto:Traci.Sarria) or call 916.437.1210. (Please contact us for Non-Member costs)

Purchase Agreement Section 1 – Gold Star Series

Instructor: Dave Tanner
Friday, October 5
9:00am – 12:00pm
 Cost: \$45 if paid by Wednesday, October 3
 3 DRE Credits

Purchase Agreement Section 2 – Gold Star Series

Instructor: Dave Tanner
Friday, October 5
1:00 – 4:00pm
 Cost: \$45 if paid by Wednesday, October 3
 3 DRE Credits

Purchase Agreement Section 3 – Gold Star Series

Instructor: Dave Tanner
Monday, October 8
9:00am – 12:00pm
 Cost: \$45 if paid by Thursday, October 4
 3 DRE Credits

Purchase Agreement Section 4 – Gold Star Series

Instructor: Dave Tanner
Monday, October 8
1:00 – 4:00pm
 Cost: \$45 if paid by Thursday, October 4
 3 DRE Credits

Listing Agreements – Gold Star Series

Instructor: Dave Tanner
Tuesday, October 23
9:00am – 12:00pm
 Cost: \$45 if paid by Friday, October 19
 3 DRE Credits
 Creating enforceable listing agreements in California

Real Estate Disclosures – Gold Star Series

Instructor: Dave Tanner
Tuesday, October 23
1:00 – 4:00pm
 Cost: \$45 if paid by Friday, October 19
 3 DRE Credits
 Overview of required and optional disclosures for California real estate transactions

Tax Laws Effecting Real Estate – Gold Star Series

Instructor: Dave Tanner
Monday, October 29
9:00am – 12:00pm
 Cost: \$45 if paid by Thursday, October 25
 3 DRE Credits
 Federal and state laws effecting taxation of sales, transfers of property tax basis, tax deferred (1031) exchanges

CRS 202 – Sales Strategies

Instructor: Chuck Bode, CRS
Thursday - Friday, November 1 - 2
8:00am – 5:00pm
Cost: \$285
Sales Strategies gives you the inside track to win over prospective buyers by teaching you the necessary strategies to make your sales quick and efficient. Learn how to work with today's new buyer through counseling, salesmanship and negotiation. With lessons from the Sales Course, you will:

- Understand buyer motivation
- Eliminate sales resistance
- Create trust and loyalty from buyers
- Improve your negotiating skills

Short Sale

Instructor: Larry Blachman
Monday, November 26
9:00am – 12:00pm
 Cost: \$99 if paid by Wednesday, November 21
 4 DRE Credits

REO Properties

Instructor: Larry Blachman
Monday, November 26
5:30 – 8:30pm
 Cost: \$99 if paid by Wednesday, November 21
 4 DRE Credits

** These courses are approved for continuing education credit by the California Department of Real Estate. However, this approval does not constitute an endorsement of the views or opinions which are expressed by the course sponsor, instructor, authors or lecturers. You must attend 90% of the class & have proof of identification to qualify for DRE Credits.

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Ethics Corner

CODE OF ETHICS ARTICLE 6

REALTORS® shall not accept any commission, rebate, or profit on expenditures made for their client, without the client's knowledge and consent.

When recommending real estate products or services (e.g. homeowner's insurance, warranty programs, mortgage financing, title insurance, etc.). REALTORS® shall disclose to the client or customer to whom the recommendation is made any financial benefits or fees, other than real estate referral fees, the REALTOR® or REALTOR'S® firm may receive as a direct result of such recommendation. (Amended 1/99)

CASE INTERPRETATION: Case #6-5: Advertising Real Estate-Related Products and Services (Adopted November 2006)

REALTOR® X, a principal broker in the firm XY&Z, prided himself on his state of the art website that he used both to publicize his firm and to serve the firm's clients and customers electronically. REALTOR® X maintained positive business relationships with providers of real estate-related products and services including financial institutions, title insurance companies, home inspectors, mortgage brokers, insurance agencies, appraisers, exterminators, decorators, landscapers, moving companies, and others. Given the volume of business REALTOR® X's firm handled, several of these companies advertised on the XY&Z home page and some of these, including the Third National Bank, included links to their own websites.

Buyer B, who had earlier entered into an exclusive buyer representation agreement with XY&Z, received frequent, automated reports from REALTOR® X about new properties coming onto the market. Hoping to purchase a home in the near future, he took advantage of REALTOR® X's rich website to familiarize himself with the real estate-related products and services advertised there. Hoping to expedite his purchase experience by pre-qualifying for a mortgage loan, Buyer B went to REALTOR® X's website and clicked on the Third National Bank's link. Once at the bank's website, he found a mortgage to his liking, completed the on-line application process, and learned in a matter of days that he was qualified for a mortgage loan.

In the meantime, Buyer B's property search guided both by REALTOR® X personally and through periodic updates from REALTOR® X's website, proved fruitful. REALTOR® X and Buyer B visited a new listing on Hickory Street several times. Buyer B decided it met his needs and made an offer which was accepted by the seller.

A few weeks after the closing, Buyer B hosted a housewarming attended by his friend D, a website designer who had, coincidentally, been instrumental in developing REALTOR® X's website. Buyer B told D how helpful the information from REALTOR® X's website had been. "You know, don't you, that each time a visitor to REALTOR® X's website clicks on some of those links, REALTOR® X is paid a fee?"

asked D. "I didn't know that," said Buyer B, "I thought the links were to products and services REALTOR® X was recommending."

Buyer B filed an ethics complaint against REALTOR® X alleging a violation of Article 6 for having recommended real estate products and services without disclosing the financial benefit or fee that REALTOR® X would receive for making the recommendation. At the hearing, REALTOR® X defended himself and his website, indicating that the advertisements for real estate-related products and services on his website were simply that, advertisements, and not recommendations or endorsements. He acknowledged that he collected a fee each time a visitor to his website clicked on certain links, regardless of whether the visitor chose to do business with the "linked to" entity or not. "In some instances I do recommend products and services to clients and to customers. In some instances I receive a financial benefit; in

others I don't. But in any instance where I recommend a real estate-related product or service, I go out of my way to make it absolutely clear I am making a recommendation, and I spell out the basis for my recommendation. I also disclose, as required by the Code, the financial benefit or fee that I might receive. Those advertisements on my website are simply that, advertisements, no different than classified ads run in the local newspaper."

The hearing panel agreed with REALTOR® X's rationale, concluding that the mere presence of real estate-related advertisements on REALTOR® X's website did not constitute a "recommendation" or "endorsement" of those products or services, and that the "click through" fee that REALTOR® X earned when visitors to his website linked to certain advertisers' sites was not the type of financial benefit or fee that must be disclosed under Article 6.

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SAR Centennial Celebration

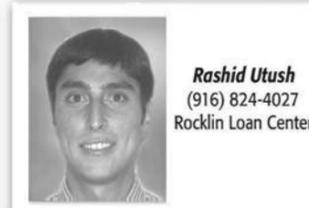
In 2008 SAR will celebrate its 100th anniversary. To document the long history of the Association SAR is collecting historic material relating to SAR and to the history of Real Estate in Sacramento. If you would like to donate material and artifacts to the SAR Archive please contact Devyn at 437-1226 or dhenry@sacrealtor.org.

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Regional Meeting Locations

Meeting: CENTRAL
Days held: 2nd-5th Tuesdays
Time: 8:30 - 9:30am
Location: SAR Mack Powell Auditorium
Coordinator: Sherri Radovich
 Washington Mutual 567-5345
Organized caravan: Held on the 2nd and 4th Tuesdays

Meeting: GREENHAVEN/POCKET
Days held: 2nd-5th Tuesdays
Time: 8:30 - 9:30am
Location: Elk's Lodge, 6446 Riverside Blvd., Sacramento
Coordinator: Karla Oppliger
 Coldwell Banker-Dunnigan 422-3756
Organized caravan: no

Meeting: ORANGEVALE
Days held: 2nd-5th Tuesdays
Time: 8:15 - 9:15am
Location: Orangevale Community Center, 6826 Hazel Avenue, Orangevale
Coordinator: Pam Poore
 Century 21 - Select 536-4200
Organized caravan: yes

Meeting: ELK GROVE
Days held: 2nd-5th Tuesdays
Time: 8:15 - 9:30am
Location: Stockman's Community Serv., 9275 E. Stockton Blvd., Elk Grove
Coordinators: Danny Camarena
 Keller Williams 480-8687
Organized caravan: yes

Meeting: FOLSOM
Days held: 2nd-5th Tuesdays
Time: 8:30 - 9:15am
Location: Folsom Community Center, West Rm, 52 Natomas Street, Folsom
Coordinators:
 Brie Cropp, Financial Title, 293-2683
 Jack Falk, Keller Williams, 220-7653
Organized caravan: yes

Meeting: WEST SACRAMENTO
Days held: 2nd and 4th Tuesdays
Time: 8:30 - 9:30am
Location: Yacht Club, 3365 S. River Rd., West Sacramento
Coordinator: Joanie Kapell
 North American Title 869-7048
Organized caravan: yes

Meeting: NATOMAS
Days held: 2nd-5th Tuesdays
Time: 9:00 - 10:00am
Location: Johnny Carino's, 3860 Truxel Rd., Sacramento
Coordinator: Eric Olsem
 Keller Williams 283-7500
Organized caravan: yes

Meeting: DOWNTOWN
Days held: 2nd - 5th Tuesdays
Time: 8:45 - 10:00am
Location: Sutter Square Galleria, 2nd Floor Classroom, 2901 K Street, Sacramento (Parking validated by Chicago Title)
Coordinator: Rob McQuade
 McMartin Realty 320-3433
Organized caravan: yes

PLEASE NOTE: For caravan guidelines, please contact meeting coordinator

GOVERNMENT WATCH

By Eric Rasmusson, Legislative Advocate

The Year to Date Or What Have You Done For Me Lately

As you may have noticed, this edition of Sacramento REALTOR® is a year to date review of sorts explaining to the membership what the association has achieved on the members behalf this year up to this point. In the Association's political programs arena, as we begin to ask the membership to fund its political programs on a voluntary basis, that update takes on a different tone. We really need to be able to adequately answer what the membership really deserves to know:

What, exactly, have you done for me lately?

The association through its Government Relations Committee and its newly revitalized Legislative Committee has continued its charge of watching out for the best interests of the membership. Following are

some of the main issues it has weighed in on, on behalf of REALTORS®.

Rental Inspections

In the City of Sacramento, for several years there has been an ongoing push to require every rental unit to obtain and pass a mandatory inspection done by City inspectors. SAR successfully avoided a mandatory inspection ordinance early in the year by proposing and supporting a pilot program that targeted problem properties and areas for inspection. Following a recent report to the City council, it was determined that some form of regular inspection should be considered. SAR worked diligently to ensure that any ordinance would have minimal impact on REALTORS® and the market. An ordinance with a high level of self-certification is now likely to be heard. Other jurisdiction are very likely to follow suit, therefore SAR has kept abreast of those jurisdictions discussions.

Private Transfer Tax

While the example of a private transfer tax agreement that drove state legislation this year originated in Placer County, the strong push the issue received from SAR leaders helped convince CAR to enter into a strenuous battle against the Building industry and environmental interests. A bill which would have prohibited newly established transfer fees was defeated though the Legislature passed a measure which would require recorded disclosure of any transfer fees and would prohibit collection of said fees if proper disclosure hadn't been made. The bill awaits the Governor's signature as this column is being written. SAR provided testimonial information and documentation in this effort.

Business Licenses

As all of the various jurisdictions within SAR's boundaries began to struggle with budgetary constraints we received word that individual REALTORS® may be charged for individual business licenses rather than being included under the broker or office license. Following some intense lobbying, it was determined that in fact jurisdictions were instead focusing on REALTORS® who were doing business in a city where their office was not located and hence had no valid business license. Efforts to avoid this situation or otherwise minimize additional costs to REALTORS® have thus far been successful.

Fireplace Retrofit

Throughout the country measures have been passed that require old non EPA certified fireplaces to be replaced at point of sale with new clean burning wood burning appliances. While Sacramento may be amongst the top 10 worst non-attainment areas in the country we've been able to avoid drastic fireplace retrofit measures, at least until now. Just recently the Sacramento Metropolitan Air Quality Management District undertook a voluntary effort to encourage "no-burn" days at certain times when the area's meteorology keeps fireplace emissions low to the ground and more likely to be inhaled and ingested. Because the voluntary program was largely unsuccessful in meeting attainment requirements, more drastic measures were suggested. SAR has encourage a mandatory "no burn" program in return for the district not requiring mandatory point of sale retrofits. The issue is ongoing and will require further vigilance.

In addition to the major issues above SAR has followed or otherwise dealt with the following:

- Local disclosure requirements
- Sign restrictions and enhanced enforcement
- Homeowner association restrictions
- Increase government based transfer taxes
- Affordable housing issues and barriers thereto
- Business licenses for rental properties
- Neighborhood preservation proposals that exposed REALTORS® to liability.

As SAR prepares its dues billing and asks you to consider supporting its political programs via the \$197.00 "cost of doing business" contribution please remember all that the volunteer leadership and staff do on a daily basis to protect your ability and right to practice your occupation. As well, you should continue to ask those you've elected and otherwise hired the question: "What have you done for me lately?"

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November — (T) Training Rm; (B) Board Rm; (A) Auditorium

Monday	Tuesday	Wednesday	Thursday	Friday
			1 CRS 202 – Sale Strategies (A) 8:00am – 5:00pm Affiliate/Finance Forum (B) 9:00 – 10:30am CanTree (B) 10:15 – 11:30am REVEI (T) 12:30 – 3:30pm	2 CRS 202 – Sale Strategies (A) 8:00am – 5:00pm RETI Series (A) 9:00am – noon
5 Metrolist Training (T) 8:30am – 4:00pm WCR (A) 12:00 – 1:30pm New Member Orientation (B) 12:30 – 4:30pm	6 Main Meeting (A) 9:00 – 10:30am REVEI (T) 9:30am – 12:30pm Community Relations (B) 10:15 – 11:45am Exams (T) 2:00 – 4:30pm	7 Commercial Forum (A) 7:30 – 9:30am New Member Orientation (B) 8:30am – 12:30pm WINForms (A) 9:00 – 11:30am Interns (B) 2:00 – 3:00pm	8 GRI (A) 8:00am – 5:00pm Realist (A) 9:00 – 11:00am Equal Opportunity/Cultural Diversity (B) 11:15am – 12:30pm REVEI (T) 12:30 – 3:30pm	9 RETI Series (A) 9:00am – 12:30pm
12 SAR Closed Veteran's Day BTI (A) 6:00 – 9:00pm	13 Regional Meetings (Various locations – see page 15 for details) REVEI (T) 9:30am – 12:30pm Government Relations (B) 10:00 – 11:30am Exams (T) 2:00 – 4:30pm	14 New Member Orientation (B) 8:30am – 12:30pm Interns (B) 2:00 – 3:00pm	15 YPC Forum (A) 9:00 – 10:00am WCR Luncheon (A) 11:00am – 2:00pm REVEI (T) 12:30 – 3:30pm	16 RETI Series (A) 9:00am – 12:30pm Legislative Committee (B) 9:30 – 10:30am
19 Metrolist Training (A) 8:30am – 4:00pm New Member Orientation (B) 12:30 – 4:30pm BTI (A) 6:00 – 9:00pm	20 Regional Meetings (Various locations – see page 15 for details) REVEI (T) 9:30am – 12:30pm Exams (T) 2:00 – 4:30pm	21 New Member Orientation (B) 8:30am – 12:30pm Interns (B) 2:00 – 3:00pm	22 SAR Closed for Thanksgiving	23 SAR Closed for Thanksgiving
26 Short Sales (A) 9:00am – 1:00pm New Member Orientation (B) 12:30 – 4:30pm REO Properties (A) 5:30 – 8:30pm	27 Regional Meetings (Various locations – see page 15 for details) REVEI (T) 9:30am – 12:30pm Exams (T) 2:00 – 4:30pm	28 New Member Orientation (B) 8:30am – 12:30pm SAR Closed 1:00 – 2:00pm Interns (B) 2:00 – 3:00pm	29 REVEI (T) 12:30 – 3:30pm	30



SAR Commercial Division

Thursday
October 18, 2007

11:30 a.m. — 1:15 p.m.

SAR Mack Powell Auditorium
Sacramento Association of REALTORS®
2003 Howe Avenue
Sacramento, CA

A "new day" for Commercial practitioners

Annual Commercial Real Estate Membership Luncheon



SAR's Commercial Division will hold its 2nd Membership Meeting on Thursday, October 18 in the SAR Mack Powell Auditorium. Featured speakers include C.A.R.'s Economist Robert Klienhenz discussing the state of the commercial real estate market and the NAR Commercial Alliance Vice President James Marrelli covering issues affecting commercial real estate on the federal level. Plus, be among the first to view the SAR Commercial Division website. Don't miss the opportunity to network with your peers and see for yourself how the industry is changing and how your dues dollars are working for you! **Bring property fliers for display. Limited space available. Register early!**

Highlights of the Program Include:

- Unveiling of SAR Commercial Website
- C.A.R. Chief Economist
- NAR Commercial Alliance Vice President
- Networking

Register by **October 15** and mail to: SAR Commercial Division, 2003 Howe Ave., Sacramento, CA 95825
 Fax to: (916) 922-4103 or call Traci at (916) 437-1210

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