



SACRAMENTO REALTOR®

Making Sacramento a Better Place to Call Home for Over 100 Years

DECEMBER 2010

A PUBLICATION OF THE SACRAMENTO ASSOCIATION OF REALTORS®

2010 In Review

2010 Installation



2010 President Barbara Harsch is congratulated by outgoing President Charlene Singley

The Sacramento Association of REALTORS® 2010 Board of Directors was officially introduced and sworn in at a gathering of over 200 SAR Members and special guests in a colorful and festive "All Aboard" train-themed setting. Barbara Harsch addressed the theme of her tenure as "All Aboard" referring to the train that is SAR. In her analogy, she explained that volunteers are what make this train move. Barbara proved a great "conductor" for the SAR train this year.

Crab Fest



Chair Tim McGuire looks for bidders

Over 400 SAR Members and their friends and families attended the 2010 Crabfest held at the Folsom Community Center in February. In addition to the outstanding crab dinner and entertaining emcee Dave Bender, attendees also enjoyed the live music, raffle prizes, silent and live auction items and a \$1,000 door prize. All proceeds benefitted the Sacramento Salvation Army. The next Crab Fest is planned for February 5, 2011 – same place, same time. Don't miss out!

Ethnic Chamber Mixers



Bob Ingols and friends

Throughout 2010, the SAR Equal Opportunity/Cultural Diversity Committee organized mixers with local ethnic chambers. These mixers, which included the Russian American Media, Asian Pacific Chamber and the Indus Valley American Chamber, served as opportunities for SAR Members to interact with Sacramento's diverse communities of business professionals.

Rebuilding Together 2010



Rebuilding Together volunteers

SAR participates with Rebuilding Together in April and October as a Community Sponsor. On these rebuilding days, SAR Members partner with a local company to help rehabilitate an owner-occupied home. Volunteers of all skill levels perform tasks such as painting, landscaping, door hanging, gutter installation, fence rebuilding and everything in between.

Scholarship Main Meeting



2010 SAR Scholarship Winners

For 48 years, SAR has been awarding scholarships to Sacramento area students. This year the Scholarship Trustees were proud to present scholarships to 25 deserving and talented students totaling \$28,250 during our June Main Meeting. The SAR Scholarship Trust is administered by Trustees Perry Georgallis, Sherri Rubly, Judy Schoer, Nick LaPlaca and Peggy Adams.

RAF Spa Retreat



SAR staff Sam Mosley, and volunteers Kellie Swayne, Steve Ostrom, Rob McQuade, Erin Attardi, Kevin Cooper and Marty Swingle

The Sacramento Association of REALTORS® had a great presence at the June Midyear California Association of REALTORS® Meetings. The REALTOR® Action Fund (RAF) Committee hosted a spa retreat fundraising event for RAF, in conjunction with Legislative Day.

Sip and Support



Pam Poore, Tom DiGiacomo and Steve Cassani

The 2nd Annual *Sip and Support* fundraiser for the Christmas CanTree

and The Salvation Army was another hugely successful event. The theme for the event was "Ha-wine-ian Style" and included a roasted pig at the Old Sugar Mill. Carvalho Winery provided the wine and the Halie O'Ryan Band rocked the night away.

Masters Club Golf Tournament



Golfers Bobby Campbell and Dave Boliard show their Halloween spirit

This year marked the 30th Annual Masters Club Golf Tournament, held at the North Ridge Country Club. All the proceeds from this event were donated to three local charities. The proceeds of \$12,000 were distributed on November 20th at the annual breakfast held at the Del Paso Country Club. The recipient charities were Wellspring Women's Center, The GreenHouse and Moral Values Program (MVP).

Bowling for the American Dream

The 3rd Annual Bowling for the American Dream was held on Saturday, September 25 at Land Park Lanes. This



SAR's Young Professionals Council goes all out for the annual bowling tournament

year's event was another huge success thanks to the support of 23 sponsors and 31 teams who came out and participated in the 1980's themed event. Many thanks to SAR's Young Professional's Council and Housing Opportunities Committee who spearheaded the planning efforts of the event, which raised over \$3,000 for the C.A.R. Housing Affordability Fund. The bowling tournament is part of a statewide tournament put on by C.A.R.HAF.

Christmas CanTree

A team with 28 years of history behind it, the Salvation Army and SAR's Christmas CanTree combined efforts once again to make 2010 a festive CanTree year. SAR's CanTree success is also dependent upon the generous giving of individuals and offices who host their own fundraisers. As you do your holiday shopping, watch for the SAR CanTrees – one will be standing near Macy's in Country Club Plaza Mall, the Sunrise Mall and in Elk Grove's Secret Garden.

28th ANNUAL CHRISTMAS CANTREE

Once again building on successive years of Christmas CanTree displays, Sacramento REALTORS® and Affiliates are raising public awareness of the Salvation Army's Holiday Food Basket Program.

The 28th Annual SAR Christmas CanTree project consists of trees of canned goods in three locations throughout the Sacramento region for the holiday season. Fifteen-foot tall CanTrees have been built at the Secret Garden in Elk Grove; at the Country Club Plaza in Sacramento; and at the Sunrise Mall in Citrus Heights.

Each tree is constructed with over 400 cases of canned food, weighing nearly five tons and took three to four hours of intensive teamwork by a crew of 30 to 40 volunteers to build.

More than 150,000 local individuals are expected to benefit from the money raised and food contributed through CanTree, according to The Salvation Army. The food donated will be distributed to needy families and individuals through The Salvation Army's Holiday Food Basket and year-

round food assistance program. The CanTree is a critical factor in successfully feeding thousands of people in the Sacramento region. The Christmas CanTree Project routinely raises more than \$65,000 per year.

One of the largest fundraisers for the CanTree is the Annual Crab Festival put on by the CanTree Committee. The next event is scheduled for February 5, 2011 at the Folsom Community Center. For more information, to purchase tickets or to become a sponsor, please contact Deborah Grinnell at 916-437-1209.



Sacramento Association of REALTORS®

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Charlene Singley Immediate Past President

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Linda Wood

The mission of the Sacramento Association of REALTORS® is to enhance the ability of its Members to practice their profession ethically and effectively, to serve the community and to protect private property rights.

Here to Serve You

SAR Staff

Feel free to call us direct.

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Retail Center Assistant

Monday - Friday 7:30 am - 4:30 pm
Saturday 9:00 am - 2:30 pm



2010 PRESIDENT

BARBARA HARSCH



There aren't enough words to fully express my appreciation for the wonderful job done by staff, committee chairs and vice chairs, the committees themselves, the five task forces and anyone else who has made this notable and successful year. When we said ALL ABOARD, we're off on an adventure, they climbed on the 2010 SAR Train with enthusiasm and bright ideas. Let's review the stops.

The Can Tree Committee under **Tim McGuire** and **David Boliard** put on the Crab Fest and Sip 'n' Support and has just finished building three CanTrees for the Salvation Army.

The Housing Opportunity Committee not only put on two successful "Show Me The Money" seminars but, the thousands of hours of work by **Kevin Nunn**, Chair; **Linda Bennett**, Vice-chair, **Scott Short**, **Bobbi Glassel** and others, developed the ECO grant program.

The Equal Opportunity Committee put on events to get to know the Russian, Asian and Indus Valley communities, sponsored a table at the Hmong New Year celebration and Southeast Asia Games, and through the efforts of **Jennifer Odama**, **Elena Crawford** and **Sandi-Burden Bradley** obtained a grant from NAR for the Cultural Diversity event.

PRESIDENT'S PERSPECTIVE

IF YOU SEE 'EM, TELL 'EM THANKS!

The Young Professionals, led by **Erin Attardi** and **Nikki Chapman**, were everywhere. Did you go to their vendor fair, Bowling for the American Dream or the Masquerade Ball? All were successful fundraisers for charity, plus they put on a forum every month. Such energy!

Education soared this year thanks to the leadership of **Deniece Ross-Francom** and **Leon Williams**. Attendance is up 44% so far this year – we've had more than 4000 class attendees.

Masters Club, headed by **Brian McMartin**, put on many events including the golf tournament and the annual breakfast where they gave \$4,000 to Moral Values Program (MVP), The Greenhouse and Wellspring Women Center.

The Scholarship Trustees, chaired by the indefatigable **Perry Georgallis**, gave out to \$28,250 to 25 deserving and talented local students.

Government Relations under **Charlene Singley** kept a watchful eye on politics and the Budget Committee, led by **Kathy Fox**, kept us on a straight financial path.

SAR continues to be recognized for its charitable contributions. **Kathy Russell**, Chair and **Allison Couchman**, Vice-chair, led the Community Outreach Committee.

You should come to at least one of our three forums. Public Issues, led by Judy Covington and **Chris Little**; Industry Update, chaired by **Doug Covill**, and Real Estate Finance, chaired by **Scott**

Short, meet every month and will help you learn vital information.

Pro Standards, led by **Leigh Rutledge**, chair, and **Bruce Werking**, vice-chair, and the Grievance Committee, under **Tina Jones** and **Kevin Cooper**, help uphold the Code of Ethics that defines us as REALTORS®.

Jeff Jurach and **Garrett Abben** are leading the NorCal Real Estate Expo. One of our most important efforts for looking to the future is our Leadership Academy, led this year by **Mary Willett** and **Stephen T. Webb**.

I appointed five task forces this year that have all done a great job and brought new insights to SAR. **Patrick Lieuw**, Technology Task Force; **Kyle Thompson**, Marketing Task Force; **Paula Swayne**, Business Center; **Kathy Fox**, Satellite Office and **Cathy Snow**, New Member Orientation – thank you all so much.

Under the leadership of **Danny Camarena** and **Izzy Y-Devine**, the regional meetings continued to serve a broad range of our Members.

None of this would happen without our incredible staff. Under the leadership of **Nelson Janes**, our top-notch Executive Vice-President, they are among the most skilled and dedicated staff people you will find.



Your **BRIDGE TO SUCCESS**

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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.



All I can say is WOW! This year has not been boring. Game changing events happened almost every month.

We started out the year with total confusion in the mortgage industry due to the new Good Faith Estimate (aka: GFE 2010). It took most mortgage professionals at least a month or two to understand the new form and the impact it would have on the consumers and themselves.

Consumers received overinflated GFEs to protect the loan officer from underdisclosing everyone's fees in the transaction. If certain fees were underdisclosed, the loan officer would have to pay for it out of his/her pocket. One of the mysteries with the new GFE 2010 is that there is no place on the GFE 2010 to sign. There is a separate form for signatures. Now where is the consumer benefit from this change?

While struggling with the new GFE 2010, HUD/FHA released a waiver that they will allow "less than 90-day flips" to be financed with FHA loans (another program with a ton of misinterpretation).

Oh, did I forget to mention that HUD/FHA decided January 1, 2010 to adopt HVCC (Home Value Code of Conduct) practices for all their FHA loans. The industry thought HUD would have seen the "train wreck" Fannie and Freddie created with HVCC and steered away. But in the spirit of follow the leader, HUD jumped in with both feet. Can you say complexity, when you have HUD's version of HVCC and the new appraisal requirements for the "less than 90-day flips?" This is just another reason the industry slowed down even more at the beginning of the year.

While all this added pressure on the mortgage industry was brewing, along come the NMLS (Nationwide Mortgage Licensing System) testing requirements for all loan officers except for the Bank (Federal Depositories) loan officers. This was a test outside of most loan professionals' DRE licenses. NMLS required loan officers to take a federal and a state test to continue in the mortgage origination for 2011.

Earth Day created another federal business requirement. The EPA required a lead-based paint disturbance policy. This meant contractors had to have new special training and certification to handle lead-based paint.

October 2010 was the month that HVCC was supposed to "ride off into the sunset." The new version is called A.I.R., (Appraiser Independence Requirements) pretty much just a name change. There is a glimmer of hope with the Federal Reserve working on its own version of appraisal policy.

So, if you thought you were not tough, just look back over this year and pat yourself on the back for surviving. This year could have been worse without all the hard work by NAR, C.A.R., CAMP and NAMB lobbying to keep our industry from worse issues.

The Year in Review

Flood Insurance

The Mortgage Servicing News article in the November 2010 edition explained some of the reasons behind the roller coaster.

The flood insurance program is \$19 billion in debt to the US Treasury, and according to the Senate Banking Committee Chair Chris Dodd, not likely to repay what it owes. Earlier this year, the House cleared legislation that would extend NFIP for five years. But other members of the panel disagreed. "We need to get a permanent law in place," said Senator Jim Bunning (R-KY). He wants to put the program on an even keel as soon as possible by requiring owners in flood-prone areas to pay their full actuarial rates for coverage. But Senator

Charles Schumer (D-NY) and John Tester (D-Mont) prefer a far slower approach. Both law makers said they would support the provision in the House-passed bill that would delay boosting premiums and redrawing the flood maps for five years and then phase in premium increases over the next five years.

Now for less depressing hindsight

Fannie Mae announced they are extending their loan limits through 2011.

If you have any questions or comments please contact me; Scott Short, First Priority Financial, 916-421-8559 or scott.short@comcast.net. www.shorthomeloans.com

2010



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Membership Pays Off

As a REALTOR® Broker you can save \$3,400 a year while a SAR REALTOR® agent can save \$2,700 a year taking only moderate advantage of your SAR Membership. Without exaggerating, here's how it breaks down...

Education

Non-Member half-day education program average cost:	\$63
Member-only Real Estate Training Institute total cost \$99 or \$9 per session for 10 half-day sessions:	- 9
Member savings per session:	\$54

Overall Member Savings on RETI: \$540

Member-only savings on six classes a year to keep current with the changing market such as Distressed Properties, REOs, Short Sales, Financing Options, HUD Loans, Changes to the C.A.R. Residential Purchase Agreement	60
SAR Individual Member Savings – Education Subtotal:	\$600

Broker Education Card value:	\$1,500
Card cost to SAR Broker:	-200
SAR Broker Member Savings – Education Subtotal:	\$1,300

Average hourly fee for Attorneys:	\$300
Member-only calls to the Legal Hotline:	0
Member-only annual savings for one hour of legal advice:	\$300

Realty Supply Center

Member-only savings on one case of two signposts:	\$49
Three personalized two-line riders:	15
One move-in basket closing gift:	20
100 color copies per month:	700
10 trees for three clients:	200
Four upgraded oil changes	164
Member-only savings - Realty Supply Center subtotal:	\$1,148

Events

Attendance at a Terry Watson seminar outside SAR:	\$85
Attendance at SAR's Main Meeting featuring Terry Watson:	0
Member-only Savings at one Main Membership Meeting:	\$85

Attendance at an outside conference with three speakers:	\$300
Attendance at SAR's Fall Conference featuring Matthew Ferrera, Jim Casey and Jay Grant:	25
Member-only savings at one major SAR event:	\$275
Member-only savings – SAR Events subtotal:	\$360

zipForm®

Non-member annual cost:	\$599
Member-only cost (included in dues):	0
Member-only savings – zipForm® subtotal:	\$599

SAR BROKER ANNUAL SAVINGS: \$3,400

SAR INDIVIDUAL MEMBER ANNUAL SAVINGS: \$2,700

Dispute Resolution/Professional Standards

This covers services vital to your profession – risk management, dispute resolution and upholding the REALTOR® Code of Ethics. Significant savings can be realized here and are not included in the total above. Why? Not all of you need these services in any given year and we are not exaggerating the value of your Membership. If you do need mediation or to enter an arbitration, here are your Member savings as compared to facing the same situations as a non-REALTOR®:

Non-Member mediation at \$350/hour, four-hour minimum:	\$1,400
Member ethics mediation with no minimal hours, up to:	215
Member-only savings per mediation:	\$1,185

Non-member arbitration averaging \$650/hour, usually three hours in duration without a panel of peers:	\$1,950
Member-only arbitration, potentially refundable fee:	250
Member-only savings per arbitration:	\$1,700

Added SAR Individual and Broker Member Savings - Dispute Resolution/Professional Standards subtotal: \$3,185

Political Action

And then there's REALTOR® advocacy along with the protection of private property rights – a job being done with strength and effectiveness at the local, state and national levels of government and supported not by your dues but only through contributions to the REALTOR® Action Fund.

In fact, each year two-thirds of approximately 2,000 bills introduced in the state legislature alone have the potential of affecting our industry.

Some examples of savings through REALTOR® advocacy...

Preserving dual agency	\$2,203
Preventing point-of-sale retrofits	3,126
Reducing exposure to lawsuits	1,435
Preserving mortgage interest deductions	5,424
California Housing Finance Agency's impact on market	116

REALTOR® Action Fund Savings to your Business: \$12,303

What can I say? In these challenging times the numbers speak for themselves – and for you.

SAR Member Benefit of the Month:

Broker Tuition Card

SAR makes real estate education affordable with our Broker Tuition Card. Designed to assist our Broker Members in providing quality training to their agents, this tuition card costs \$200 and entitles holders to 12 months of classes (a \$1500 value)*.

There are a few ways to use this card. An SAR Broker can purchase the card for one agent's personal use or several agents using it interchangeably

(e.g. one agent attends an RPA class, another attends a Lunch and Learn). SAR REALTORS® may also purchase the card as long as they notify their brokers ahead of time. There is a limit of four tuition cards per office.

For more information or to purchase a Broker Tuition Card, contact Chris Ly at 437-1210 or cly@sacrealtor.org.

*Designation courses, home studies and video seminars are not included.

MASTERS CLUB APPLICATION TIME IS OPEN

The Masters Club is now receiving applications. Please note the following:

1. The deadline is Monday, January 31, 2011. All applications must be received (not postmarked) at SAR by the 4:30 p.m. to be considered on time and not incur a \$100 late fee.
2. The qualifying amount is: a minimum of 8 transaction ends and 3 million dollars in production or 25 closed ends.
3. If all of your transactions have been entered into MetroList, you need only provide the Masters Club Report from MetroList in addition to the front and back page of the application. You will not need to provide any additional paperwork for each transaction. If the report has not totaled, you will need to attach a tape showing the total of all the transactions reported. If you have transactions that are not listed on the Masters Club Report, you will need to enter them on the Excel spreadsheet, fill out the non-MLS form and attach the requested information listed on the non-MLS form.
4. Application is individual. If you work for a team, you must each qualify. Credit for application is based upon the names entered into the MLS at either 50% or 100%.
5. If you were a previous Masters Club Member and have not paid dues for three years or more, you will start over as a new member.
6. Where do you find all forms and information? Go the <http://mc.sacrealtor.org> and click on Application Process.

If you have any questions, please check the Masters Club Standing Rules or contact Pat Lowell at (916) 437-1206 or plowell@sacrealtor.org.

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CODE OF ETHICS: ARTICLE 2

REALTORS® shall avoid exaggeration, misrepresentation, or concealment of pertinent facts relating to the property or the transaction. REALTORS® shall not, however, be obligated to discover latent defects in the property, to advise on matters outside the scope of their real estate license, or to disclose facts which are confidential under the scope of agency or non-agency relationships as defined by state law. (Amended 1/00)

CASE INTERPRETATION: Case #2-13: REALTOR® Buying and Selling to One Another are Still Considered REALTORS®

(Revised Case #9-23 May, 1988. Transferred to Article 2 November, 1994. Cross-reference Case #1-20.) Reprinted from the Ethics and Arbitration Manual with permission from the National Association of REALTORS®.)

REALTOR® A owned a home which he listed through his own brokerage firm. The property listing was filed with the Multiple Listing Service of the Board. REALTOR® B called REALTOR® A and told him of his interest in purchasing the home for himself. REALTOR® A suggested a meeting to discuss the matter. The two agreed upon terms and conditions and the property was sold by REALTOR® A to REALTOR® B.

A few months later during hard rains, leakage of the roof occurred with resultant water damage to the interior ceilings and side walls. REALTOR® B had a roofing contractor inspect the roof. The roofing contractor advised REALTOR® B that the roof was defective and advised that only a new roof would prevent future water damage.

REALTOR® B then contacted REALTOR® A and requested that he pay for the new roof. REALTOR® A refused, stating that REALTOR® B had a full opportunity to look at it and inspect it. REALTOR® B then charged REALTOR® A with violation of Articles 1 and 2 of the Code of Ethics by not having disclosed that the roof had defects known to REALTOR® A prior to the time the purchase agreement was executed.

At the subsequent hearing, REALTOR® B outlined his complaint and told the Hearing Panel that at no time during the inspection of the property, or during the negotiations which followed, did REALTOR® A disclose any defect in the

roof. REALTOR® B acknowledged that he had walked around the property and had looked at the roof. He had commented to REALTOR® A that the roof looked reasonably good, and REALTOR® A had made no comment. The roofing contractor, REALTOR® B had employed after the leak occurred, told him that there was a basic defect in the way the shingles were laid in the cap of the roof and in the manner in which the metal flashing on the roof had been installed. It was the roofing contractor's opinion that the home's former occupant could

not have been unaware of the defective roof or the leakage that would occur during hard rains.

REALTOR® A told the panel that he was participating only to prove that he was not subject to the Code of Ethics while acting as a principal as compared with his acts as an agent on behalf of others. He pointed out that he owned the property and was a principal, and that REALTOR® B had purchased the property for himself as a principal. The panel concluded that the facts showed clearly that REALTOR® A, the seller, did

have knowledge that the roof was defective, and had not disclosed it to REALTOR® B, the buyer. Even though a REALTOR® is the owner of a property, when he undertakes to sell that property he accepts the same obligation to properly represent its condition to members of the public, including REALTORS® who are purchasers in their own name, as he would have if he were acting as the agent of a seller.

The panel concluded that REALTOR® A was in violation of Articles 1 and 2 of the Code.

Invest in RAF and WIN!

The REALTOR® Action Fund is an investment to protect you and your business from onerous government regulations like point of sale requirements.

We are bringing back the fundraising contest. Each office that invests the largest total dollar amount will be recognized at March's Main Meeting and receive an award. Awards will also be given for the highest percent of \$197+ contributors. To have your investment in RAF count towards the contest it must be received by Friday, February 18, 2011.

For this contest, offices will be divided based on size:

- 1-4 Agents
- 5-10 Agents
- 11-24 Agents
- 25-50 Agents
- 51+ Agents



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SAR EDUCATIONAL OFFERINGS

DATE	TIME	CLASS	COST	TOPIC	INSTRUCTOR
January 19	8:00 – 9:30am	Negotiating Leases for Commercial Tenants	\$10	<ul style="list-style-type: none"> • What brokers can expect from cautious tenants • How lenders and title companies have bigger roles to play • SNDAs, leasehold title insurance, memoranda of lease & title priorities • Tenant remedies for landlord defaults, from self-help to leasehold tenants • Designing leases to maximize tenant advantages, from pass-through to options 	William Hunter
January 24	9:00am – 12noon	Understanding Blackberry 101	\$55	<ul style="list-style-type: none"> • Model differences and what to buy • Desktop software & syncing • Outlook with Blackberry • Featured Icons • Setting camera for picture taking • Software and Apps for REALTORS® 	Kurtis Bieber
January 24	1:30 – 4:30pm	How Google Works	\$55	<ul style="list-style-type: none"> • Who your #1 client is • The requirements of the internet • Learn about free tools and how to use them • Keywords and key phrases and why they are important • How SEO affects your visibility on the internet 	Kurtis Bieber
January 25	9:00am – 12noon	Creating the Ultimate Paperless Office	\$45	<ul style="list-style-type: none"> • How to turn your computer into the ultimate virtual office • Setting up virtual filing cabinets, folders and sub-folders • How to use the most real estate related functions in Microsoft Word® and Excel® • Sending and receiving faxes online, never to use to a traditional fax machine again • Using a portable document format (PDF) program to send all documents through email or fax • Using a tablet computer to get clients signatures directly on your screen on any and all documents DRE Credit: 3 hours	Jeffrey Raskin
January 25	1:30 – 4:30pm	Cameras, Phones & Practical Applications	\$45	<ul style="list-style-type: none"> • Phones – what are the best ones to use for real estate, beaming contracts, virtual cards, etc. • Cameras – best cameras to use and different functions for best use • Video Cameras – Flip vs. traditional video cameras and how to use them to market • Websites – Different websites for marketing pictures and uploading videos 	Jeffrey Raskin
January 27-28	9:00am – 5:30pm	Certified Distressed Properties Expert Designation	\$449	<ul style="list-style-type: none"> • 320+ page distressed property field manual • Complete short sale forms disk • Error-proof short sales submission guidelines • Flowcharts for every foreclosure solution • Complete sample short sale package DRE Credits: 13 hours	Aaron Lewis

All classes listed above are held at SAR's Mack Powell Auditorium. To register online, visit ims.sacrealtor.org. Questions - contact **Chris Ly** or call 916.437.1210. (Please contact us for non-Member pricing.) Prices listed reflect early-bird fees.

Cancellation policy: If you cannot attend a seminar for which you have registered, you may send a substitute. You will receive a full refund when cancelling 24 hours in advance. If you cancel less than 24 hours in advance, your registration fee will be forfeited.

* This course is 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, pass a written exam and have **proof of identification** to qualify for DRE Credits.

All costs listed are based on SAR's early bird fee

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JANUARY CALENDAR OF EVENTS

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SAVE THE DATE 2011 SAR Officer and Director Installation and Awards Ceremony Tuesday, January 11, 2011 Reception at 11:30 am Luncheon and Program will begin at Noon
3	4	5 New Member Orientation (B) 8:30am - 12:30pm	6 Real Estate Finance Forum (A) 9:00-10:30am Cantree Committee (B) 10:15-11:30am	7 SAR Closed – Staff Meeting (B) 7:30 – 8:30am	
10 Education Committee Meeting (B) 9:00 – 10:00am	11 Officers and Directors Installation (A) 11:30am – 2:00pm	12	13 GRI (A) 8:00am – 5:00pm Realists (A) 9:00 – 11:00am Equal Opportunities Committee (B) 11:30am – 1:00pm	14	
17 SAR Closed Martin Luther King, Jr. Day	18 Regional Meetings* 8:30-9:30am NorCal Real Estate Expo (B) 2:00 – 4:00pm	19 Negotiating Leases for Commercial Tenants (A) 8:00 – 9:30am MetroList Seminar (A) 9:00 – 11:00am	20 Young Professionals Council Forum (A) 9:00 – 10:00am WCR Luncheon (A) 11:00am – 2:00pm	21 Public Issues Forum 9:30 – 10:30am	
24 Blackberry 101 (A) 9:00am – 12:30pm How Google Works (A) 1:30 – 4:30pm	25 Regional Meetings* 8:30-9:30am Creating a Paperless Office (A) 9:00am – 12noon Cameras, Phones, Websites & More (A) 1:30 – 4:30pm	26 SAR Closed – Staff Development 1:00 – 2:00pm Housing Opportunity Committee (B) 2:30 – 4:00pm	27 Certified Distressed Property Expert (A) 8:30am – 5:00pm Equal Opportunities/Cultural Diversity Committee (B) 1:00 – 2:00pm	28 Certified Distressed Property Expert (A) 8:30am – 5:00pm Industry Update (B) 9:00 – 10:00am	
31	SAVE THE DATE Masters Club Educational Roundtables: Friday, February 4, 2011.				



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This month our spotlight is on Masters Club Member Rosanna Garcia of Garcia Realty. Eva Garcia, Rosanna's mother, opened Garcia Realty in the 1960's. Growing up in Sacramento, Rosanna and her brother, Franco, always worked in real estate by cleaning up properties, handing out flyers and assisting with open houses when they were younger. Both siblings have been licensed since they finished high school.

Rosanna took a break from real estate from 1992-2002, when she owned three restaurants in Southern California with her husband, Jeff. Don't complain to her about the difficulties of being a REALTOR®. "Real estate is a walk in the park compared to the restaurant business." Working the long, stressful hours of restaurateurs for a decade down south took its toll, and Rosanna and Jeff were ready to "come back to the better part of the state" and return to real estate.

Rosanna attributes her successful career to believing in real estate as a sound investment. "In order to get wealthy," she advises, "you need to invest in the product." She owns rental properties herself, so her customers can see that she practices what she preaches.

She feels more credible advocating for real estate investment since she follows this advice herself.

In her spare time, Rosanna enjoys traveling, including attending the NAR convention in New Orleans last month, and walk-

ing her beautiful and friendly dog, Fred.

Once again it is December, and all SAR Members know what that means. Besides CanTree events, it is time to fill out your Masters Club application. If you have not quite reached the \$3 million in sales and eight transaction ends, you still have a little time to close some deals before the end of the year. Go to the Masters Club website, www.SARMastersClub.com, to get all of the details and step-by-step instructions for submitting your application. The deadline to have your application received at SAR is January 31. Put this at the top of your holiday list of things to do!

Our Annual Golf Tournament in October raised over \$12,000 for charity. Special thanks to Golf Tournament Chair Steve Galster for his tireless efforts in organizing the tournament. In addition, the tournament would not have been successful without the enthusiastic golfers and generous sponsors who supported the Masters Club and our designated charities.

Our Annual Breakfast in November is always a heart-warming event and a great way to begin the holiday season. The money generated at the our golf tournament was given to the three local charities that the Masters Club chose to support this year. Moral Values Program (MVP), The Greenhouse and Wellspring Women Center each received a little over \$4,000.

The Masters Club volunteers at Loaves and Fishes on the fifth Monday on the month.

Chair Patti Martinez works the phones and emails to gather enough workers for our designated days, but she got a bit of a break for November 29. The Windermere Granite Bay real estate office volunteered to fill all of the spots for the morning prep shift and the afternoon serving shift. Thank you to Windermere Granite Bay for representing the Masters Club and reaching out to help those in our community.

Looking forward to 2011, our Educational Roundtables will be held on February 4. Chair Linda Wood and her committee promise to provide a great opportunity to learn about relevant topics from Masters Club Members. Topics will include short sales, marketing/sales skills and smart phone apps. More details will be available soon, so check the Masters Club website.

This is the perfect time to thank the SAR staff that keeps the Masters Club running so smoothly throughout the year. Without Pat Lowell, Greg Wilson, Deborah Grinnell, Judy Wegener and Liliya Mishchuk, the Masters Club Steering Committee would be pulling its hair out trying to plan events, raise money for charity and advertise in local publications. On behalf of the entire Masters Club Steering Committee, THANK YOU!

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OCTOBER 2010 DATA FOR SACRAMENTO COUNTY AND THE CITY OF WEST SACRAMENTO

MLS STATISTICS for October 2010 Data for Sacramento County and the City of West Sacramento

SINGLE FAMILY HOME RESALES

Monthly Statistics	Current Month	% of Total Sales	Last Month	Change	% of Total Sales	Last Year	% of Total Sales	Change
New Listings Published	2,198		2,261	-2.8%		1,869		17.6%
Active Listing Inventory †	5,319		5,139	3.5%		5,392		30.9%
Active Short Sale Contingent *	1,740		1,736	0.2%		n/a		
Number of New Escrows	1,305		1,235	5.7%		1,582		-17.5%
Number of REO Sales	537	40.0%	547	-1.8%	38.2%	713	41.6%	-24.7%
Number of Short Sales	315	23.5%	362	-13.0%	25.3%	356	20.7%	-11.5%
Conventional Sales	489	36.5%	524	-6.7%	36.6%	647	37.7%	-24.4%
Total Number of Closed Escrows	1,341	100.0%	1,433	-6.4%	100.0%	1,716	100.0%	-21.9%
Months Inventory	4 Months		3.6 Months	11.1%		3.1 Months		29.0%
Dollar Value of Closed Escrows	\$275,395,707		\$288,261,446	-4.5%		\$357,138,323		-22.9%
Median	\$179,500		\$180,000	-0.3%		\$185,000		-3.0%
Mean	\$205,366		\$201,441	1.9%		\$208,123		-1.3%
Mode	\$200,000 - \$249,999		\$200,000 - \$249,999			\$200,000 - \$249,999		

Year-to-Date Statistics	01/01/10 to 10/31/10	01/01/10 to 10/31/10	1/1/2009	Change
	SAR monthly data, compiled	MetroList YTD data	10/31/2009	
Number of Closed Escrows	14,621	15,246	16,901	-13.5%
Dollar Value of Closed Escrows	\$3,053,343,146	\$3,161,068,216	\$3,363,475,200	-9.2%
Median	\$184,900	\$184,900	\$175,000	5.7%
Mean	\$208,833	\$207,338	\$199,010	4.9%

CONDOMINIUM RESALES

Monthly Statistics	Current Month	% of Total	Last Month	Change	% of Total	Last Year	Change
New Listings Published	198		219	-9.6%		201	-1.5%
Active Listing Inventory †	526		529	-1.3%		557	26.0%
Active Short Sale Contingent *	176		182	n/a		n/a	n/a
Number of New Escrows	108		98	10.2%		115	-6.1%
Number of REO Sales	55	49.1%	64	-14.1%	50.0%	77	-28.6%
Number of Short Sales	27	24.1%	28	-3.6%	21.9%	22	n/a
Conventional Sales	30	26.8%	36	-16.7%	28.1%	34	n/a
Total Closed Escrows	112	100.0%	128	-12.5%	100.0%	133	-15.8%
Dollar Value of Closed Escrows	\$11,271,383		\$13,448,653	-16.2%		\$15,744,943	-28.4%
Median	\$88,750		\$79,950	11.0%		\$95,000	-6.6%
Mean	\$100,637		\$105,068	-4.2%		\$199,818	-49.6%
Mode	\$50,000 - \$59,999		\$100,000 - \$119,999			\$100,000 - \$119,999	

Year-to-Date Statistics	01/01/10 to 10/31/10	01/01/10 to 10/31/10	1/1/2009	Change
	SAR monthly data, compiled	MetroList YTD Data	10/31/2009	
Number of Closed Escrows	1,203	1,251	1,124	7.0%
Dollar Value of Closed Escrows	\$120,341,272	\$138,048,231	\$133,723,629	-10.0%
Median	\$88,500	\$88,500	\$99,444	-11.0%
Mean	\$110,350	\$110,350	\$118,971	-7.2%

† includes: Active, Active Release Clause, Active Short Sale, Active Court Approval and Active Court Contingent listings

MLS STATISTICS for October 2010 Data for Sacramento County and the City of West Sacramento

SALE PRICE BRACKET BASED ON FINAL SALES

Selling Price	Single-Fam Res.	% of Total	Condo/PUD	% of Total	Res. Incme.	Res. Lots/Land	Other Res.*
\$29,999 and under	2	0.1%	2	1.8%	0	1	1
\$30,000 - \$39,999	5	0.4%	9	8.0%	0	0	0
\$40,000 - \$49,999	16	1.2%	9	8.0%	1	1	0
\$50,000 - \$59,999	16	1.2%	19	17.0%	1	2	3
\$60,000 - \$69,999	34	2.5%	4	3.6%	0	1	6
\$70,000 - \$79,999	34	2.5%	9	8.0%	2	0	3
\$80,000 - \$89,999	40	3.0%	4	3.6%	2	0	6
\$90,000 - \$99,999	39	2.9%	6	5.4%	3	0	3
\$100,000 - \$119,999	95	7.1%	18	16.1%	4	0	5
\$120,000 - \$139,999	118	8.8%	14	12.5%	4	0	5
\$140,000 - \$159,999	139	10.4%	4	3.6%	10	0	3
\$160,000 - \$179,999	132	9.8%	3	2.7%	6	0	4
\$180,000 - \$199,999	94	7.0%	1	0.9%	3	0	1
\$200,000 - \$249,999	231	17.2%	3	2.7%	6	1	2
\$250,000 - \$299,999	151	11.3%	4	3.6%	2	0	3
\$300,000 - \$349,999	75	5.6%	2	1.8%	4	0	0
\$350,000 - \$399,999	46	3.4%	1	0.9%	1	0	0
\$400,000 - \$449,999	18	1.3%	0	0.0%	5	0	1
\$450,000 - \$499,999	13	1.0%	0	0.0%	0	0	1
\$500,000 - \$549,999	12	0.9%	0	0.0%	0	0	0
\$550,000 - \$599,999	9	0.7%	0	0.0%	0	0	0
\$600,000 - \$999,999	19	1.4%	0	0.0%	0	0	0
\$1,000,000 and over	3	0.2%	0	0.0%	2	0	1
Total	1,341	100%	112	100%	56	6	48

Type of Financing	Current Month		Previous Month		LENGTH OF TIME ON MARKET				
	# of Units	% of Total	# of Units	% of Total	(SFR & Condo) Days on Market	# of Units	% of Total		
(SFR, condo, PUD only)									
Financing Method						Current Month	Last 4 Months	Last 12 Months	
Cash	378	26.1%	443	28.4%	0 - 30	624	43.0%	44.7%	52.2%
Conventional	515	35.5%	520	33.4%	31 - 60	293	20.2%	19.9%	17.1%
FHA	438	30.2%	455	29.2%	61 - 90	170	11.7%	12.0%	10.0%
VA	35	2.4%	49	3.1%	91 - 120	127	8.8%	8.2%	6.5%
Other †	84	5.8%	91	5.8%	121 - 180	149	10.3%	8.9%	7.4%
Total	1,450	100.0%	1,558	100.0%	181+	87	6.0%	6.3%	6.9%
					Total	1,450	100.0%	100.0%	100.0%

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

† includes: cal vet, contract of sale, creative, farm home loan, owner financing

Median DOM: 41
Average DOM: 64
Average DOM 1 - 180 Days: 50
Average DOM 181+ Days: 267

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1. How long have you been a Member of SAR?

Since 1996

2. What did you do before you were in real estate?

I was employed by United Parcel Service (UPS) for over 13 years and continue to be a "Domestic Goddess."

3. What do you like best about being in real estate?

I have been a part of a team with Yoli Manzo for over 13 years. I found it helpful to come together as one for a team concept. I also love the interaction and relationships I have developed with people from varied backgrounds and

cultures. Also, I enjoy knowing that I am offering a service to help families' dreams come true.

4. How have you adjusted to changing market conditions in the past couple years?

Education, education and more education. I continually educate myself to keep my skills sharp. I embrace change and I stay ahead of the curve by education through SAR and other industry professionals. I love learning new and exciting marketing ideas.

5. What have been some of your favorite programs/committees/activities at SAR?

Of course, SAR's Leadership Academy. I have also participated in CanTree, Cultural Diversity Day, Master Club, Lunch and Learns and SAR's Real Estate Finance Forum.

6. Why did you decide to join SAR's Leadership Academy?

I was highly encouraged by other SAR Directors and past Leadership Academy graduates to participate in this academy. I have a new profound respect for ALL benefits of SAR, leadership and staff. The Leadership Academy has given me an understanding of why we should participate in our Association.

7. Technology has changed a great deal in recent years – how have you kept up-to-date?

Numerous classes provided through SAR have allowed me to leverage my time for clients and activities. Technology has also allowed me to be more efficient with my business and use social media networking to conduct business in today's environment.

8. Words of wisdom for your fellow real estate professionals?

"Maintain your HIGH Standards"

9. Hobbies or other activities?

I enjoy dates with my husband, Alex; reading, movies, cooking, crafts, event

planning, spending time with my family and activities with my church.

10. How long have you lived in Sacramento?

Over 35 years

11. What are some of your favorite places to visit?

Mexico, Hawaii and New York

12. What would you do if you weren't a real estate professional?

A profession that serves others...

13. What's a good book you've read recently?

"Getting to Happy" by Terry McMillian

14. What would people be surprised to learn about you?

I was born and raised in Elmendorf, Alaska. I have been married for over 26 years, raised two beautiful grown children (Monniece and Alex). My husband and I have also raised five foster children since 1990 and we own a catering company.

Fall market showing characteristic slowing, median price remains flat

On par with a normal fall/winter trend of decreased sales volume, October showed a 6.4% decline in sales from 1,433 to 1,341 units. Making up these sales were 537 REOs (40%), 315 short sales (23.5%) and 489 conventional sales (36.5%). These numbers have changed slightly month to month with REOs up

4.7% and short sales and conventional sales down 7.1% and .2%, respectively.

The median sales price remained relatively flat, decreasing .3% from \$180,000 to \$179,500. Compared with the same month last year (\$185,000), the number is down 3%. The \$200,000 - \$249,999 price range mode still accounts for a

majority (17.2% or 231 units) of the 1,341 total sales this month, while homes under \$100,000 totaled 186 (13.8%) units. Conventional financing continued as the primary source of all home and condo sales (515, 35.5%) with cash (378, 26.1%) and FHA financing (438, 30.2%) making up the two other large categories. Month to month, conventional financing increased by 6.2%, FHA financing increased by 3.4% and cash financing decreased 8%. VA loans (35, 2.4%) and other financing (84, 5.8%) rounded out the remainder. The other category includes CalVet, contract of sale, creative, farm home loan and owner financing. The median amount of days spent on the market (from list date to opening escrow) was 41 – up from the 39 median DOM for sales in September.

Active Listings numbered 5,319 properties and Active Short Sales Contingent showed 1,740. Active Short Sale Contingent properties are short sale properties on which initial offers have been made. The Housing Market Supply figure for October was 4 Months – up from 3.6 Months in September. This figure represents the amount of time – in months – it would take to deplete the Active Listing Inventory (5,319) given the current number of

closed escrows (1,341). According to MetroList® MLS data, the average home was 1,714 square feet. Of the 1,341 sales in October, 135 (10%) had 2 bedrooms or fewer, 698 (52%) had 3 bedrooms, 414 (30.8%) were 4 bedroom properties and 92 properties (6.8%) had 5+ bedrooms.

Condominium Resale Market

Sacramento condominium sales decreased for the month to 112 units. This figure is down 12.5% from the 128 units sold in September and down 15.8% from the 133 units sold last year. REO property sales accounted for 49.1% of all units sold while short sales (24.1%) and conventional sales (26.8%) accounted for the remainder. REO condo sales decreased 1.8% this month, while short sales and conventional sales increased, 10% and 4.6%, respectively. The condominium median sales price is up month-to-month with an 11% increase from \$79,950 to \$88,750. This current price is down 6.6% from the \$95,000 median sales price of October 2009. The total listing inventory decreased (1.2%) month-to-month from 711 listings to 702 listings. Of these 702 listings, 176 (25%) were listed as Active Short Sale Contingent, leaving the Active Listing Inventory at 526 units.

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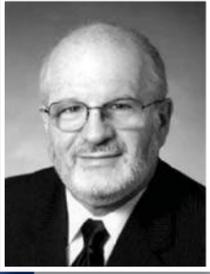
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DAVE TANNER



New C.A.R. Forms Released The Week Of 11/22/10.

by Dave Tanner, Real Estate Broker/Attorney, Hanson Law Firm

disclaimer that the CO2 detector may not meet current safety standards. The MHTDS has similar revisions.

The new TDS and MHTDS also incorporate the smoke detector and water heater certifications in Section II D of the TDS. For all transactions where the Seller completes the new TDS there will be no need to use the separate smoke detector and/or water heater disclosure forms. Those forms may still be used for transactions where the Seller does not complete the TDS.

C.A.R. has also released a new form titled Short Sale Information Advisory, SSIA, to replace the old SSL. This is not

a mandatory change but use of the SSIA should provide the broker more protection than use of the SSL.

C.A.R. form SSA has been revised to clarify the lender approval contingency.

C.A.R. forms FLD, SBSA, SPQ and SA have been revised to include references to the new lead paint renovation rules. The SPQ also has a question added in reference to architectural committees and the SBSA has sections added or modified regarding golf course disclosures, formaldehyde, zone maps, high speed rail, legal action, the internet and social media and product recalls.

There also are minor changes to forms BRE, CA, HOA, NCPA, RLA, REO, REOL and WHSD. Although use of the new and revised forms is optional, except for the TDS and MHTDS, you are strongly encouraged to use the new forms as soon as they are available. All of the changes made are designed to provide greater protection for you and/or your client.

If you have any questions on this article or any other aspect of real estate law please contact me at 916 447-9181.

YPC Masquerade Ball

There was a buzz in the air as people arrived in their evening wear in November to help raise money for a wonderful cause – the Christmas CanTree, a fundraiser for the Salvation Army. Some came dressed in tuxedos – a few even brought out their capes (for that Phantom of the Opera look) – and most everyone in attendance donned spectacular masks! Music played all evening while friends, old and new, mingled over beverages and dined on delicious cuisine provided by Zocalo's, Tokyo Fro's, and BJ's Brewery.

Guests enjoyed wine tasting provided by Mount Aukum Winery and Heringer Estates while they visited the silent auction and bid on fabulous prizes such as a Tahoe Get-Away, Kings Basketball Tickets; a Pampered Chef gift basket, a MetroList gift basket and many more wonderful items donated by Members. The dance floor was full until the party came to a close at 11:00 pm, thanks to the energy of deejay Rico Rivera and his dance tunes.

We'd like to give a special thanks to our sponsors: Axios Homes – Gold Sponsor; Goree & Thompson Real Estate – Silver Sponsor; Old Republic Home Protection – DJ Sponsor; Essential Home Staging – Décor Sponsor.

The event raised over \$4,000 for the Christmas CanTree/Salvation Army.

Thank you all for your support and mark your calendars for November 18, 2011 for next year's YPC Dance!



Michelle Kloss and Carl Olson

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DECEMBER 2010

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GOVERNMENT WATCH

Election Recap

The Republican Party gained a majority in the U.S. House. It is a very common occurrence in mid-term elections for the party opposite the President to take over one or even both legislative houses in Washington D.C. Locally, Congresswoman Matsui, Congressman Lungren, and Congressman McClintock were all re-elected.

In the County of Sacramento we have a new incoming supervisor in District One, Phil Serma, from an election decided in the June primary. He is taking over for outgoing Supervisor Roger Dickinson who is moving on to the 9th State Assembly seat where termed-out incumbent Dave Jones was elected to be the State Insurance Commissioner. Also on the State Assembly front, Dr. Richard Pan was elected to serve in the 5th Assembly District being vacated by Roger Niello due to term limits. The election of Dr. Pan is significant because the 5th Assembly district is traditionally a Republican seat and was won by a moderate Democrat. Over the next six years it will be an interesting race to watch as the California Democratic Party tries to retain the seat.

In the City of Sacramento 5th Council District, Jay Scheiner won the election to replace Lauren Hammond in the Oak Park and Curtis Park neighborhoods. Ms. Hammond stepped down to run for the State Assembly seat won by Roger Dickinson. Former Police Captain Darrell Fong will replace Robbie Waters in the 7th City Council district covering the Pocket area.

In the City of Sacramento Measure B failed. This was a big win for REALTORS®. Measure B was seeking to overturn a change in utility rates from last year. The increase in utility rates in the City of Sacramento was fair, and reflected the cost increase in raw materials to provide these services. Had they been overturned, it is likely that the City of Sacramento would

have turned to the real estate industry to fill in part of the unexpected budget hole.

The cities of Rancho Cordova and Elk Grove voted to modernize their utility users taxes in Measure E and Measure J respectively. In most areas of the state these tax codes were written years ago before cell phones or BlackBerries. As a result of these antiquated codes, jurisdictions throughout California are at risk of being sued which would cause them to lose these utility users taxes, funding police and fire fighters. To bring the code current with today's technologies, the cities reduced the tax rate from 2.5% to 2.25% but expanded who paid the tax making it more equitable for all residents. Reducing the rate but expanding who pays the tax makes this change revenue neutral to the City. SAR was involved in this code update and received assurances it does not tax web downloads like MetroList or Facebook.

In the City of Elk Grove, Councilmembers Pat Hume and Gary Davis were both re-elected. In the City of Citrus Heights, Jeanie Bruins and Steve Miller were re-elected and planning commissioner Mel Turner was elected to his first term. In the City of Folsom, Kerri Howell, Steve Miklos, and Andy Morin were re-elected. In the City of Rancho Cordova, Dan Skoglund and Linda Budge were re-elected. In the City of West Sacramento, Christopher Cabaldon was re-elected as Mayor, and Mark Johannessen to City Council. Chris Ledesma was elected to his first term on the Council.

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