



# SACRAMENTO REALTOR®

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JUNE 2012

A PUBLICATION OF THE SACRAMENTO ASSOCIATION OF REALTORS®

## Expo Hits a Home Run

Northern California REALTORS® scurried from one session to another, taking in as much as possible during the NorCal Real Estate Expo, May 24 at the Sacramento Convention Center.

The Expo offered 25 classes taught by 20 different instructors and a total of 59 different education sessions. Five exhibitor training sessions rounded out the learning opportunities. The exhibit hall and third floor hallways were loaded with more information from the 61 exhibitors.

"As chairperson of this years expo," Judy Covington said, "I was constantly amazed the excitement and dedication of the volunteer committee. The staff, as always will go above and beyond their scope of duty to make it happen."

The Expo was hosted by 35 REALTOR® associations from throughout Northern California, from the Del Norte Association of REALTORS® to Bay East and from the Marin Associate of REALTORS® to the South Tahoe Association, and all points in between.

### Several attendees from Sacramento shared what they learned:

- Barbara Harsch, REALTOR®: I learned that one can sync a PC and an iPad and an iPhone or Droid by sending everything to iCloud or the Google Cloud, which will mesh languages so that one can access the information from any devise. ("Paperless Home Sales" by Dominic Brandon). There was lots of cool tech stuff...lots!
- Steve Galster, REALTOR® and broker, attended the luncheon with Steve Sax, world champion baseball player: Success takes multiple failures and tremendous focus on a singular purpose.
- Paula Swayne, REALTOR®: I discovered how "user friendly" Google Plus is from Mike Mueller and am excited to give it a try!
- Sue Galster, REALTOR®: In the Top Ten Legal Topics by Dave Tanner, I learned "NEVER, NEVER, NEVER give legal advice to your buyers and sellers except to guide them to a knowledgeable real estate attorney."
- Dennis Reibold, REALTOR®: I was able to use one of the nuggets that I learned at the Expo today and got a new buyer prospect on the way home.
- Barbara Lebrecht, REALTOR®: I learned about some new niche lender products that I had not seen before. It was a good format and very easy to move around from booth to booth.
- Janelle Fallan, SAR Director of Public Affairs: In "Six Steps to Marketing Success," Paul Fingerote said check your own web site for unfinished pages and typos. He showed several examples from Sacramento REALTORS® of web pages that are incomplete.

Sue Gibson, teaching about Facebook pages, advised changing a "Testimonials" button to "Reviews" because that is current terminology.

"I would like to add a special thanks to the sponsors, exhibitors and the presenters and the fashion show ensemble," Judy Covington said. The Expo sponsors were MetroList, Umpqua Bank, Rapattoni, First Northern Bank, Macy's, Comstock Mortgage and C&D Appraisal and Review.



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*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.*

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PATRICK LIEUW

**PRESIDENT'S PERSPECTIVE**

**Education is the key to success in life and Real Estate**

gone to college to be successful. But SAR knows the value of higher education. Over the past 50 years, we have given hundreds of thousands of dollars to hundreds of local students to pursue higher education. Yes, this year's scholarship awards are in their 50th year!

The scholarship fund began as a \$600 program that gave \$100 to \$200 scholarships for Sacramento students attending American River Junior College, Sacramento City College, and Sacramento State College (now California State University, Sacramento). Since then, we have expanded the scholarship program to support students in a variety of other fields at many different institutions.

In my opinion, education is the key to opportunity. That is certainly the case in the United States and the reason why so many people want to come here, including my own family, which came from Hong Kong. I always tried to stay as involved in my kids' education as possible, serving on the Principal's Advisory Committee when they were in high school. My kids certainly knew that they were expected to go to college.

Real estate is one profession in which it is not necessary to have

There is another way that education is a key in real estate. One of the first questions to come out of the mouth of a potential buyer is, "How good are the local schools?" Of course, properties within the boundaries of good schools generally hold their value much better as well.

Education is key to what SAR offers its Members, too. Every week, there are valuable classes that will help you do better at real estate, no matter what level of school you have reached. We always work to make sure we are offering the classes that you want and need. With the broker tuition card, your educational opportunities at SAR are almost unlimited.

**COMMITTEE SPOTLIGHT**

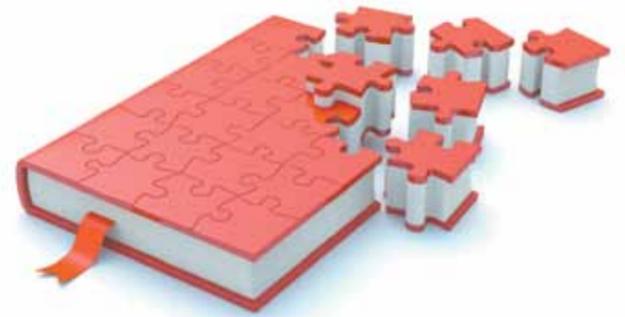
**Education Advisory Committee**

Every career in real estate begins with education. The State of California requires most applicants for a salesperson's license to have taken three college-level courses. And every four years, licensees are required to complete 45 clock hours of DRE-approved continuing education. The Sacramento Association of REALTORS® has your back when it comes to education. The Education Advisory Committee chaired by Sue Frost guides the Association in planning a full calendar of classes. The Committee meets every month to plan topics, vet speakers, and discuss emerging topics in real estate knowledge. This is an open Committee meaning any Member in good standing may join who has indicated interest.

**Committee Members are:**

- Sue Frost, *Chair*
- Franco Garcia, *Vice-Chair*
- Carol Adams
- A.R. Cahee
- Gloria Crane
- John David
- Alan Ercolini
- Barbara Harsch
- Mahnaz Khazari

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**Sacramento REALTOR® Newsletter**

**Editor:** Judy Wegener  
**Publisher:** Ned Foley, Foley Publications  
**Design & Layout:** Scott Arnold, Foley Publications  
**To Advertise:** Foley Publications - 1-800-628-6983

**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.

## Do you or do your clients have a dispute?

What are your options when you have a dispute? As REALTORS®, you know that you are subject to the National Association of REALTORS® Code of Ethics, which allows you or the public to file a disciplinary complaint against a REALTOR® Member of the Association. A filed ethics complaint could result in disciplinary action at a due process hearing if a violation is found. Furthermore, REALTORS® agree to bring their monetary disputes to the Association for arbitration.

While the industry is to be self-policing, hundreds of complaint calls are handled yearly with less than 10 percent of these calls resulting in a filed complaint. This absence of any dispute resolution can leave a trail of dissatisfaction and anger regarding REALTORS® and the REALTOR® profession. To address early resolution of disputes, SAR encourages the use of its ombudsman and mediation services.

### Ombudsman Service:

The Association has identified and trained Members with a thorough knowledge of the Code of Ethics and the Standards of Care in the Sacramento real estate industry, as well as the willingness and patience to help others, to provide ombudsman services. When a phone call from an SAR Member or client of a Member comes into the Association, the caller may be offered the ombudsman service. Staff then contacts an ombudsman to call and advise/assist the caller as needed. The ombudsman may help the complainant understand the issues involved and how the issues relate to the Code of Ethics. The ombudsman may advise the complainant on possible avenues of resolution or simply answer questions. If the matter might be better resolved in a meeting with the respondent, the ombudsman may encourage the complainant to request ethics mediation (more information on this below). If the complainant wishes to file a complaint, the ombudsman might assist the complainant with the preparation of written statements, if needed, and an understanding of what the burden of proof for a hearing might entail. The ombudsman may also be the disputant's REALTOR® representative at any ensuing hearing. The complainant is assured of complete confidentiality during this process.

### Mediation Services:

The Association has trained some Members of the Professional Standards Committee to provide mediation services. Mediators are impartial facilitators of resolution; they do not decide innocence or guilt. Mediation is always voluntary and confidential. The types of mediation services offered by the Association include the following:

**Mediation Prior to Arbitration:** By written request of both the complainant and the respondent to mediate prior to a filed arbitration, SAR mediators are used to assist the parties in finding a resolution to the dispute, thereby avoiding the need for an arbitration hearing. The parties are then also assured of receiving some of their arbitration filing fee back

should the matter be successfully mediated. (In arbitration, the panel determines whether either of the parties will be refunded their deposit fee, if requested.)

**Ethics mediation:** Any party (member of the public, another REALTOR®, or a licensed real estate agent) may request ethics mediation with SAR Members by calling the Association and filling out the appropriate request form. Ethics mediation is an attempt to resolve a dispute before it becomes a written complaint.

**Client or REALTOR®/Client Mediation:** SAR also offers buyer/seller mediation to clients of SAR Members or between a client and REALTOR® where speci-

fied by a contractual agreement such as the listing agreement. These are provided by paid mediators, who may or may not be Members of SAR. There is a charge of \$250 per party. This charge pays for one half of the \$115 filing fee and one hour of mediation at \$150/hour. If the mediation goes beyond two hours, additional monies will be owed for the mediator's services. Since the purchase agreement indicates that parties will mediate their disputes, mediation is an excellent avenue for sellers and buyers to try and resolve the dispute and there is a legal precedent for mediating prior to arbitrating. The very clear advantage of mediation is that the

parties are in control of the final decision as opposed to arbitration where someone else will decide who wins and who loses.

We hope that you will find these services useful and that increased resolution of disputes will enhance the image of the REALTOR®. If you have additional questions or comments regarding these processes, please contact Devyn Henry, SAR'S Professional Standards Administrator, at (916) 437-1226 or by email at [dhenry@sacrealtor.org](mailto:dhenry@sacrealtor.org).

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GREG BISI



## Preventing Identity theft

Many consumers associate identity theft with email solicitations and computer firewall breaches, but checks, credit cards and Social Security numbers remain targets as well. To protect yourself from becoming a victim, follow these tips to prevent identity theft.

### Pay attention to your bank drafts

- Use just your first initial and last name on printed checks. A check forger won't know how you sign your checks, but your bank will.
- Do not print your home phone number or Social Security number on your checks. Use your work phone number. Use a post office box or work address instead of your home address.

- Order new checks from your bank and pick them up at the bank, rather than having them sent to your home mailbox.

### Protect your credit cards

- When paying credit card bills, write only the last four digits of the account number in the check memo line.
- Do not sign the back of your credit card -- instead write, "Photo ID required."
- Photocopy both sides of your driver's license, credit cards and other important contents of your wallet. In the event it is stolen, you will know exactly what is missing.
- Keep a list of your credit card numbers and their toll-free customer ser-

vice numbers so you can cancel cards quickly if lost or stolen. Keep the list in a safe place in your home, not in your wallet.

### Stash your Social Security Number

- Do not carry your Social Security card in your wallet. Memorize the number and put the original card in a safe place.
- If you believe your Social Security number has been compromised, contact the Social Security Administration fraud line 800-269-0271.

### Keep PINs and Passwords confidential

- Do not write your PIN on the back of the card or on anything else in your wallet.
- Use different PINs for each debit and credit card. If you have too many to remember, consider reducing the number of cards you carry in your wallet.
- Do not use easily available information, like your birth date, phone number or part of your Social Security number, for PINs and passwords.

### Reduce your Mail and shred your Trash

- Use post office collection boxes for outgoing mail, rather than your home mail box.
- Shred any trash that may contain personal information, including charge receipts, credit applications, insurance forms, medical statements, checks and bank statements, expired credit and debit cards and direct mail credit offers.
- You can opt not to receive direct mail credit offers by calling 888-567-8688.

### If your wallet is stolen, you should immediately:

- File a police report to document the theft and the wallet contents.
- Contact one of the national credit reporting organizations (listed below) to have a fraud alert placed on your name and Social Security number. The organization you contact is required to contact the other two. If the thief's purchases initiate a credit check, the credit reporting organization can alert the merchant. Placing a fraud alert entitles you to free copies of your credit reports.
- Equifax 800-525-6285
- Experian 888-397-3742
- Trans Union 800-680-7289
- Close all accounts for missing credit cards. Check your credit reports for accounts opened fraudulently.
- File a complaint with the Federal Trade Commission, which maintains a database of identity theft cases, online at [www.consumer.gov/idtheft](http://www.consumer.gov/idtheft). This database assists law enforcement agencies and helps the FTC learn more about identity theft.
- Notify your bank if your wallet contained a checkbook or debit/ATM cards.

For more information contact: Greg Bisi at Mountain West Financial 916-923-5900.



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## Commercial Real Estate Education: A Stepping Stone To Your Success

Commercial real estate is extremely rewarding and challenging and very different than a residential practice. If you are considering making this transition, you need to educate yourself through online resources, SAR's many commercial educational opportunities, taking designation classes (CCIM, IREM, SIOR, etc) or through in-house training at a reputable commercial real estate firm.

License requirements vary from state to state. In California only a general real estate license is required but you must develop a specialty in commercial real estate through experience. In other states, practitioners and brokers must pass a test specifically designed for commercial real estate agents. Either way, commercial real estate is quite different than residential real estate and attending specialty courses to garner commercial expertise is the best way to be successful.

Commercial real estate agents need a very thorough understanding of the commercial real estate industry prior to representing clients. You need to develop significant expertise and become a specialist in each area you want to practice (i.e. office space, industrial warehouse space, apartment complexes, agricultural land, retail space, business opportunities, etc.) You also need to be keenly familiar with commercial real estate licensing law, finance, real property ownership, contracts and leases, agency law, transfer of title, negotiating complex deals, and working through the paperwork required for this detailed transaction.

The SAR Commercial Division offers commercial real estate classes each month. You will find details in our bi-weekly e-newsletter. Commercial courses include topics covering forms review, legislative initiatives, designation classes, 1031 tax-deferred exchanges, legal updates, property specialties and much more. While taking these courses alone certainly will not qualify you as a commercial expert, they will help you learn the terminology and concepts behind the business and help steer you in the direction you want to go. Networking opportunities are an added bonus of attending SAR courses.

The SAR commercial staff is continually searching for new and innovative programming ideas for our members. To help serve you better, please e-mail Janet Whitney at [jwhitney@sacrealtor.org](mailto:jwhitney@sacrealtor.org) if you have a specific class or instructor idea. We can help you find designation class offerings and on-line opportunities as well.

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## Personal touch builds Ann Worthington's client loyalty

ERIN ATTARDI



Ann Worthington got her real estate license at the urging of her family. As a long-time Personnel Manager for Macy's she never fancied herself a REALTOR®, but spent some of her spare time searching for home listings on behalf of other family members, and found them the perfect homes without the assistance of an agent. She thought, "Why not make some extra money while I'm at it?" She earned her license in 1986 and started her real estate career with Western National. She then moved to Lyon Real Estate, before settling in at Dunnigan, REALTORS® for the majority of her career.

If you have ever worked with Ann, you will know that in addition to being a great REALTOR®, she has an incredible sense of humor. She might come into the office dressed in costume and bring her famous baked goods for all to share. She wrote skits for the Dunnigan, REALTORS® management to perform during meetings and was also known to use "JibJab" and put photos of her office mates faces in little animated skits.

Ann was recently honored by the Masters Club at the awards luncheon in March for having met the qualifications and for having been a member for 25 years; a feat very few have achieved. Most of her business is referral based. Ann believes that her ability and care to match not only the right home but also the right neighborhood to her clients' needs is why her clients loyally continue to refer buyers and sellers to her. She has thoroughly enjoyed working with her clients, and many of them became her friends through the years. A group of them dubbed themselves "FOA's", or "Friends of Ann." They gather and socialize on a regular basis and have done so for several years.

Ann recently announced her retirement. One of the FOA's, Jean Lambert, said, "We have a group of wonderful friends because she went above and beyond and put her personal touch on what others might have viewed as 'just another deal.' Pretty awesome customer service."

Indeed it is. Though she spent the first few weeks of her "retirement" closing her last couple transactions, Ann is excited to spend time in the Pacific Northwest with her daughters.



Ann Worthington (left) shown with Kellie Swayne has met the notable distinction of achieving Masters Club status for 25 continuous years.

### Mark your Calendar for these coming Masters Club events:

#### Masters Club Golf Tournament

Monday, October 8

#### Masters Club Annual Breakfast

Friday, November 16

#### Loaves and Fishes Volunteer days:

July 30th

October 29th

December 31st

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## TECH TIP

### How to Become Paperless with Adobe Acrobat

By "Tom" Huong Tran, Century 21 Landmark Network

Contracts, disclosures, forms after forms! What is a REALTOR® to do with so much paperwork filling up their desk every single day? Well, the answer is simple: Get Adobe Acrobat (Standard or Pro) 9 or later and this program alone will change the way you operate your business and it will take you a step closer into becoming a paperless office.

The biggest benefit to Adobe Acrobat is that it allows you to digitally add comments, notes, and contract terms directly onto any PDF document, therefore you no longer have to use your precious energy to hand write on any documents. After you install the Adobe Acrobat Program onto your computer,

the tools are just one click away. On the top section, you will see a little icon that resembles a typewriter. If you don't see the typewriter icon, choose Tools Typewriter Show Typewriter Toolbar. This will dock the typewriter icon on the top section for easy access each time you open a PDF document. Now with this neat tool, I can type any verbiage anywhere onto the PDF document.

I often type dates, buyer's/seller's names and everything else you can think of. This will save you time from having to print the document onto paper, hand write what you want to write, and then scan the file back onto a computer. Let's save our valuable time

and just simply type the words digitally into our document and then move on to our next tasks.

Another added benefit to Adobe Acrobat Pro is that it gives us the ability to rotate PDF pages 90 degrees right side or even upside down. I know you have seen a document lying on the side and then you have to rotate your head just to read it. Do that no more, Adobe Acrobat can rotate ALL pages of the

PDF document in a matter of clicks. Just click on the top section button called "Document" and then "Rotate Pages."

These are just a few of the many benefits the program has to offer. For a quick tutorial on how to use Adobe Acrobat, you can download this free PDF from Sac State. <http://www.csus.edu/atcs/tools/acrobat/index.stm>



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## CAR Sponsored Short Sale Dual Tracking bill protects buyers and sellers

The California Association of REALTORS® has sponsored AB 1745 (Torres) regarding dual tracking. If passed, this bill will prevent lenders from foreclosing on a property after having approved a short sale. C.A.R. sponsored this bill because the banks' current "dual tracking" procedure of allowing both a foreclosure and a short sale approval process to run concurrently has resulted in families losing their homes when a short sale has already been approved. The current process has also caused problems for those in escrow on a short sale property, to find it was sold as a foreclosure days before they were to close escrow.

Under current law, lenders can pursue foreclosure on a property while simultaneously entering a short sale offer on the same property. Unfortunately there sometimes is a disconnect at lending institutions between the "right hand" working on the short sale and the "left hand" processing the foreclosure. This disconnect has often led to a lender foreclosing on the property even after having approved a short sale.

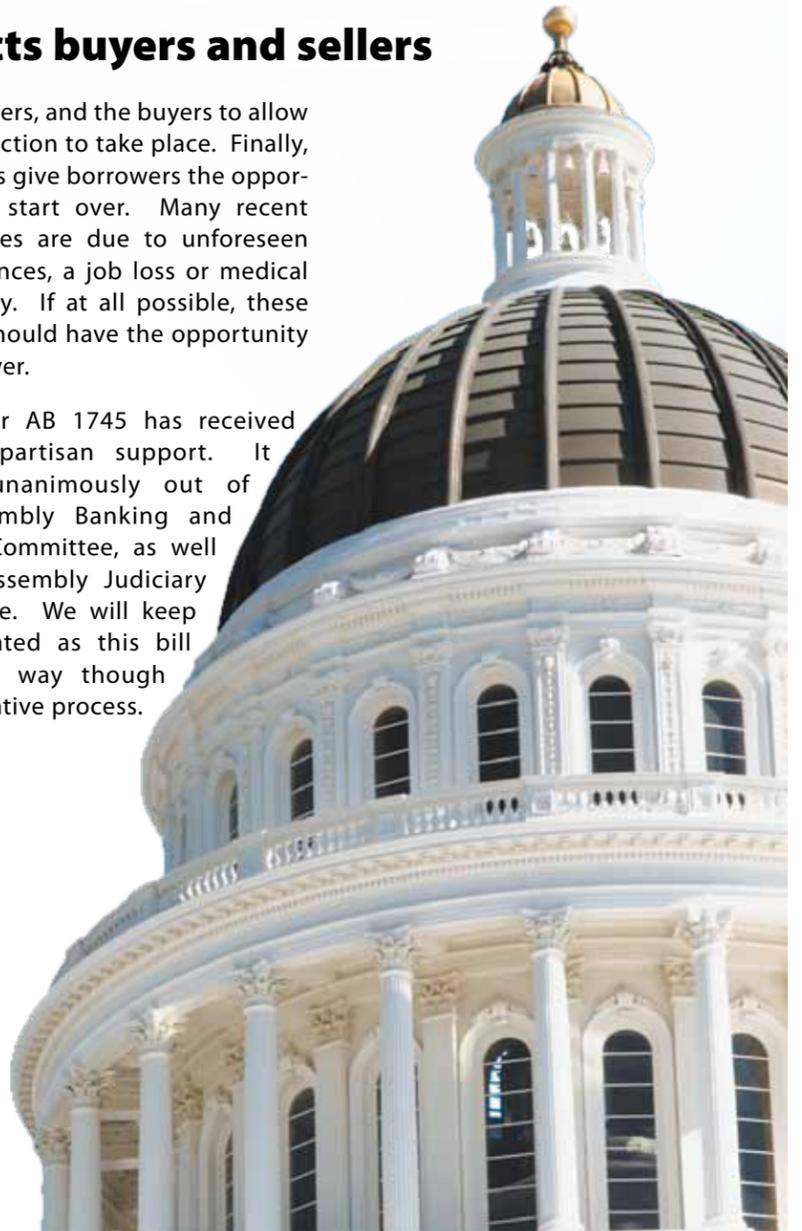
AB 1745 prohibits a lender from recording a notice of sale if they have approved, in writing, a short sale on the same property. This measure will

still allow the lender to withdraw its short sale approval due to a change in the conditions under which the approval was granted, provided the same lender gives a written notice explaining why the short sale approval has been withdrawn to the short sale seller at least three days prior to that withdrawal.

The California Association of REALTORS® sponsored this legislation for several reasons: short sales are better than foreclosures, it is fairer to buyers and sellers, and short sales give borrowers an opportunity to start over. First, having a home sold through a short sale rather than seized through foreclosure is less destructive to a borrower's credit, and it does not expose them to additional liability for the loan deficiency. A foreclosure not only damages an individual's credit for many years, but may even affect their ability to secure employment now that employers are more widely researching applicants' credit. Short sales are less expensive for lenders and less damaging to communities where a bank owned property may sit vacant for months. Second, buyers and sellers generally have waited weeks or months for a response to a short sale offer. If the lender has already approved a short sale, it is only fair, both to the current

homeowners, and the buyers to allow the transaction to take place. Finally, short sales give borrowers the opportunity to start over. Many recent foreclosures are due to unforeseen circumstances, a job loss or medical emergency. If at all possible, these families should have the opportunity to start over.

Thus far AB 1745 has received great bi-partisan support. It passed unanimously out of the Assembly Banking and Finance Committee, as well as the Assembly Judiciary Committee. We will keep you updated as this bill works its way through the legislative process.





**203 (k) Renovation Loans**  
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# SAR EDUCATIONAL OFFERINGS

DATE	TIME	CLASS	COST	TOPIC	INSTRUCTOR
June 19	9:00am – 1:00pm	<b>C.A.R. Residential Purchase Agreement*</b>	\$59	<b>Learn how to create, modify, cancel or close a transaction</b> • Identify, explain, understand and remove contingencies	Gov Hutchinson
June 20	9:00 – 11:00am	<b>zipForm 6 Professional</b>	\$20	<b>ZipForm® 6 Professional automatically updates C.A.R. forms, eliminating writing contracts by hand; it provides unlimited transactions accessible from any computer; the program offers import/export transactions and is an ideal system in an office environment with high-speed internet access. Learn about all these and other features.</b>	David Lovenvirth
June 20	11:30am – 1:30pm	<b>Making Electronic Signatures Work for You</b>	\$20	<ul style="list-style-type: none"> <li>• The difference between DocuSign &amp; Digital Ink and the value of each</li> <li>• Overview of how to use each application</li> <li>• How do I authenticate a signer? Multiple signers?</li> <li>• What forms/applications can these programs be used with?</li> <li>• How to monitor transactions</li> <li>• Signing and initialing signatures including client options</li> <li>• Legal definitions &amp; requirements of electronic signatures</li> <li>• Accessing</li> <li>• Sequencing signers</li> </ul>	David Lovenvirth
June 26	9:00am – 12noon	<b>iPad for Real Estate</b>	\$45	<ul style="list-style-type: none"> <li>• Complete understanding of set up and navigation of the iPad</li> <li>• Connecting multiple e-mails, calendar and contacts to your iPad</li> <li>• Learn and understand the “iCloud” applications and the differences with Google Business Premier</li> <li>• Utilizing 3rd party applications to help you do business from your iPad</li> <li>• Learning key applications like Keynote, Bookmarks and Expenses</li> <li>• Complete synchronization on the “Google Cloud” for business</li> </ul>	Kurtis Bieber
June 26	1:00 – 4:00pm	<b>Wordpress for Real Estate</b>	\$45	<ul style="list-style-type: none"> <li>• How to create a site that will capture and guide the client</li> <li>• Learn the basics of layout and design</li> <li>• How to build “Links” and “Link Backs” with social networking sites</li> <li>• How to encompass RSS feeds to capture quality indexing by Google</li> <li>• How to properly “title” and “tag” your website to be visible in Google</li> <li>• Blogging from WordPress</li> </ul>	Kurtis Bieber

All classes listed above are held at SAR's Mack Powell Auditorium. To register online, visit [ims.sacrealtor.org](http://ims.sacrealtor.org). Questions - contact **Brian DeLisi** 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 early bird SAR Member fees.**

## Sacramento Tree Foundation celebrates 30 years

This year marks the 30th anniversary of the Sacramento Tree Foundation which makes this year's Tree Heroes Awards Dinner that much more special. SAR was represented at the dinner by President Patrick Lieu and Board

Member Dave Tanner shown here with Sacramento Tree Foundation Executive Director, Ray Tretheway.

SAR is involved with a variety of local charitable organizations that focus on improving Sacramento Communities.

The Sacramento Tree Foundation is just one of those organizations. The Tree Foundation focuses on growing healthy, livable communities in the Sacramento region by building the best regional urban forest in the nation. They are cur-

rently leading the effort to plant 5 million trees within the region and SAR is helping! Did you know that SAR offers a coupon to Members good for up to ten free shade trees? We're just doing our part to help the community.



David Tanner, Brian Holloway, Patrick Lieu and Christopher Little



David Tanner, Ray Tretheway and Patrick Lieu

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# JULY CALENDAR OF EVENTS

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
2	3	4 SAR Closed – Independence Day All day	5	6 Office Closed – Staff Development 7:30 – 8:30am
9 MetroList Training –Prospector Course 1 (T) 9:00am – 12noon MetroList Training – Prospector Course 2 (T) 1:00 – 4:00pm	10 Regional Meetings* (A) 8:30 – 9:30am	11	12	13
16 New Member Orientation (B) 12:30 – 4:00pm	17 Regional Meetings* (A) 8:30 – 9:30am	18	19 Young Professionals Council Forum (A) 9:00 – 10:00am WCR Luncheon (A) 11:00am – 2:00pm	20 Public Issues Forum (B) 9:30 – 10:30am
23 MetroList Training –Searching & CMA (T) 9:00am – 12noon MetroList Training – Auto Prospecting with Mapping (T) 1:00 – 4:00pm	24 Rental Housing Association of Sacramento Valley Meeting (A) 8:00am – 1:00pm Regional Meetings* (A) 8:30 – 9:30am	25 Office Closed – Staff Development 1:00 – 2:00pm	26	27
30 Duane Gomer's Mortgage License Origination – Continuing Education 8:30am – 4:30pm	31 Regional Meetings* (A) 8:30 – 9:30am			

## Calendar Information

\*For Regional Meeting locations and times, visit [www.sarcaravans.org](http://www.sarcaravans.org) or contact Tony Vicari at [tvicari@sacrealtor.org](mailto:tvicari@sacrealtor.org) or 437-1205.

*Meetings subject to change.*

(A) Mack Powell Auditorium  
(B) Board Room, 2nd Floor  
(T) Training Room, 2nd Floor  
(U) Upstairs



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## Median price increases for April, sales volume drops

The median home sales price increased for April to \$169,000, a 1.9% increase from the \$165,900 median sales price of March. The \$200,000 - \$249,999 price range still accounts for the majority of the 1,633 total sales this month (15.1% or 246 units), while homes under \$100,000 totaled 269 (16.4%) units. Closed escrows from conventional financing (576 units or 32.4% of all sales) decreased 1.8%, cash buyers remained at 32% (569 units) and FHA financing decreased slightly by .3% (482 or 27.1%). These numbers include the 147 condo sales this month. The average amount of days spent on the market (from list date to opening escrow) was 66 days; the median DOM decreased to 29.

Sales decreased for the month to 1,633 units sold, down 4.2% from the 1,704 closed escrows in March. Year-to-year closed escrows were up 7.2% from the 1,524 units sold April 2011. Making up the closed escrows this month were 491 REOs (30.1%), 498 short sales (30.5%) and 644 conventional sales (39.4%). Compared with last month, REO sales are up 1%, short sales are up 5.1% and conventional sales down 4.1%.

The Total Listing Inventory has been split to more accurately reflect the current market. Active Listings numbered 1,539 properties, with 390 Active Short Sales making up 26.8% of that number. Active Short Sales

Contingent properties totaled 2,536. Active Short Sale Contingent properties are those short sale properties on which initial offers have been made and are not therefore entirely "active." Breaking down Total Listing Inventory results in a more accurate Housing Market Supply figure. The Housing Market Supply figure (inventory) for April was .9 months – a 18% decrease from March. This figure represents the number of months it would take to deplete the Active Listing Inventory (1,539), given the current number of closed escrows (1,633). This figure is down from the 2.9 months of inventory that was available in April 2011.

According to MetroList® MLS data, the average home sold this month was 1,746 square feet. Of the 1,633 sales this month, 152 (9.3%) had 2 bedrooms or fewer, 858 (52.5%) had 3 bedrooms, 508 (31.1%) were 4 bedroom properties and 115 properties (7%) had 5+ bedrooms.

## Condominium Resale Market

Sacramento condominium sales decreased for the month to 147 units. This figure is down 4.5% from the 154 units sold in February and up 8.1% from the 136 units sold in April 2011. REO property sales accounted

*continued on page 13*



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## APRIL 2012 DATA FOR SACRAMENTO COUNTY AND THE CITY OF WEST SACRAMENTO

**MLS STATISTICS for April 2012**  
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	1,508		1,773	-14.9%	2,531		-40.4%
Active Listing Inventory †	1,539		1,791	-14.1%	4,484		-65.7%
Active Short Sale (included above)	390		481		N/A		
Active Short Sale Contingent *	2,536		2,579	-1.7%	2,086		21.6%
Number of New Escrows	1,626		1,862	-12.7%	1,581		2.8%
Number of REO Sales	491	30.1%	508	-3.3%	672	44.1%	-26.9%
Number of Short Sales	498	30.5%	495	0.6%	344	22.6%	44.8%
Conventional Sales	644	39.4%	701	-8.1%	508	33.3%	26.8%
Total Number of Closed Escrows	1,633	100.0%	1,704	-4.2%	1,524	100.0%	7.2%
Months Inventory	0.9 Months		1.1 Months	-18.2%	2.9 Months		-69.0%
Dollar Value of Closed Escrows	\$322,438,958		\$319,961,365	0.8%	\$290,014,097		11.2%
Median	\$169,000		\$165,900	1.9%	\$169,900		-0.5%
Mean	\$197,573		\$188,102	5.0%	\$190,548		3.7%

Year-to-Date Statistics	01/01/12 to 04/30/12	01/01/12 to 04/30/12	1/1/2011	Change
	SAR monthly data, compiled	MetroList YTD data	4/30/2011	
Number of Closed Escrows	6,020	6,182	5,714	5.4%
Dollar Value of Closed Escrows	\$1,128,431,650	\$1,160,607,709	\$1,091,801,386	3.4%
Median	\$160,000	\$165,000	\$169,000	-5.3%
Mean	\$179,861	\$187,740	\$191,442	-6.0%

### CONDOMINIUM RESALES

Monthly Statistics	Current Month	% of Total	Last Month	Change % of Total	Last Year	Change
New Listings Published	147		173	-15.0%	224	-34.4%
Active Listing Inventory †	165		202	-18.3%	456	-14.9%
Active Short Sale	42		63		N/A	
Active Short Sale Contingent *	223		205	8.8%	163	36.8%
Number of New Escrows	112		133	-15.8%	133	-15.8%
Number of REO Sales	48	32.7%	62	-22.6%	68	-29.4%
Number of Short Sales	43	29.3%	43	0.0%	25	72.0%
Conventional Sales	56	38.1%	49	14.3%	43	30.2%
Total Closed Escrows	147	100.0%	154	-4.5%	136	8.1%
Dollar Value of Closed Escrows	\$14,380,147		\$12,771,487	12.6%	\$13,093,760	9.8%
Median	\$75,000		\$80,000	-6.3%	\$78,000	-3.8%
Mean	\$96,494		\$104,468	-5.7%	\$96,991	1.5%

Year-to-Date Statistics	01/01/12 to 04/30/12	01/01/12 to 04/30/12	1/1/2011	Change
	SAR monthly data, compiled	MetroList YTD Data	4/30/2011	
Number of Closed Escrows	553	565	542	2.0%
Dollar Value of Closed Escrows	\$49,683,484	\$51,399,609	\$53,708,136	-7.5%
Median	\$72,900	\$72,900	\$78,000	-6.5%
Mean	\$90,973	\$90,973	\$96,991	-6.2%

† includes: Active, Active Release Clause, Active Short Sale, Active Court Approval and Active Court Contingent Listings  
\* Active Short Sale Contingent Listings have been displayed independently to more accurately show the original Total Listing Inventory figure  
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**MLS STATISTICS for April 2012**

Data for Sacramento County and the City of West Sacramento

### BREAKDOWN OF SALES BY PRICE

Selling Price	Single-Fam Res.	% of Total	Condo/ PUD	% of Total	Res. Incom.	Res. Lots/Land	Other Res.*
\$29,999 and under	4	0.2%	13	8.8%	1	2	0
\$30,000 - \$39,999	9	0.6%	20	13.6%	0	0	3
\$40,000 - \$49,999	22	1.3%	11	7.5%	1	2	5
\$50,000 - \$59,999	30	1.8%	8	5.4%	1	0	5
\$60,000 - \$69,999	32	2.0%	15	10.2%	0	1	1
\$70,000 - \$79,999	51	3.1%	11	7.5%	1	1	6
\$80,000 - \$89,999	65	4.0%	14	9.5%	4	1	7
\$90,000 - \$99,999	56	3.4%	8	5.4%	3	0	3
\$100,000 - \$119,999	131	8.0%	16	10.9%	2	2	5
\$120,000 - \$139,999	188	11.5%	6	4.1%	3	1	2
\$140,000 - \$159,999	155	9.5%	4	2.7%	2	1	3
\$160,000 - \$179,999	147	9.0%	5	3.4%	6	0	5
\$180,000 - \$199,999	126	7.7%	1	0.7%	3	0	0
\$200,000 - \$249,999	246	15.1%	4	2.7%	5	1	4
\$250,000 - \$299,999	146	8.9%	3	2.0%	4	0	1
\$300,000 - \$349,999	71	4.3%	4	2.7%	3	0	0
\$350,000 - \$399,999	56	3.4%	3	2.0%	0	0	1
\$400,000 - \$449,999	28	1.7%	0	0.0%	0	0	0
\$450,000 - \$499,999	26	1.6%	0	0.0%	1	0	0
\$500,000 - \$549,999	10	0.6%	1	0.7%	0	0	0
\$550,000 - \$599,999	12	0.7%	0	0.0%	1	0	0
\$600,000 - \$999,999	19	1.2%	0	0.0%	1	0	0
\$1,000,000 and over	3	0.2%	0	0.0%	0	0	0
<b>Total</b>	<b>1,633</b>	<b>100%</b>	<b>147</b>	<b>100%</b>	<b>42</b>	<b>12</b>	<b>51</b>

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	Current Month	Last 4 Months	Last 12 Months
Cash	569	32.0%	595	32.0%	0 - 30	895	50.3%	46.3%	44.8%
Conventional	576	32.4%	614	33.0%	31 - 60	266	15.0%	17.0%	17.9%
FHA	482	27.1%	505	27.2%	61 - 90	176	9.9%	11.4%	12.0%
VA	55	3.1%	69	3.7%	91 - 120	128	7.2%	8.2%	8.5%
Other †	97	5.5%	75	4.0%	121 - 180	157	8.8%	8.8%	8.8%
<b>Total</b>	<b>1,779</b>	<b>100.0%</b>	<b>1,858</b>	<b>100.0%</b>	<b>181+</b>	<b>157</b>	<b>8.8%</b>	<b>8.5%</b>	<b>8.0%</b>
					<b>Total</b>	<b>1,779</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

\* half-plex, 2-on-1, mobile home  
† includes: cal vet, contract of sale, creative, farm home loan, owner financing  
Median DOM: 29  
Average DOM: 66  
Average DOM 1 - 180 Days: 44  
Average DOM 181+ Days: 293  
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## List of property managers servicing the Sacramento Region

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## My Sister's House Helps Asian, Pacific Islander Women

By Marvelene Weyer, Member, Community Outreach Committee

My Sister's House is the first and only nonprofit organization in this area to specifically identify and address the unique needs of women and children impacted by domestic violence in the Central Valley's highly diverse Asian and Pacific Islander community.

My Sister's House was established in Sacramento in 2001. In 2003 they opened the first six-bed safe haven for battered Asian and Pacific Islander women and children. SAR, through the Community Outreach Committee, has supported My Sister's House since 2011.

My Sister's House provides Women at Work programs for domestic violence survivors of all ethnic backgrounds. They have a 24 hour multilingual hotline and provide community outreach and education on domestic violence and human traffick-

ing. They also provide domestic violence intervention services. Learn more about their programs and outreach at [www.my-sisters-house.org](http://www.my-sisters-house.org).

Since 2003, they have provided more than 12,262 bed nights of shelter to women and children. They have also responded to over 2,600 calls on the 24-hour multilingual helpline. They made more than 200 presentations on domestic violence and human trafficking to local schools, organizations and churches and participated in more than 50 community fairs educating more than 10,000 people about domestic violence and human trafficking.

My Sister's House is fortunate to receive strong support from the community. They rely on generosity and support of the community to keep the doors open and available to victims of domestic violence. My Sister's House is a charitable nonprofit organization and your donations are tax deductible. If you are not sure what to donate call the business office at 916.930.0626 to hear about specific needs. Your donations are greatly needed and appreciated.



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## Facts from SMUD on REO's and Short Sales

Unlike other utilities, gas and electric bills aren't reconciled in the transfer title of a home. With the abundance of homes in short sale, it is important to ask your seller if the gas and electric bills are current. Remember, once service has been disconnected, the service cannot be turned back on until the utility bill is paid in full or a new owner has been verified with legal documentation.

#### Did you know?

Starting new electric service for an REO under a bank's name and tax identification number requires a foreclosure form faxed to SMUD at 916-732-6640. You can quickly start service under your name and social security number by calling 1-888-742-7683. Setting up service under your name holds you responsible for the bill, but does not require the form and may prevent delays if the service needs to be reconnected right away.

#### Need Inspections?

If the electric service has been turned off at a property for over one year, a safety inspection is required before SMUD can turn the service back on. Pulling a permit and scheduling an inspection can be a lengthy process, so be sure to verify with SMUD at least three business days before requesting electric service.

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SUE FROST



**How long have you been a member of SAR?**

4 or 5 years with my current company.

**What did you do before you were a Realtor?**

I graduated from Pacific Union College as an RN. My major was nursing and physical education. After graduating I specialized in emergency nursing. I have never been active as a realtor, but I have worked closely with the realtor community as a mortgage lender and property investor. My career in mortgage lending began in November, 1983 and I have active experience in sales and operations relating to loan origination through servicing. I have been told my highest and best skills are in marketing and team building.

**What is on the horizon for SAR with regard to Education?**

The SAR has a reputation for featuring educational content that is timely and that is presented in a professional way. We are fortunate to have skilled instructors who commit themselves to excellence in their field and who deliver information in a stimulating way. The Education Committee is working hard and paying attention to the feedback we receive with course surveys and members active participation. We are currently discussing a new "Tech Series" with basic to advanced content that is flexible and can be accessed by interested Realtors at whatever level they need help. The Tech Series will help realtors gain the technical and hands on knowledge to function from office or road while utilizing their phone or Ipad/Tablet. We have other great topics emerging and ask that you let us know if there are topics you would like for us to consider.

**Sacramento Housing Statistics**

*continued from page 10*

for 32.7% (48) of all units sold while short sales (29.3% or 43) and conventional sales (38.1% or 56) accounted for the remainder. The percentage of REO condo sales decreased 18.8%, short sales increased 5% and conventional sales increased 19.8%. The condominium median sales price decreased 6.3% month-to-month, from \$80,000 to \$75,000. This current price is down 3.8% the \$78,000 April 2011 median sales price. Of the 388 units in the Listing Inventory, 223 (57.4%) were listed as Active Short Sale Contingent, leaving the actual Active Listing Inventory at 165 units. Of these 165 units, 42 were listed as Active Short Sales.

**Why did you join SAR?**

I wanted to acquaint myself with the challenges that Realtors face in their daily business practice. As a mortgage broker, I felt that if I could understand the Real Estate Profession I could better serve Realtors that I work with.

**Leadership Academy, What is the most enjoyable about that so far?**

Legislative Day. The speakers were dynamic. CAR is sponsoring some very important bills and we can participate as voting Realtor Party Members.

**How long have you lived in the Sacramento Area?**

Most of my life.

**What are some of your favorite places to visit?**

Lake Tahoe and Kauai.

**Any hobbies or other activities?**

Organic gardening and writing. I serve as president of the Citrus Heights Green Team and I am active within my neighborhood association.

**If you could meet anyone, who would it be and what would you ask them?**

Frederick Smith, Founder of Fedx. I would ask if I could buy him lunch.

**What would you do if you weren't in real estate?**

I would be an independent mortgage broker and I would dedicate myself to helping people achieve the dream of home ownership.

**Read any good books, seen a good movie or heard a band lately?**

Books... Good to Great, Richest Man in Babylon, The Ninth Wave.

**What would people be surprised to learn about you?**

I have been held at gun point twice, I have climbed the highest mountain in desolation valley twice (Pyramid Peak), I am the luckiest person I know.



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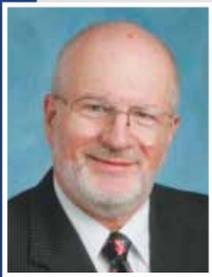
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DAVE TANNER



## Delegation of Responsibility to Managers Authorized by DRE

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

During the 2011 legislative session SB 510 was passed which adds Section 10164 to the Business and Professions Code effective July 1, 2012. This new section allows but does not require brokers to designate office or division managers as responsible persons for compliance with DRE regulations.

A licensee cannot be designated as a responsible person if:

1. The licensee holds a restricted license, or
2. The licensee is or has been subject to an order of debarment, or
3. The licensee is a salesperson with less than two years full-time real estate experience within the immediate past five years.

To be designated, the broker must agree to appoint the manager and the manager must agree to accept the appointment. This must be done in a written contract. CAR form OMA will be released in late May or early June and may be used to create this relationship.

The next step is to notify DRE of the appointment. The DRE form to accomplish this notification is being developed by DRE and is scheduled to be released on their website on June 30, 2012. Beginning July 1 the notification may be submitted to DRE.

If the manager is replaced or terminated, the broker must immediately notify DRE in writing. If the broker fails to notify DRE, the broker may be subject to disciplinary action.

This new provision does not relieve the broker of responsibility for the operations of the brokerage. That responsibility remains if the broker fails to

properly supervise. The new law adds an additional level of responsibility that managers have not had in the past. If a licensee in an office with a designated manager violates DRE Regulations, the Department can now discipline the manager as well as the licensee and the broker. Designated office managers will need to be increasingly diligent in supervising their licensees in order to protect their own licenses.

If you have any questions on this article or any other aspect of real estate law please contact the Hanson Law Firm at 916 447-9181 or log on to our website at [www.HansonLawFirm.com](http://www.HansonLawFirm.com).

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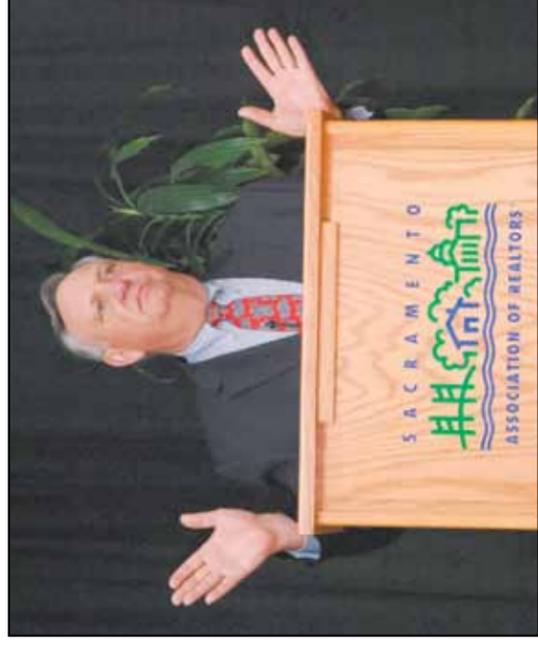
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## Future uncertain for California says Dan Walters



Dan Walters

"California used to be Kansas on the left coast - now we're Oz," Walters said. He noted that whites are now less than 50% of the state's population and described California as the most complex society in the Western Hemisphere. "That [trend] will continue and accelerate."

The population growth rate has slowed and immigration has stopped. However, California's population is 50% higher than it was 30 years ago. In the same time, vehicular travel has tripled and road capacity has not kept pace. Walters called the condition of the state's roads and highways a political issue that has been neglected.

Walters decried the effects of gridlock, resulting in the state being "functionally insolvent. "The full time industry of the capitol is excuse-making for failure," he said. "We have a dense regulatory structure, lousy highways, an uncertain water supply [and a] crumbling K-12 system," he said. For example, more than 50% of the students who enter 9th grade in the Los Angeles school system do not graduate, he said.

California needs a new mentality, Walters said - "We're not that special any more." He sees the state as suffering from a "structural deficit," meaning "we can't make the system work. It is impossible to pass a truly balanced budget."

Calling for a "rational tax system," he noted that schools and prisons are totally dependent on how well a few individuals do, because of the state's reliance on income taxes. The personal income tax makes up 62% of the state's general fund. He does see the Occupy Movement having an effect, because it is "easy to raise the taxes on the 1%... [which] would make California even more dependent on the wealthy."

Newspaper columnist Dan Walters drew a sobering picture of California's present and future at the SAR May Main Meeting.

Walters noted that 1.3 million jobs were lost in the last recession and California still has more than two million unemployed workers. He pegged the actual unemployment rate as close to 20% and expects the recession to be with us for years. He predicts previous employment levels will not return until 2014.

For much of its history, California has been able to rely on "the next boom." "There is no boom right around the corner" this time, Walters said. "Maybe for the first time, California will have to compete, not rely on the next boom."

Walters sees California as headed into an uncertain future and wonders if the state will become "Michigan on the left coast." "One hundred years ago," he said, "Detroit had a bright future but took its assets for granted."

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