



SACRAMENTO REALTOR®

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

MARCH 2012

A PUBLICATION OF THE SACRAMENTO ASSOCIATION OF REALTORS®

Little Saigon Street Festival & Parade

In an effort to reach out to the many unique cultures that make up Sacramento, the SAR Equal Opportunity/Cultural Diversity Committee often participates in local celebrations and activities that promote diversity and awareness. On February 4, an enthusiastic group of volunteers helped celebrate the Vietnamese/Chinese New Year at the Little Saigon Street Festival and Parade. Celebrating the Year of the Dragon, this parade marched along Stockton Boulevard for two miles from Fruitridge Road to Florin Road. SAR volunteers donned traditional Chinese and Vietnamese outfits and chanted "Buy a home, use a REALTOR®" as they waved streamers and held signs reading "Happy New Year" in English, Chinese and Vietnamese. Many thanks to REALTOR® Nikki Nguyen for organizing, and to the Equal Opportunity Committee, and all of our volunteers who assembled at 7:30 that morning to represent SAR.



SAR Equal Opportunity Committee Members and friends celebrate Chinese and Vietnamese New Year.



Enthusiastic SAR Members participate in the Little Saigon Street Festival and Parade.



SAR Members Stephen T. Webb, Patrick Lieu, Linn Chinnapongse, Lisa Ung, Tom Tran and Nikki Nguyen (driver)

NorCal Home & Landscape Expo

In collaboration with SMUD and GreenLite, SAR had a booth donated for the 2012 Northern California Home & Landscape Expo. SAR Director of Retail Services Carl Carlson set up the booth with over 5,000 of GreenLite's CFLs (compact fluorescent lights) for sale to the public at a fraction of the market price. SAR was able to sell such an affordable product thanks to SMUD, which has donated tens of thousands of this GreenLite product to SAR over the past few years. The Expo required dozens of volunteers to represent SAR over the weekend – thank you to all who donated their time! When all was said and done, nearly 2800 CFLs were sold to the public – each with an average life span of 15 years. It's exposure like this that puts SAR and its die-hard Members on the radar of community!



St. Patrick's Day Luncheon & Silent Auction
 Benefiting SAR Scholarship Program
 Hosted by Coldwell Banker - Sierra Oaks

Wednesday, March 14, 2012 | 11:30am - 2:00pm
 Doors open 11:30am, Lunch 11:45am
 SAR Mack Powell Auditorium
 Cost: \$15 if paid by Mar. 13, \$20 at the Door

For questions or tickets: Call Coldwell Banker - Sierra Oaks at 972-0212

A traditional menu of corned beef, cabbage with all the fixings along with Irish soda bread and cloverleaf cookies make this luncheon one you don't want to miss. Enjoy good food and the opportunity to network with friends and colleagues while supporting the SAR Scholarship Fund.

**Sacramento Association
of REALTORS®**

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

MetroList

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Kathy Fox	Dave Tanner
Ron Greenwood	Mary Willett
Michelle Lehman	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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SAR Member Services

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Member Services

Denise Stone – 916.437.1219

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Amelia Warrington – 916.437.1218

Member Services

SAR Retail Center

Carl Carlson – 916.437.1223

Director of Retail Operations

Doreen Lambrite – 916.437.1224

Retail Center Specialist

Kimberly Mar – 916.437.1222

Retail Center Assistant

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



2012 PRESIDENT



PATRICK LIEUW

PRESIDENT'S PERSPECTIVE

I hope you will join us for a celebration of diversity and fair housing on April 19 in the auditorium at SAR.

This month's newsletter theme is "Focus on Diversity." Our past president, Doug Covill, left a legacy of cultural diversity. My focus is on integration, assimilation, and collaboration. The many differences we embody don't separate us from one another. They are exciting! I may be the first Asian-American president of SAR, but I want you all to remember that we are one "REALTOR® family" working together, to better our Association and our clients.

One way we focus on diversity is by working with different organizations. SAR has good working relationships with the Asian Real Estate Association of America (AREAA); the National Association of Hispanic Real Estate Professionals (NAHREP); the Realtists

and Women's Council of REALTORS® (WCR). We also support the Sacramento Asian Pacific Chamber of Commerce, the Sacramento Black Chamber of Commerce and the Sacramento Hispanic Chamber of Commerce.

On April 19, many of these organizations, plus the Greater Sacramento Vietnamese Chamber of Commerce, the Rainbow Chamber of Commerce and the Slavic-American Chamber of Commerce will gather at SAR for our Multi-Chamber Mixer.

April is Fair Housing Month, and I am very pleased that the Sacramento Human Rights/Fair Housing Commission is also partnering with us at the mixer to promote fair housing.

REALTORS® who represent or reach out to diverse constituencies have created more opportunities for themselves and their firms, brought new perspectives to their associations and demonstrated the positive role that REALTORS® can play in communities. Today's real estate markets are changing rapidly, and to prosper, REALTORS® continue to need new skills for handling transac-

tions that involve buyers or sellers from many cultural backgrounds.

Coming to the April 19 mixer will give you a chance to meet new people from diverse communities and support our Affiliates who are participating in the mixer.

To emphasize the importance of developing new relationships across cultural lines, I would like to quote a Beverly Hills REALTOR®, Carmela Ma, who is a recognized authority on international real estate transactions. She has said, "A common misconception is that the antidote for prejudice is diversity. Pursued as an end in itself, diversity can at best only lessen the appearance of prejudice, while stoking the resentment of prejudiced people. The true antidote to prejudice is something that requires real patience and conviction. By advancing the cause of equality – special treatment for none and respect for all – the real estate profession will do much to overcome the reality, not just the appearance, of unfairness."

I look forward to seeing you at SAR on April 19!

Rooms for Rent

Did you know that many of the rooms in the SAR building are available for rent? Did you know that SAR Members get a discount on the price charged to the general public?

Costs vary, depending on the room and the day. The price for the Training Room on the second floor starts at \$125 for four hours on a weekday. The full auditorium, for six hours on a weekend, is \$1100. Holiday rentals are extra.

Additional services are also available, such as the stage, screens, projectors, drapes, microphones, coffee service and snacks. The cost of all items is listed along with the room prices.

Room rentals depend on space availability. For more information, including the Member discount, contact Luis Calderon at 437-1214 or lcalderon@sac-realtor.org. Renters are required to sign a contract and pay a deposit.



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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.



Distressed Properties Task Force

The Distressed Properties Task Force has made the following recommendations:

1. C.A.R. should research options through both statute and regulation to address the financial incentive that causes servicers to delay closing.
2. REALTORS® need to better train agents on how to prequalify or triage short sellers; in particular in discovering whether mortgage insurance covers a loan and in discovering the identity of the investor/owner of the note.
3. C.A.R. should continue to pursue improved language in lenders' contract addenda for distressed property sales. At the same time, Standard Forms should review short sale forms in the areas of:
 - a. Continuing to receive back-up offers
 - b. Asking for documents revealing defect correction or code compliance citations in AVID or contract addenda for REO sales
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Report on the California Association of REALTORS®

January 2012 Meetings

Indian Wells, CA

receive federal benefits or be permitted to work, the availability of a visa could increase foreign investment.

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I'll be the first to admit that keeping track of the myriad of fees involved in the mortgage process can be confusing to anyone not conducting business in the industry on a day-to-day basis. Unfortunately, rather than being streamlined under the adverse conditions of the current economy, it often seems like the procedures are getting increasingly complicated. Now, REALTORS® are seeing a new phrase, the "G-Fee" or Guarantee Fee popping up in conversations with their clients. REALTORS® should be able to explain it knowledgeably when the topic arises.

Fee Increase to Impact Home Loans

In December 2011, Congress reached a last-minute deal to fund the payroll tax cut extension. The payroll tax cut provides a 2% tax reduction for individuals earning up to \$106,800, so the tax extension will be very helpful for many Americans who are struggling during these tough economic times. But like so many things in our tangled economy, there's a flip side. In this case,

the tax cut deal has a rippling effect that will impact the mortgage world via an increase in "g-fees."

Here's what's happening and what it means to home loan rates:

First, what exactly is the "g-fee"? The guarantee fee or "g-fee" is an amount charged by mortgage-backed securities (MBS) providers, like Freddie Mac and Fannie Mae, to help protect against credit-related losses in the overall mortgage portfolio. In other words, it acts a lot like insurance and helps lower the overall risk, which means that home loans can be offered at terrific interest rates to borrowers that have good - but not perfect - credit.

What is happening and why? To put it bluntly, the passage of the payroll tax cut extension is being funded via a mandate to Fannie Mae and Freddie Mac to increase their guarantee fees or "g-fee's" by at least 10 basis points on the rate. So rather than giving a par rate of 4.00%, for example, the par rate is now increased by at least 10 basis points, or approximately 4.10%. But since home loan rates are priced and offered in .125% increments, this will most likely impact the consumer by .125% in rate. The political logic behind passing on the cost of the payroll tax cut extension in this way is sketchy at best, and the Congressional Budget Office

recently estimated that the increase will ultimately pay for about \$35.7 Billion of the cost of the payroll tax extension - on the backs of homebuyers and refinancers.

Why is there confusion about the 10bps? Two reasons: First, the wording states that g-fees must be increased by at least 10 basis points, which means that's the minimum, not the maximum, so it's not impossible that g-fees could be increased by more than 10 basis points. Second, the way they described the 10bp increase is somewhat confusing, as both rates and points are described in basis points. The 10bp hit is to the rate side, not the point side, so let's break it down simply and think about it.

A good basic rule used to be (and sometimes still is) that in order to buy down a par rate by .125% in rate, it would generally cost about 50 basis points in points (or \$500 on a \$100,000 loan). So it stands to reason that buying down the rate by .10% might cost 40 basis points, so the 10bp g-fee hit translates into about 40 bps that we'd see on our rate sheet. But as we all know far too well, the amount required to cover .10% in rate will most certainly vary by the investor, the day or the hour, and let's face it: perhaps by which way the wind is blowing. That makes the hit a little unpredictable at best, which leads some people to worry about wild variations or worst-case scenarios.

What exactly is the impact of the rate increase? For example, for a \$200,000 home loan, the increased g-fee (assuming an approximate rate hit of .125% in rate) would equate to \$250 more per year in interest, or \$7,500 more over 30 years. Someone buying or refinancing a home can certainly choose to buy down the cost with cash up front - but most folks will not do this.

Who will this impact? The change will impact all new borrowers of Fannie Mae and Freddie Mac loans. The bill will also impact Federal Housing Administration (FHA) loans by increasing the annual mortgage insurance premium that borrowers pay by one-tenth of a percent.

When will it start? Officially, the increase to guarantee fees will begin on April 1, 2012. However, the increase is already starting to be seen in rate sheets, since home loans being originated now will likely not be closed, pooled and securitized until April and therefore will need the increased g-fee priced in earlier.

How long will this be in effect? The increase will be effective through October 1, 2021.

For any questions: Please call Greg Bisi at Mountain West Financial 923-5900 ext. 232



Farewell to Pat Lowell

When Pat Lowell, Director of Professional Standards, begins her retirement this spring after 14 years with SAR, it is safe to say she will be sorely missed. Not only is she widely respected for her knowledge, skill and professionalism, her job often requires a high degree of confidentiality. It's safe to say that secrets are safe with Pat.

Bruce Werking, Past Chair of Professional Standards Committee and of Grievance Committee:

Pat has been my right arm. I don't know what I would have done over the last 10 years without her. She has made working in the Professional Standards arena smooth and taken many of the day-to-day problems on herself. She has made all of us in the Professional Standards group look good. Her professionalism will be missed. She was a great help in growing the Grievance Committee into the large and strong committee it is today. Pat's positive attitude never let the hard work get to her.

Pat is a loyal alumna of UC Berkeley who began her involvement in real estate when her children were in high school, working as support staff in a real estate office.

Nancy Arndorfer, Past President of SAR, Member of Grievance Committee and Ombudsman:

I don't think people realize how much Pat is going to be missed. She quietly does her job and has done an excellent one with Professional Standards. She is very professional but at the same time will always take a minute for a short visit whenever I have had to meet with her in her office. I have enjoyed working with her over the years and I value her friendship. I will miss her.

Pat is originally from Kalamazoo, Michigan. She has lived in Northern and Southern California, as well as Virginia and Nevada. Like many Sacramentans, she likes the proximity to both ocean and mountains and is not all that fond of the summer heat. She may broaden her horizons further in retirement, as she plans to get a passport.

Patty Gillette, Past President of SAR and Ombudsman:

Pat is one of the most professional individuals I have ever had the pleasure of working with - organized, efficient, kind, helpful and all accomplished with a great attitude.

Anyone who has been in Pat's office knows how important family, especially her 5-year-old granddaughter Kyra, is to her. She plans to spend more time with Kyra and having lunch dates with friends. That will be a change for someone who usually ate lunch in front of her computer.

Paula Swayne, 2012 Secretary-Treasurer of SAR, Past Chair of Grievance Committee, Member of Professional Standards Committee:

I met Pat when I began my involvement in the Grievance Committee. I was immediately struck by her knowledge, professionalism and willingness to help. In years since, my first impression has been repeatedly validated. Having said this, the best part is that we also became friends. We have shared many laughs over the years. There are some people in this world that simply can't be replaced...and Pat is one of them. I will miss her!

Pat has referred to herself as the "Complaint Department," calmly dealing with REALTORS® and the public alike to help them understand the Code of Ethics. She has been an invaluable resource for SAR staff and Members.

Dave Tanner, Past President of SAR and of the San Jose Association of REALTORS®, Member of SAR and C.A.R. Professional Standards Committee:

It is hard to imagine anyone having the patience and professionalism that Pat demonstrated on a daily basis in dealing with all the people involved in the professional standards activities. She always went out of her way to accommodate other people, even when it made things more difficult for her. Her knowledge of professional standards is exceptional but her concern for the people involved is unsurpassed.

Many projects await Pat - stacks of unread books, gardening, property management, and unfinished home projects. Pat and her husband Clint also have a deep interest in complimentary and alternative forms of healing. No wonder she is still going strong!

Some optimism for 2012 at two commercial real estate forecasts

At two commercial real estate reviews held in Sacramento in January, most speakers were at least a little optimistic about 2012 as compared to 2011.

Speaking to the IREM/Rental Housing Association forecast, Barbara Hayes, president of the Sacramento Area Commerce & Trade Organization (SACTO), said that the Sacramento area is now adding more jobs than it is losing, according to the Center for Strategic Economic Research. From 2002-2007, she said, one job was created for every two people moving into the region.

At the Grubb & Ellis 2012 Northern California forecast, Steve Tyrell, CCIM, boldly predicted that a downtown arena "will get done."

Mr. Tyrell noted that commercial real estate investors began to emerge from the doldrums in 2011. He also said that a "wave" of commercial mortgage backed securities (CMBS) will not overwhelm the market as once feared.

At the same session, Bob Dean, SIOR, said that GDP growth for 2012-2013 is expected to be around 2.2%. "Cruising speed for the economy is around 3%," he noted, meaning that the nation will see a couple of more years sub-par growth. Mr. Dean described the holiday shopping season as starting well but ending with a whimper.

Mr. Dean also described apartments as "the real star."

In agreement, at the IREM/RHA breakfast, Brian Nelson of Colliers International described positive trends in multi-family occupancy. Citing the forecast for positive job growth in the next twelve months, he expects rents to be up, vacancies down and sales volume up. He also noted that, not surprisingly, newer properties get higher rental rates. On the other hand, pre-1970 apartments also get higher rents.

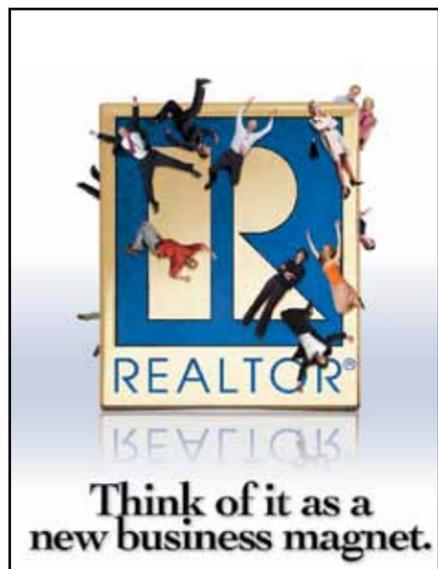
John Frisch of Cornish & Carey, speaking at the IREM/RHA function, forecasted that 2012 will be similar to 2011 overall. He expects state and local deficits to continue to stifle growth, although he foresees some improvement in retail and industrial.

Ms. Hayes said the retail sector is growing and cited activity at Pavilions and the Roseville Galleria: "You wouldn't know there's a recession." More tourists are also seen on Capitol Mall, Ms. Hayes said, crediting "good marketing" outside the region.

She sees the education and health services sectors of the economy as driving growth. She noted that professional and business services are also growing slowly.

Three years ago, international companies started setting up their national headquarters in Sacramento, the result of a strategy SACTO had adopted five years ago. Fourteen such companies are here now, Ms. Hayes said.

She also said that many consumer products companies that had moved out of state are moving back to California because transportation costs have gone up so much and the California market is so big.





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continued from page 3

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Transaction and Regulatory

The Committee took the following action:

- Voted to Support SB (number not assigned - Corbett) that would protect refinanced purchase debt. This passed the Legislative Committee and the Board of Directors.
- Voted to Support, in conjunction with NAR, the extension of the Home Affordable Refinance program (HARP) to allow the government sponsored enterprises (GSEs) to refinance non-GSE loans under the program. This was approved by the Federal Committee and the Board of Directors.
- Voted to Support legislation that would prohibit dual tracking of foreclosure and short sale actions by lenders when there is a valid short sale in progress. This was also approved by the Legislative Committee and the Board of Directors.

4. Voted to Support a real estate fraud prevention surcharge increase on real estate recordings from \$3 to \$10, provided that it does not apply to documents related to escrow and the transfer of property. This was also approved by the Legislative Committee and the Board of Directors.

Legislative

C.A.R. supported eight bills in the Legislature during 2011. Five were signed into law by the Governor; one was voted to the next house and two are still in Committee. These numbers represent a very successful legislative year for C.A.R.

Legislation was discussed that would repeal exempting REO sellers from the Transfer Disclosure Statement. After some discussion concerning the liability to REALTORS® of banks requiring that the TDS form be filled out by practitioners, the consensus was to leave well enough alone. No motion was made.

Professional Standards

A database is being developed by staff that contains all final findings of a Member's Code of Ethics and Membership duty violations within the last three years. The database will also disclose whether the Member has any unfulfilled sanctions. Local associations will be able to use this information in making their determination on Membership applications.

REALTOR® Risk Management and Consumer Protection Forum

One disturbing trend is coming from a group known as the Sovereign Citizens' Movement. Members of this group believe that the sovereignty of the individual places them above the law. They use the concept of adverse possession to take control of empty houses and claim them as their own. They may also file a homestead declaration that the home is now theirs.

Another problem continues to be straw buyer schemes. In Ventura County, the local Association has teamed up with law enforcement. They have a webpage which contains a resource list so that law enforcement can better identify and pursue real estate fraud. This website has become a central repository for information relating to local fraud. They also have a hotline and seminars for the public.

Department of Real Estate Forum

The DRE now has enhanced powers, allowing the Department to punish

individuals accused of minor infractions without a hearing. If the individual pays the fine, the infraction does not go on their permanent record. They may choose to go through a due process hearing and if found guilty, the matter will go on their permanent record. Also, if a licensee is arrested for a felony, the licensee is obligated to notify the DRE within 45 days.

In early January, Governor Brown delivered a proposed budget to the legislature that included sweeping changes in regulatory agencies, including the DRE, and dramatic cuts to various state programs in order to respond to California's on-going budget deficit.

The proposed consolidation of state agencies, if passed in its current form, would result in the Department of Real Estate becoming a bureau within the existing Department of Consumer Affairs. Similar treatment is proposed for the Office of Real Estate Appraisers (OREA). The Governor's rationale is that the Department of Consumer Affairs licenses and regulates most professions, ranging from doctors, architects and accountants to auto repair and contractors through more than thirty boards and commissions. The Governor suggests that it is the appropriate place to house regulatory functions for real estate licensees.

In addition, mortgage loan originators not affiliated with banks would be regulated within a new Department of Business Oversight which will oversee all financial and corporate entities. It appears that mortgage loan originators now licensed by DRE will be transferred there, along with the attendant costs of their regulation, the DRE's largest single enforcement cost area.

C.A.R. has in the past had to defend the budget reserves of DRE against raids proposed in previous administration budgets, and will be equally vigorous in resisting any transfer of financial reserves from the DRE under this proposed budget. It remains to be seen if the new budget would have the effect of transferring the reserves from license fees paid by real estate licensees out of the DRE Special Fund and into the General Fund of the state. The proposal is not yet specific as to its effect on the enforcement staff and capabilities of the DRE, however, concern has been raised that a bureau may not have the enforcement capabilities of a full department.

continued on page 7



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Report on the California Association of REALTORS®

continued from page 6

Zip Forms Open Forum

ZipForms training is now available with continuing education credit - two CE credits for zipForms 6 Professional training and two CE credits for Digital Ink and zipVault training.

Public Policy Forum

Governor Brown signed an emergency regulation into law in July 2011. There is a fee imposed on every structure that is habitable in a "state responsibility area." The regulation raised the fee from \$90 to \$150 on these structures. The Board of Equalization will be sending a bill to each parcel owner

with a \$35 credit available if the dwelling is in a fire protected location. To determine the status of their property, residents can go to www.boffire.ca.gov.

Global Real Estate Forum

NAR and C.A.R. are encouraging each local association to develop a Global Real Estate Forum or Committee to enhance international business within their jurisdiction. President Patrick Lieuw has appointed a task force to develop the idea here.

CREPAC and IMPACT Trustees

Bylaws of these independent groups have not been revised for approximately 20 years. Revisions were brought to the winter meetings by two groups who were not entirely in agreement. As a result, a new work group was formed to bring recommended bylaws to the spring meetings.

Special Mention

Past President Paula Colombo was given special recognition for being selected as a Director for Life by C.A.R.

Karla Oppliger was granted Member for Life status.

Past President Alan Wagner is serving on C.A.R.'s Nominating Committee and will be interviewing leadership candidates for 2013.

C.A.R. Directors

SAR Members serving as C.A.R. Directors are: Erin Attardi, Paula Colombo, Doug Covill, Judy Covington, Kathy Fox, Eva Garcia, Patrick Lieuw, Chris Little, Steve Ostrom, Leigh Rutledge, Tracey Saizan, Clay Sigg, Charlene Singley, Paula Swayne, Dave Tanner and Alan Wagner.

STATS PRESS RELEASE

Sales drop for the New Year, median price dips slightly

Sales decreased for the month to 1,289 units sold, down 22.7% from the 1,668 closed escrows in December. Year-to-year closed escrows were up 4% from the 1,239 units sold January 2011. Making up the closed escrows this month were 429 REOs (33.3%), 423 short sales (32.8%) and 437 conventional sales (33.9%).

The median home sales price dropped this month to the lowest median price (\$160,000) since February 2001 (\$159,250). This is a .6% decrease from the \$161,000 median sales price of last month. The \$200,000 - \$249,999 price range mode still accounts for the majority of the 1,289 total sales this month (14.3% or 184 units), while homes under \$100,000 totaled 242 (18.7%) units. Closed escrows from conventional financing (467 units or 33.1%

of all sales) increased 3.4%, cash buyers increased 5.1% (458 units or 32.4%) and FHA financing decreased 4.9% (380 or 26.9%). These numbers include the 124 condo sales this month. The average amount of days spent on the market (from list date to opening escrow) was 67 days; the median DOM remained at 40.

The Total Listing Inventory has been split up to more accurately display the current market. Active Listings numbered 2,531 properties with 935 Active Short Sales making up 36.9% of that number. Active Short Sale Contingent properties totaled 2,122. Active Short Sale Contingent properties are short sale properties on which initial offers have been made and are not entirely "active." After breaking down Total Listing Inventory, we find that the

Housing Market Supply figure is more accurately reflected. The Housing Market Supply figure for January was two Months - an 11.1% increase from last month. This figure represents the amount of time - in months - it would take to deplete the Active Listing Inventory (2,531) given the current number of closed escrows (1,289).

According to MetroList® MLS data, the average home sold this month was 1,706 square feet. Of the 1,289 sales this month, 113 (8.7%) had 2 bedrooms or fewer, 712 (55.2%) had 3 bedrooms, 395 (30.6%) were 4 bedroom properties and 68 properties (5.2%) had 5+ bedrooms.

Condominium Resale Market

Sacramento condominium sales increased slightly for the month to 124

units. This figure is down 2.4% from the 127 units sold in December and up 11.7% from the 111 units sold in January 2011. REO property sales accounted for 46.8% (58) of all units sold while short sales (25% or 31) and conventional sales (28.2% or 35) accounted for the remainder. The percentage of REO condo sales increased 23.8%, short sales decreased 38.8% and conventional sales increased 32%. The condominium median sales price decreased 11.2% month-to-month, from \$85,629 to \$76,000. This current price is down 5% from the \$80,000 median sales price of January 2011. Of the 432 units in the Listing Inventory, 191 (44.2%) were listed as Active Short Sale Contingent, leaving the actual Active Listing Inventory at 241 units. Of these 241 units, 77 were listed as Active Short Sales.




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DATE	TIME	CLASS	COST	TOPIC	INSTRUCTOR
March 8	12noon – 1:30pm	Lunch & Learn – Social Networking	\$10	Topics include: <ul style="list-style-type: none"> • The how-to's of social networking • How to set up your Facebook and Twitter pages • How to load these applications on your PDA • How to incorporate these elements into your existing websites for maximum benefit 	Erin Attardi
March 23	9:00am - 12noon	Marketing with YouTube	\$45	Topics include: <ul style="list-style-type: none"> • How to use The Flip video camera or similar devices to make you own virtual tour • How to build and edit videos • How to build an Internet presence within each our your YouTube videos • How to use Google indexing, ultimately making you visible on page 1 of Google • How to upload your video to YouTube from different avenues 	Kurtis Bieber
March 23	1:00pm – 4:00pm	iPad – Setting Up this Business Tool	\$45	Topics include: <ul style="list-style-type: none"> • Complete understanding of set up and navigation of the iPad • Connecting multiple emails, calendars and contacts to your iPad • Learn and understand the “iCloud” applications and the differences with Google Business Premier • Utilizing third party applications to help you do business from your iPad • Learning key applications like Keynote, Bookmarks and Expenses • Complete synchronization on the “Google Cloud” for business 	Kurtis Bieber
April 24	2:00 – 4:00pm	Social Media Management and Marketing	\$29	Topics include: <ul style="list-style-type: none"> • Creating your own custom Facebook Business Page • Growing your Facebook Fan Base – fast • Getting others to post and manage your Facebook page • Posting once and linking to all your Social Media sites • Finding blogging material • Creating your own Facebook ad • Getting business using Facebook ads • Getting your social media marketing done for you 	Diana Turnbloom

All classes listed above are held at SAR's Mack Powell Auditorium. To register online, visit 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.

All prices listed are based on SAR's early bird fee.

SAR Scholarship Fund

2012 marks SAR's 50th year of awarding scholarships to deserving Sacramento area students. The Scholarship Fund was initially a \$600 yearly program that provided \$100 to \$200 scholarships for Sacramento students attending American River Junior College, Sacramento City College, and Sacramento State College (now California State University, Sacramento). Over the years, SAR has expanded the Scholarship program to support students pursuing real estate, business, and a variety of other fields at many different institutions across the United States. Last year the SAR Scholarship Foundation awarded \$38,500 to 34 outstanding local students and our goal this year is to meet or surpass that number.

This year, more than ever the Scholarship Foundation needs your support. With a tough economy many may question whether they are able to donate to the Scholarship fund. The question you should really be asking is how can I not donate? Education is one of the most important gifts we can give today's youth and it is a gift that benefits not only the student but the entire community. The students who receive a SAR Scholarship to attend college will one day be your clients, your co-workers, and our community leaders. An investment in their future is an investment in your future.

The SAR Scholarship Foundation Trust is a 501(c) 3 organization. Your contribution may be tax deductible. Please consult with your tax professional.

Scholarship Applications are being accepted until March 30

SAR invites qualifying high school and college students to apply for an SAR Scholarship. Please note some of the guidelines and procedures below.

- The application form must be completed in full and received in our office by the deadline of 5:00 p.m. Friday, March 30, 2012.**
- The following must accompany the application:
 - Copy of current official transcript from an accredited high school, college or university
 - Evidence of acceptance and intention to enroll for Fall 2012 term at an accredited college or university (or verification of current full-time enrollment if currently attending college or university)
 - A typed, 300-word essay describing the student's career objectives and the benefits to be gained from this financial award
- Applicant must have maintained - and document - a cumulative grade point average of 3.5 (includes high school and all colleges attended)
- Applicant must be a resident of Sacramento County or the City of West Sacramento, California for at least one year, or be a relative of a SAR Member or Affiliate and have a valid California Driver's License or California State Identification Card.

Those students receiving SAR Scholarships will be recognized at SAR's June Main Meeting on Tuesday, June 5.

News clippings on SAR website

In 2012, no one with any sort of electronic connections suffers from a shortage of news and information. As the February Main Meeting speaker, Dave Mitchell, stated: "Knowledge used to be something we possessed; now it's something we access... Expertise is no long as important as the ability to access information."

However, sorting through available information can be a real burden. Let SAR and the SAR website help you with access.

SAR sorts through hundreds of newspaper and broadcast clippings every day and posts the most relevant items on the website. Go to www.sacrealtor.org and click on Public Affairs, then on News.

State stories from C.A.R. and national stories from NAR are also posted each day. The articles selected by SAR are posted for one week, although some (scroll down) are left on the site for a longer period. The articles in the State and National sections change every day.



APRIL CALENDAR OF EVENTS

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
2 WCR Luncheon (A) 11:00am – 2:00pm	3 Main Meeting with Terry Watson (A) 9:00 – 10:30am Community Outreach Committee (B) 10:30 – 11:30am National Association of Hispanic Real Estate Professionals (A) 11:30am – 3:30pm	4 New Member Orientation (B) 8:30am – 12:30pm	5 RE Finance Forum (A) 9:00 – 10:30am CanTree Committee (B) 10:30 – 11:30am	6 Office Closed – Staff Development 7:30 – 8:30am
9 MetroList Training – Prospector Course 1 (T) 9:00am – 12noon Education Committee (B) 9:00 – 10:00am MetroList Training – Prospector Course 2 (T) 1:00 – 4:00pm	10 Regional Meetings* (A) 8:30 – 9:30am	11 Regional Coordinators Quarterly Meeting (B) 8:30am – 12:30pm	12 Realtist (A) 9:00 – 11:00am Equal Opportunity/Cultural Diversity Committee Meeting (B) 11:30am – 1:00pm	13 The National Association of Residential Property Managers (NARPM) (A) 11:30am – 3:30pm
16 New Member Orientation (B) 12:30 – 12:30pm	17 Regional Meetings* (A) 8:30-9:30am	18	19 Young Professionals Council Forum (A) 9:00 – 10:00am WCR Orientation (A) 9:00 – 10:00am Young Professionals Council Committee Meeting (B) 10:00 – 11:00am WCR Luncheon (A) 11:00am – 2:00pm Multi-Chamber Mixer (A) 5:30 – 7:00pm	20 Public Issues Forum (B) 9:30 – 10:30am
23 MetroList Training – Prospector Course 1 (T) 9:00am – 12noon MetroList Training – Prospector Course 2 (T) 1:00 – 4:00pm	24 Regional Meetings* (A) 8:30 – 9:30am	25 Short Sale Seminar with Bob McManus (A) 9:00am – 12:00pm Office Closed – Staff Development 1:00 – 2:00pm Housing Opportunity Committee (B) 2:30 – 4:00pm Asian Real Estate Association of America (AREAA) (A) 11:30am – 3:00pm	26 Board of Directors Meeting (A) 9:00 – 11:00am Asian Real Estate Association of America (AREAA) (A) 11:30am – 3:00pm	27 Industry Update (B) 9:30 – 10:30am
30 MetroList Training – Searching & CMA Workshop (T) 9:00 – 11:30am MetroList Training – Auto Prospecting Workshop (T) 1:00 – 3:30pm				

Calendar Information

*For Regional Meeting locations and times, visit www.sarcaravans.org or contact Tony Vicari at 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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by Linda Wood

Have you met Doug Reynolds? Maybe not, unless you've been on the other side of one of his transactions or work in his office. He works at Better Homes and Gardens RE Mason-McDuffie. He is known for his incredible work ethic and high satisfaction ratings he receives from his clients. Doug was licensed in 2006, a couple of months prior to graduating from CSUS with a degree in Real Estate and Land Use Regulations. He is a new Masters Club Member in 2011.

Doug grew up in Ventura, just a few minutes from the beach. He also likes snowboarding. He came to Sacramento to attend college. He bought a home while in college and kept that home as a rental and bought another home that he now shares with his wife and 18-month-old daughter. They are his support and motivation.

Doug is often the first person in the office and goes in to the office to work five to six days per week. He says that

he believes in dressing for success every day because you just never know when that phone is going to ring and you'll be meeting a new client with only one chance to make that first impression.

Doug did not have friends and family in Sacramento when he started in real estate. He built his business by taking floor time, open houses and tracking every lead. He believes knowledge is important and makes sure he knows the contracts and market statistics. He has already built a strong repeat and referral business. He realizes that his clients continue to use and refer him because they like and trust him. He continues to build on that base and is building a community with these new friends and clients. He continues to stay in touch with his past clients as their trusted source. He knows that his business will continue to grow and support his family as he supports his clients.

Mark Your Calendars!

Masters Club Awards Luncheon

March 16, 2012

11:00am Reception

12:00 noon Lunch and Program

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SAR Multi-Chamber Mixer – Thursday, April 19th

Following the raving success of the event last year, SAR is once again developing another mixer "Focus on Collaboration" with various local ethnic chambers. Participating chambers this year include the Rainbow, Greater Sacramento Vietnamese American and Slavic Chambers. Also invited are the National Association of Hispanic Real Estate Professionals (NAHREP), the Greater Sacramento Asian Real Estate Association of America (AREAA) and the Sacramento Realist Association, Inc. Members from each participating group, as well as all local business professionals, are invited to mix and mingle. The Human Rights/Fair Housing Commission will participate to emphasize the importance of fair housing.

For a \$10 cost at the door, attendees are treated to two drink tickets, one entry to the prize drawing, diverse food from local dining establishments, free parking and access to hundreds of local business professionals. There will also be a grand prize drawing for those attendees who get their "passport" filled out by each table sponsor. The grand prize has not been selected just yet, but last year lucky SAR Member Cece Bazett took home a 42" LCD television complete with HDMI cables. What reason do you have not to attend?

The Mixer takes place on Thursday, April 19th from 5:30 – 7:30pm at the SAR Mack Powell Auditorium. The cost is \$10 at the door. We hope to see you there!



JANUARY 2012 DATA FOR SACRAMENTO COUNTY AND THE CITY OF WEST SACRAMENTO

MLS STATISTICS for January 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	1,998		1,708	17.0%	2,455		-18.6%
Active Listing Inventory †	2,531		2,966	-14.7%	5,004		-49.4%
Active Short Sale (included above)	935		N/A		N/A		
Active Short Sale Contingent *	2,177		2,122	2.6%	1,635		33.1%
Number of New Escrows	1,428		1,253	14.0%	1,333		7.1%
Number of REO Sales	429	33.3%	561	-23.5%	579	46.7%	-25.9%
Number of Short Sales	423	32.8%	490	-13.7%	320	25.8%	32.2%
Conventional Sales	437	33.9%	617	-29.2%	340	27.4%	28.5%
Total Number of Closed Escrows	1,289	100.0%	1,668	-22.7%	1,239	100.0%	4.0%
Months Inventory	2 Months		1.8 Months	11.1%	4 Months		-50.0%
Dollar Value of Closed Escrows	\$231,661,598		\$311,634,024	-25.7%	\$240,158,681		-3.5%
Median	\$160,000		\$161,000	-0.6%	\$170,000		-5.9%
Mean	\$179,861		\$187,055	-3.8%	\$193,989		-7.3%
Mode	\$200,000 - \$249,999		\$200,000 - \$249,999		\$200,000 - \$249,999		

Year-to-Date Statistics	01/01/12 to 01/31/12 SAR monthly data, compiled	01/01/12 to 01/31/12 MetroList YTD data	1/1/2011 12/31/2011	Change
Number of Closed Escrows	1,289	1,289	1,239	4.0%
Dollar Value of Closed Escrows	\$231,661,598	\$311,634,024	\$240,158,681	-3.5%
Median	\$160,000	\$160,000	\$170,000	-5.9%
Mean	\$179,861	\$179,861	\$193,989	-7.3%

CONDOMINIUM RESALES

Monthly Statistics	Current Month	% of Total	Last Month	Change % of Total	Last Year	Change
New Listings Published	167		144	16.0%	217	-23.0%
Active Listing Inventory †	241		269	-10.4%	500	-13.6%
Active Short Sale	77		N/A		N/A	
Active Short Sale Contingent *	191		188	1.6%	165	15.8%
Number of New Escrows	103		102	1.0%	123	-16.3%
Number of REO Sales	58	46.8%	48	20.8%	63	-7.9%
Number of Short Sales	31	25.0%	52	-40.4%	25	24.0%
Conventional Sales	35	28.2%	27	29.6%	23	52.2%
Total Closed Escrows	124	100.0%	127	-2.4%	111	11.7%
Dollar Value of Closed Escrows	\$11,362,163		\$10,874,862	4.5%	\$10,710,720	6.1%
Median	\$76,000		\$85,629	-11.2%	\$80,000	-5.0%
Mean	\$92,375		\$72,000	28.3%	\$96,493	-4.3%
Mode	\$60,000 - \$69,999		\$70,000 - \$79,999		\$120,000 - \$139,999	

Year-to-Date Statistics	01/01/12 to 01/31/12 SAR monthly data, compiled	01/01/12 to 01/31/12 MetroList YTD Data	1/1/2011 12/31/2011	Change
Number of Closed Escrows	124	124	111	11.7%
Dollar Value of Closed Escrows	\$11,362,163	\$11,362,163	\$10,710,720	6.1%
Median	\$76,000	\$76,000	\$80,000	-5.0%
Mean	\$92,375	\$92,375	\$96,493	-4.3%

† 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 January 2012 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	4	0.3%	2	1.6%	0	5	0
\$30,000 - \$39,999	10	0.8%	17	13.8%	0	3	0
\$40,000 - \$49,999	20	1.6%	9	7.3%	1	0	3
\$50,000 - \$59,999	30	2.3%	13	10.6%	1	1	3
\$60,000 - \$69,999	42	3.3%	19	15.4%	3	0	4
\$70,000 - \$79,999	44	3.4%	4	3.3%	2	0	2
\$80,000 - \$89,999	50	3.9%	12	9.8%	1	0	3
\$90,000 - \$99,999	42	3.3%	9	7.3%	2	0	4
\$100,000 - \$119,999	117	9.1%	14	11.4%	2	0	6
\$120,000 - \$139,999	138	10.7%	8	6.5%	6	0	4
\$140,000 - \$159,999	132	10.2%	1	0.8%	5	0	1
\$160,000 - \$179,999	131	10.2%	5	4.1%	6	0	2
\$180,000 - \$199,999	102	7.9%	1	0.8%	8	0	0
\$200,000 - \$249,999	184	14.3%	3	2.4%	2	0	2
\$250,000 - \$299,999	106	8.2%	3	2.4%	6	0	0
\$300,000 - \$349,999	62	4.8%	2	1.6%	2	0	0
\$350,000 - \$399,999	39	3.0%	1	0.8%	0	0	0
\$400,000 - \$449,999	11	0.9%	0	0.0%	0	0	0
\$450,000 - \$499,999	8	0.6%	0	0.0%	0	0	1
\$500,000 - \$549,000	7	0.5%	0	0.0%	0	0	0
\$550,000 - \$599,000	3	0.2%	0	0.0%	0	0	0
\$600,000 - \$999,999	5	0.4%	0	0.0%	1	0	0
\$1,000,000 and over	2	0.2%	0	0.0%	0	0	0
Total	1,289	100%	123	100%	48	9	35

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
Cash	458	32.4%	552	30.8%	0 - 30	607	43.0%
Conventional	467	33.1%	574	32.0%	31 - 60	283	20.0%
FHA	380	26.9%	508	28.3%	61 - 90	168	11.9%
VA	57	4.0%	74	4.1%	91 - 120	117	8.3%
Other †	50	3.5%	87	4.8%	121 - 180	127	9.0%
Total	1,412	100.0%	1,795	100.0%	181+	110	7.8%
					Total	1,412	100.0%

* half-plex, 2-on-1, mobile home
† includes: cal vet, contract of sale, creative, farm home loan, owner financing.
Median DOM: 40
Average DOM: 67
Average DOM 1 - 180 Days: 49
Average DOM 181+ Days: 282
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STAFF MEMBER OF THE MONTH

CAYLYN BROWN



How long have you been with SAR and what is your position?

I started at SAR in May of 2008 as the Government Affairs Director.

What did you do before coming to SAR?

I worked in the State Capitol for three Assemblymembers and one Senator who represented a wide variety of areas in California.

What do you like best about working for SAR?

The large variety of political and policy issues I get to work on. Things in the real estate market are constantly changing, and the same can be said in politics. It keeps things interesting. I also really enjoy the membership.

How long have you lived in the Sacramento area? Where have you lived before?

I moved to Sacramento in 2004 to finish my bachelor's degree. Before that, I was raised in Red Bluff, spent two years in Chico, and a semester of college in Honolulu.

What do you like/dislike about Sacramento?

I live in the Pocket, and love running on the canal and along the river, watching the ducks and geese.

What are your hobbies or other activities?

I love anything that is outside: running, hiking, camping, fishing...

Have you watched any good movies lately?

Casino Jack – Kevin Spacey as Jack Abramoff.

Do you have a favorite restaurant in Sacramento?

I really like Jamie's Broadway Grill and Todo Un Poco in Elk Grove.

What would people be surprised to learn about you?

People would probably be surprised to learn that I'm a country girl at heart, and that I am a huge fan of ice hockey and root for the San Jose Sharks.



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What's in Your Website?

By Roland Fellows, SAR Technology Committee Member

As REALTORS®, we all have websites. Some say they're a necessary evil. Others advocate custom or semi-custom websites that do everything. Let's face it, a decent website is expensive, costing \$50 or \$75 or more each month. What would you say, if for \$100 up front and \$25 per month, you could have everything that you need in your website AND have total control over its content.

Here are the basic features that you should have on your website:

- User self-service property searches
- Prospect/lead registration
- Promotion of your listings
- Personal branding
- Blogging
- Customization to support your individual marketing efforts

How do you have all this with out spending a bundle? Maybe you should consider a do-it-yourself WordPress website. You're asking:

- Do I have to be able to code in html? answer-No.

- Do I have to be proficient with CSS? answer-No.

- How much does WordPress cost? answer-It's free!

- I thought WordPress was just for blogging? answer-Not any more...

You'll need a place to host your website like GoDaddy or HostGator (about \$10 per month). You'll also need an IDX feed like the one MetroList Pro offers (about \$15 per month). I highly recommend getting the AgentPress Theme from StudioPress (one time cost of about \$100). This will simplify everything for you and StudioPress provides video tutorials on how to do everything. Check out the demo at: demo.studiopress.com/agentpress.

What about the advanced features that the custom and semi-custom website guys are selling as their advantages? Search engine optimization? - with WordPress there's a plugin for that. Controlling SPAM in the comments to your posts and pages? - With WordPress there's a plugin for that. Automatically sending your blog posts to FaceBook or LinkedIn or Twitter? With WordPress there's a plugin for that. The answer for almost every advanced thing you want to do with WordPress is: "there's a plugin for that."

What's the downside, you ask? Well...you DO need to learn WordPress...but once you do, you control everything on your site for an investment of about one hour per week.

Terry Watson Returns to SAR

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Terry's presentation covers the principles, strategies, and subliminal tactics that can be employed to successfully negotiate on the consumer's behalf. Gain excellent, simple and current techniques for promoting and protecting agency relationships and for negotiating well.

Upon completion of this presentation, you will be able to recognize and identify:

- unique negotiating needs that consumers have
- ways to protect and promote your agency relationships
- skills that will enable you to meet and exceed the unique negotiating needs and expectations of your clients
- what is expected from today's consumer, based on the NAR Home Buyers and Sellers Report
- common agency mistakes that are made while negotiating
- a plan for meeting the unique negotiation needs of today's buyers and sellers
- common reasons why agency can be compromised during negotiations
- resources for improving negotiations and agency relationships



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

DAVE TANNER



One of the most commonly asked questions in the foreclosure arena is the status of a tenant in the property. This used to be a fairly straight forward issue before the government started helping us out.

The basic law in California used to be that after the foreclosure the new owner just gave the month-to-month tenant a 30-day notice and that was it. But a few years ago the State passed a new law, codified in California Civil Code § 1946.1, that provided that the 30-day notice still worked for tenants in possession for less than a year but if they had been in the property for one year or more the landlord needed to give the tenant 60-day notice.

One small twist to that is California Civil Code § 1946.1(d) which provides that in the case of a buyer purchasing a tenant occupied single family dwelling the tenant may be given a 30-day notice within 120 days after escrow is opened, providing the tenant had not been given a prior notice and providing that the buyer is a natural person, purchasing for value, who intends to occupy the property for at least one year following close of escrow. These same rules applied to terminating any month-to-month tenancy. The foreclosure had no impact.

If the tenant was on a lease, the rule was still fairly straightforward but somewhat different. If the lease had been entered into before the loan that is being foreclosed was attached to the property or if the lender had actual knowledge of the tenancy before the lien attached the lease survived the foreclosure and the tenant got to stay until the lease expired. On the other hand, if the lease was entered into after the foreclosing loan was attached to the property the lease is wiped out by the foreclosure, as is most any junior interest in the property.

Fairly simple so far, right?

But the waters have been muddied considerably over the past few years at both the state and federal level. As of January 1, 2012, California Code of Civil Procedure § 1161b (CCP 1161b) became effective which requires 60-day notice to all tenants following foreclosure. But it does not apply if the former owner remains as a tenant,

subtenant or occupant. And it only remains in effect until December 31, 2012, unless extended.

A former owner, by the way, that just does not leave after the foreclosure sale is only entitled to a three day notice to quit and then eviction action can be initiated.

In 2009 the Feds jumped in with Public Law 111-22 (PL 111-22) which had a couple of impacts. This law described bona fide leases or tenancies as those entered into for market value rent with a party other than the defaulting borrower, or the defaulting borrower's spouse/parent/child, prior to a Notice of Default being recorded against the property.

For bona fide leases, PL 111-22 provides that the foreclosing party takes subject to the existing lease. The tenant has a right to stay until the lease expires. But that right can be terminated upon 90 day notice if the property is subsequently sold to a buyer that intends to occupy as the buyer's principal residence.

For bona fide month to month tenancies the tenant must be given a 90-day notice to terminate the tenancy. Like CCP 1161b mentioned above, PL 111-22 only remains in effect until December 31, 2012, unless extended.

All of the above having been said, there are various programs, such as the HUD Section 8 program which

requires 90-day notice to any tenant, which must be followed regardless of any other circumstances.

If you have a real estate transaction related to any of the situations described above, you need to have the principal parties to that transaction talk to legal counsel of their choosing before signing anything to determine how these and other laws apply to their particular situation.

If you have any questions on this article or any other aspect of real estate law please contact me at 916 447-9181 or log on to our website at www.HansonLawFirm.com.

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GOVERNMENT WATCH

Climate Action Plan in the City of Sacramento

The Sacramento City Council passed a comprehensive Climate Action Plan in February to help the City come into compliance with AB 32, a bill passed by the State Legislature in 2006 mandating greenhouse gas reduction. The final version of the plan is a true compromise between those who favor mandates and those who prefer incentive-based programs.

The Sacramento Association of REALTORS® was integrally involved in the formulation of this plan for the past two years. The effort began as a working group of home energy raters, green contractors, city and county staff, and SAR. The group was favoring incentive-based approaches through most of the discussions. However, at the final meeting it was suggested that point-of-sale energy audits be required before a home could close escrow. Despite objections from SAR, the plan moved forward to the Sacramento Planning Commission and Sacramento City Council with this language.

SAR worked with City Council, planning commissioners, city staff, and the Sacramento Metropolitan Air Quality District and was eventually able to come to a compromise to remove point-of-sale mandates from the plan. Greenhouse gas reductions that will not occur through point-of-sale do have to come from somewhere.

The final plan is a comprehensive plan for greening the City of Sacramento and includes aspects focusing on sustainable land use, transportation, energy efficiency and renewable energy, waste reduction and recycling, water conservation and efficiency, and community involvement and empowerment. The Climate Action Plan will update the City's existing Residential Energy Conservation Ordinance (RECO) to require some very basic tier one greening when permits are pulled for major remodels or additions.

The plan also will develop and adopt a Commercial Property Assessed Clean Energy Financing Program (Commercial PACE) to create a voluntary special assessment district to help finance energy efficiency retrofits of commercial establishments. Also for commercial developments, the plan will develop and adopt a Commercial Energy Conservation Ordinance (CECO). Similar to the RECO, this will require some very basic greening when building permits are pulled for major renovations or additions. The final element concerning existing buildings will incorporate weatherization education into the existing rental housing inspection program. If the education does not lead to basic improvements, basic mandates will be considered at a later date.

This was a long and arduous process, but the end result shows that when both sides come together and are willing to talk and compromise, good policy can result. Local governments are under a strict mandate from the State of California to lower greenhouse gas emissions. Now that the Climate Action Plan is passed, the next step will be to formulate ordinance language, in which SAR will be equally involved.

