



SACRAMENTO REALTOR®

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

AUGUST 2019

A PUBLICATION OF THE SACRAMENTO ASSOCIATION OF REALTORS®

EDUCATION IS THE KEY TO SUCCESS



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SAR's Education is Top Notch

Being a REALTOR® means you have to know the market. Those of us who have seen the market ebb and flow over the years know this all too well. You've likely heard that real estate is cyclical; there is no doubt about it. And because of these cycles we have to be ready to change our business plans accordingly. When the economy tanked during the last recession, there were many bank-owned properties on the market. We had to learn the in's and out's of dealing with REOs and short sales. This was unfamiliar territory for many of us. Our Association responded by offering classes that covered these topics to keep us informed. Whether you took advantage of these benefits was up to you.

The SAR Education Committee is constantly striving to offer the best classes for our Members. As you read through this issue and peruse the articles from both the Education Committee Chair and Vice Chair, it is clear they are passionate about this topic. Their whole purpose is reviewing and scheduling classes that will offer our Members the opportunity to stay a step above other real estate professionals. That's what REALTORS(r) are supposed to do!

I urge you to take some time reviewing the [SAR calendar](#). You can even sort the calendar to only show SAR educational offerings. Look at the classes and the topics they cover. By clicking on the class you will learn more about what to expect from the seminar. Take the [Advanced Commercial Prospecting](#) class on 8/21. This 2-hour class will teach you where to look for commercial listings, how to load your lead generation pipeline with Commercial FSBOs, the 7 key areas to focus in your business to successfully generate money-making leads and so much more.

Not interested in Commercial Prospecting? Don't worry. The very next day (8/22) offers the class "[Selling Effectively in a Litigious Environment](#)." The purpose of this class is to help you minimize any chance of litigation by effectively executing a 5-step due-diligence process. This includes reducing risks for your clients, finding the greatest needs and desires of both Buyers and Sellers, and establishing loyal, reciprocal relationships with affiliate partners. The instructor, David Compton, has over 44 years in the real estate business and for the last 33 years has been a career development director and prominent speaker in the real estate industry. You will certainly learn something special from a professional with that kind of experience.

These are just two examples of how SAR is dedicated to fulfilling the educational needs of its Members. Whether your own company offers in-house education or not, it behooves you to take advantage of SAR Education. The experience and knowledge of these instructors alone are enough to make it worth your time. Looking at it from another angle, you will also be in these classes sitting side-by-side with like-minded professionals. Who knows how many business relationships you will develop that might lead to that next sale?

Don't put it off, don't say "I'll go next time." Find a topic that interests you and register for that class. I doubt you will regret it.

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Education is the Key to Success!

It seems apropos that as the summer winds down and children begin to head back to school that the theme of this month's magazine is **EDUCATION**. This single word results in potentially the most significant action one can take that will determine the likelihood of success or failure in their business. In this ever-changing world and economy, education is necessary to maintain a competent level of professional service. In the legal world, we are required to complete 25 units of continuing legal education every three years. You as real estate professionals are required by the DRE to periodically complete 45 hours of continuing education.

We have a saying around our office that "the day you stop learning, is the day you retire." The premise behind this saying is that like real estate, law is a constantly changing profession and the day you quit learning and honing your craft is the day you commit malpractice. Here at BPE, education is a required core component of the professional development of each attorney. That means participation in classes to further one's skill and competency in a practice area. Because of our commitment to learning and growing, we implemented the Professional Development Series that all attorneys and law clerks attend to facilitate educational growth and mentorship of younger professionals in a single setting.

Every year new laws are enacted and hundreds, if not thousands, of cases are decided that change, affirm, adapt or modify existing case law, market forces change the business opportunity landscape and technology changes how you practice or how you market. All of these are important components of the life cycle of the business and the failure to learn and adapt at a minimum; places one at a competitive disadvantage or more significantly can create a competency or fiduciary duty liability.

Last year (2018) alone saw more than 13 new laws enacted at the state level that directly impacted real estate and that does not include the multitude of changes to state and local laws/regulations involving the statewide legalization of marijuana or the numerous court decisions. Changes were made or have more recently been made to the C.A.R. forms, including the RPA, which is regularly used for consumer real estate transactions.

With all these changes how is one to keep up in a busy real estate environment? Your local association is great at getting the necessary education to their members to keep you abreast of changes and trends. Whether it's a [Lunch and Learn](#) on the revisions to the RPA, a [Regional Meeting](#) discussing a new trend, the [Real Estate Finance & Affiliate Forum](#) updating on local market forces, or an educational series like the [Broker's Training Institute](#), there is a course for everyone to hone and develop their skills as a real estate professional. SAR invests in you, the professional, by providing these classes and bringing in local, regional and statewide experts on various topics to assist and provide education and training on those topics of interest and import to the real estate community.

Make education an important component of your professional development and repertoire. Review the educational opportunities available to you and enhance your professional acumen. It can only help your business and the clients you serve. Better service to our clients is the goal we all seek to achieve.

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Together we'll go far



Affordable Housing in Sacramento:

Progress can happen

CARTER NELSON

Affordable housing development in Sacramento has been a continuous uphill battle, as it has been throughout all of California. We have an ever-present need for a great deal of additional housing for low- and middle-income families and individuals throughout the greater Sacramento region.

There continues to be hurdles when taking on the mission to build more homes. One of these obstacles came in 2017; corporate tax cuts that significantly impacted housing development in Sacramento, along with the rest of the nation. When tax rates for corporations are decreased, the value of the credits the corporations would get in return for investing in affordable housing also decreases. Since 1987, tax credits have funded the initial construction or rehabilitation of about a third of the nation's 10 million affordable units (The New York Times, 1/18/2018). Both sides of the political spectrum have historically seen this as a positive process, increasing housing supply and using private markets to solve public problems, all while directing money into local communities.

Before these tax cuts, the low-income housing tax credit gave more incentive to those who would develop affordable housing. When the corporate tax cut was lowered from 35% to 21%, it lowered the potential benefits of the tax credit for funding housing developments for low-income families. This unintended consequence has unfortunately cost California, and the Sacramento area, much needed affordable housing that would have otherwise been developed. These cuts killed or significantly delayed an estimated 15,000 affordable housing units in California (The Sacramento Bee, 7/16/2019). These tax cuts also have the potential consequence of higher taxes from local governments to make up for losses caused by this new policy. These tax cuts have caused some local governments to put in more money from their budgets to keep existing affordable housing projects alive, meaning they have to make up that money with higher taxes of their own.

Although we have seen a decrease or halt in affordable housing construction in the Sacramento area and beyond, there is currently an active site awaiting development in North Sacramento. This plan comes from non-profit San Diego developer Community HousingWorks, which has planned to build a 128-unit affordable housing complex (The Sacramento Bee, 7/10/2019). This site was once home to Lumberjack Lumberyard & Building Materials on Arden Way near Evergreen Street. These apartments will be available for those making 30 to 60 percent of the area median income, or \$24,030 to \$48,060 for a family of four. Federal Housing Choice Vouchers, previously known as Section 8 vouchers, will also be accepted at this complex.

This project has been met with some opposition from those who view it as a potential attraction to more crime, and encouraging more housing projects in already lower-income areas. As Councilmember Warren said in response to those against the project "I think the fact that they term it 'affordable housing' suggests it's some kind of dump. They're investing millions of dollars in an area that's been a steady source of illegal dumping and vagrants." First and foremost, the goal of this project is to provide homes to an area that has a great need, and in the process developing an area that has sat vacant for years into something great. This is an opportunity for many people to find affordable housing in the Sacramento area, and one big step in the right direction to approaching our housing crisis with effective solutions.

This complex is set to move forward despite the challenges faced by its opposition, with some facilitation from the City of Sacramento. SAR voiced strong support for Sacramento City Council allocating \$100 million in their recent budget vote for affordable housing assistance using GAP financing, which they approved. Community HousingWorks plans to request \$4 million in assistance from the city for this project, an endeavor SAR fully supports. Our priority will continue to be supporting further development of affordable housing in the Sacramento area. The unintended consequences of these tax cuts have been detrimental to development all over California and we hope to see more affordable housing development to help alleviate the housing crisis in California.

LET'S GET SERIOUS ABOUT HOUSING SUPPLY

A MESSAGE FROM THE CALIFORNIA ASSOCIATION OF REALTORS®

As REALTORS®, we're committed to protecting homeownership for all Californians. Ensuring homeownership for Californians – young and old – starts with increasing supply to end our state's housing and affordability crisis.

We can't afford to wait any longer. Sign this petition and

TELL CALIFORNIA'S LAWMAKERS: LET'S GET SERIOUS ON SUPPLY.

[CLICK HERE TO VIEW VIDEO](#)

The situation is dire. In a recent survey, 53% of Californians said they were considering moving to another state due to high housing costs. Even worse, a higher share of young people is at risk of leaving California.

We must ask ourselves: where will our children live?

If we fail to build more housing, the same California Dream will be out of reach for our kids and future generations.

That's why, as REALTORS® here in Sacramento, we're proud to champion legislation that increases the supply of housing. This includes policies that increase density in areas near transit and major job centers and hold local governments accountable on their housing goals.

REALTORS®, we need your voice:

SIGN OUR PETITION TO URGE CALIFORNIA'S LAWMAKERS TO SUPPORT POLICIES THAT INCREASE THE SUPPLY OF HOUSING.



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PAULA SWAYNE



I just read a great article in Inman News and I would love to share what it inspired in me.

In our world of real estate, it is so easy to get caught up in the minute to minute, day to day details that we experience that we sometimes forget to take time for our family and ourselves. There are deadlines to adhere to, clients demanding immediate responses and solutions, brokers looking for missing signatures or documents and showings that must be done now! In this kind of world, how do we find time to enjoy our family and friends or just find time for ourselves?

First and foremost, make an appointment with yourself at least once a week. If you are a new agent and have to host open houses, find the least busy day of the week and take that day off. I refer to it as my "untouchable" day. Unless the house is on fire, I am enjoying something other than real estate.

Keep in touch with friends. Enjoy lunch with a friend or family at least twice a month – and don't talk real estate! There is a challenge for you!

One of the items listed in the Inman News article I found particularly interesting. Did you know that it has been shown that having dinner with your family or with a friend at least 5 times a week can lessen your chance of a heart attack by 50%? In an age where just getting rid of cell phones and television at dinnertime seems to be a challenge, I find this very attractive!

Make your time count! Think about what you might be doing that is simply a waste of your valuable time. Avoid multi-tasking (a terminology that really means doing everything at half the quality that you might do otherwise). Concentrate on one task at a time and you will find you spend less time on it and have better results.

Get out of your comfort zone and take a leap into something new! It could be something as simple as a new food, something as exhilarating as ziplining or testing your skills at a jigsaw puzzle. Keep your life interesting and fresh!

All in all, we have a great career that allows us the freedom to choose what we want to do and when we want to do it. Clients and managers may make demands on your time, just make sure you grab time for yourself and what you love doing!





SAR's Education Program is Going Viral

Education is one of those topics that you know you should be doing more of, but somehow everything else takes priority. From showing homes, to facilitating inspections, turning over keys and, yes, to having a life. But it's not until you run into issues that you may start thinking *–'I need to know more about this.'* The concerns can be legal in nature, involving specific disclosures that should have been provided to the client, or questions about an appraisal. That's when you wish you would have gone to the classes that were being offered at your Association.

But who has time with the many hats you wear as a real estate agent? Maybe you are a full-time employee trying to transition to your new real estate career or you feel overwhelmed with other responsibilities.

The reality is that education isn't something that you can do once and you're done.

Education is on-going. Contracts change. Disclosures change. Markets change. These changes are all the more reason education should be one of your top priorities. Not only will it help you be more successful, keep you out of legal trouble, and help you become an asset to your clients, it is also a source of information you can count on.

At SAR, as we continue to grow and our membership surpasses 7,000, how do we as an Association help all our members grow in their businesses and provide a platform that can be accessed by all members?

About 60 percent of our SAR membership is composed of small brokerages that might not have the resources to offer on-going education. We want to be the Association to help you with that. Our main focus has been to bring relevant educational pieces on today's market, and how we can help you become a better, more successful agent. Whether you belong to a large brokerage and we can supplement some of your office education or you belong to a small brokerage and we can provide all of your ongoing education, we are here to help.

They say that those who do not embrace technology will get left behind. More schools and universities are providing online classes to accommodate all who want to further their careers, their education, and their knowledge. If SAR wants to stay relevant to our members, we must make distance learning available to those who cannot attend our live classes.

The future of the Education Department at our Association is about to change. Our Education Committee is getting ready to launch our online platform, so you can access pertinent training 24/7 on the web. Soon you won't have to choose between taking a listing or taking a class that you need. We anticipate rolling out the new platform before year end, so stay tuned.

Wishing you much success in your career as a REALTOR®.

Waldo Herrera
Education Chair 2019



My dad likes to say that he has never read a bad book. He would then go on to say that he has read many horrible books, but even those have taught him something. Sometimes it may only be a quote or a chapter, but there is always a little bit of gold that can be mined and compounded over time, and that gold adds up. The same is true when it comes to real estate classes. Attending classes at your local association will offer benefits in four ways.

1. Learn more about specific topics

Pretty obvious, right? This predictability allows for strategic choices to be made. When attending a class about property management, you can expect to learn about property management. What's great about this predictability is you can pick what classes to attend. Rather than attending a random class, a REALTOR® can specifically target which classes to attend. Creating a habit of checking the calendar and attending classes is easy and takes very little time. You can always [check the available classes on the SAR calendar](#).

2. Learn about related concepts

When taking a course, often the best education is tangential. Again, let's use the property management example. You show up to learn about property management, which includes a lesson about lead generation (tangential bonus #1) which leads to marketing specific vendors (TB #2) which leads to an improved vendor list (TB #3). Now instead of learning only about property management, additional knowledge has been gained which can be applied to your residential sales business.

3. Networking

Local associations are a fantastic way to network with agents outside of your office. If you are only attending classes taught by your brokerage, you are limiting your interactions. It is a great feeling to receive an offer from someone you met previously in a class; and the more you attend classes, the more often you will experience this benefit.

4. Stimulating Scholarship

Learning in-person is inconvenient. Taking time out of your day to attend a class is a sacrifice, but the more classes you attend, the more you will learn. Over time that knowledge will compound and produce significant returns.

Conclusion

There are no bad books, and there are no horrible classes. I encourage you to go to [SAR's calendar](#) and review upcoming classes and reserve your seat today. You WILL experience at least one of the benefits listed above. When you do, please reach out. I would enjoy the opportunity to hear about your experience.

GO ABOVE AND BEYOND

BECOME AN ACE AWARD WINNER

Now, not only does your business benefit from your attendance at SAR classes, but you can be recognized for your pursuit of education excellence.

The ACE Award was the innovation of the 2016 Leadership Academy. Spearheaded by REALTOR® David Gabris, the group decided their special project would be to acknowledge and reward SAR members for their attendance at SAR classes. By staying up-to-date and well informed through regular real estate trainings, you are contributing to the professionalism of our Association while providing a competent, knowledgeable REALTOR® to your clients. The more well-informed REALTORS® our Association has, the fewer grievance hearings we have to hold and the greater the REALTOR® reputation will be within the community.

You can earn the ACE Award by attending at least 12 SAR classes or 24 class hours with a minimum of 6 classes attended. Right now we have 10 members who have met this requirement. You still have time to earn this award. The deadline is January 3, 2020. Simply complete the online application and submit it to us. No fee involved. As your reward, you will be recognized on stage at the SAR February Main Meeting and receive the ACE Award logo you can use in your email signature, on business cards and other promotional materials.

If you have any questions, visit:
<https://sacrealtor.org/ace-award> or contact Judy at judy@sacrealtor.org.





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- 6 tickets to the event

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- 6 tickets to the event

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- ☐ Bar Sponsor - \$1,200 (limited to two alcohol bars and one cigar bar)
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CEO CORNER

CHIEF EXECUTIVE OFFICER



DAVE TANNER

This month our theme is education and I usually write about how important I believe education is to your real estate career. I still feel that way, but this month I feel the need to talk about another aspect of education.

Most of us learned some very basic skills in kindergarten. Be nice to each other. Treat others with respect. Listen to others when they talk. I am concerned that many people have forgotten or rejected those lessons as they got older.

In my more than forty years in the real estate business I don't know how many times I have experienced or heard stories of licensees being rude to other licensees or clients. Of licensees intentionally trying to mislead or take advantage of others in the transaction. Of licensees not treating others as they would like to be treated.

Sadly, it is not limited to our industry. We see people behaving badly every day. With the promotion of the internet it is so easy to treat others badly. You don't have to look them in the eye. You very well may not even know who they are. It seems to be a way to vent frustrations without consequences. But one thing we should have learned in kindergarten is that all actions have consequences.

Another lesson I was taught early in life is that if you have nothing good to say don't say anything. How quiet the internet would be in everyone followed that rule. It seems like there are many people that have nothing better to do than sit there waiting for someone to say or do something so they can pounce on them and berate or bully them.

This same approach to confrontation and disrespect carries through all walks of life. A prime example is with politicians and the media. I am confident most of them were exposed to the same lessons I was so how did they end up this way?

Carrying this disregard for others to the extreme we have recently seen more and more instances where people have come to believe it is ok to take the lives of other human beings. Everything we were taught early in life would tell us that these are not appropriate actions. But they still occur with seemingly greater and greater regularity.

The question becomes, how do we get back to following the lessons of our early years? I know it is unlikely that I can directly impact any of the extreme cases, but I do know I can start recalling and practicing those lessons I was taught so long ago. If each of us would do our best to follow those lessons in our lives I believe we can see a change in the lives of others as well. We must return to civility. As the saying goes "I may not be able to do everything but I know I can do something." I am going to try. I urge us all to try.



Article 15

REALTORS® shall not knowingly or recklessly make false or misleading statements about other real estate professionals, their businesses, or their business practices. (Amended 1/12)

Case #15-2: Intentional Misrepresentation of a Competitor's Business Practices

(Adopted Case #23-2 November, 1992. Transferred to Article 15 November, 1994. Revised November, 2001 and May, 2018.)

Following a round of golf early one morning, Homeowner A approached REALTOR® X. "We've outgrown our home and I want to list it with you," said Homeowner A. "I'm sorry," said REALTOR® X, "but I represent buyers exclusively." "Then how about REALTOR® Z?" asked Homeowner A, "I've heard good things about him." "I don't know if I would do that," said REALTOR® X, "while he does represent sellers, he doesn't cooperate with other brokers and, as a result, sellers don't get strong offers for their properties."

Later that day, Homeowner A repeated REALTOR® X's remarks to his wife who happened to be a close friend of REALTOR® Z's wife. Within hours, REALTOR® Z had been made aware of REALTOR® X's remarks to Homeowner A earlier in the day. REALTOR® Z filed a complaint against REALTOR® X charging him with making false and misleading statements. REALTOR® Z's complaint was considered by the Grievance Committee which determined that an ethics hearing should be held.

At the hearing REALTOR® Z stated, "I have no idea what REALTOR® X was thinking about when he made his comments to Homeowner A. I always cooperate with other REALTORS®." REALTOR® X replied, "That's not so. Last year you had a listing in the MLS and I spent months working with the buyers that submitted a purchase offer. You didn't pay me the offer of compensation, though; you paid another broker who stole my clients from me at the last minute, and all he did was submit the purchase offer."

REALTOR® Z countered REALTOR® X's statements, indicating he had made a blanket offer of compensation in the MLS, and that his refusal to pay REALTOR® X had nothing to do with him not cooperating with other brokers, but the fact that there was a procuring cause dispute at the end of the transaction. Upon questioning by panel members, REALTOR® X admitted he had no personal knowledge of any instance in which REALTOR® Z had refused to cooperate with any other broker, but assumed that his failure to pay the compensation REALTOR® X felt he had earned was likely how REALTOR® Z treated other brokers.

The Hearing Panel, in its deliberations, noted that cooperation and compensation are not synonymous. In fact, Standard of Practice 3-10 provided that the duty to cooperate established in Article 3 relates to the obligation to share information on listed property, and to make property available to other brokers for showing to prospective purchasers/tenants when it is in the best interests of sellers/landlords. In that respect, the Hearing Panel felt REALTOR® Z had, in fact, cooperated with REALTOR® X. However, to characterize REALTOR® Z's refusal to pay requested compensation because of a genuine commission dispute as a "refusal to cooperate," and to make the assumption and subsequent statement that REALTOR® Z "did not cooperate with other brokers," was false, misleading, and not based on factual information. Consequently, REALTOR® X was found in violation of Article 15.



SAR EDUCATIONAL OFFERINGS

All classes listed below are held at SAR's Mack Powell Auditorium. To register online, visit ims.sacrealtor.org. Questions - contact Marcus Arroyo at 916.437.1210. Prices listed reflect early-bird price, please contact us for non-Member pricing.

AUGUST

	CLASS	COST	INSTRUCTOR
8	12noon – 2:00pm PROTECT YOUR REAL ESTATE BUSINESS WITH YOUR OWN BUYER BROKER SYSTEM	TBD	Aria Salehpour
13 15	9:00am – 5:30pm EARN YOUR ACCREDITED STAGING PROFESSIONAL® DESIGNATION	Agent Investment: \$295 3 Day ASP Designation Investment: \$1,795	ASP Representative
17	8:30am – 5:00pm DUANE GOMER'S ONE DAY CRASH COURSE PASS SALESPERSON OR BROKER EXAM ON FIRST TRY	\$150	Duane Gomer Representative
21	1:00 – 3:00pm ADVANCED COMMERCIAL PROSPECTING	\$25	Michael Simpson
22	9:00am – 12noon SELLING EFFECTIVELY IN A LITIGIOUS ENVIRONMENT	\$20	David Compton
29	9:00am – 3:00pm REALTOR® BOOT CAMP	\$15	Various Instructors

SEPTEMBER

	CLASS	COST	INSTRUCTOR
5	9:30 – 11:30am MEGA OPEN HOUSES	\$10	Brent Gove
19 20	8:00am – 5:00pm FOUNDATIONS FOR SUCCESS IN COMMERCIAL REAL ESTATE	\$225	William Mohr, CEO of Mohr Financial
20	Most classes 9:00am – 1pm RETI SERIES – JUMPSTART YOUR CAREER: 8 WEEK SERIES THE REAL ESTATE TRAINING INSTITUTE Get RETI for your new real estate career or update your skills by attending SAR's premier educational series designed for new or returning agents. Learn from some of the area's most knowledgeable real estate professionals while networking with your peers.	New SAR Members – Full Series: \$90 SAR Members – Full Series: \$120 non-Members – Full Series: \$130 Individual Class: \$25 Contact Marcus Arroyo (916.437.1210) for details	
20	9:00 – 10:30am RETI SERIES – JUMPSTART YOUR CAREER – DAY 1 PART 1: REAL ESTATE – LIVING THE DREAM & PROFITING FROM IT		Dean Rinker
20	10:45am – 12:15pm PART 2: TIPS TO MAKE YOUR BUSINESS LIFE EASIER	\$25	Paula Swayne
21	8:30am – 5:00pm DUANE GOMER'S ONE DAY CRASH COURSE PASS SALESPERSON OR BROKER EXAM ON FIRST TRY	\$150	Duane Gomer Representative
24	10:30am – 12noon BIG TRENDS TO WATCH IN THE MARKET A HOUSING MARKET UPDATE	\$10	Ryan Lundquist, Appraiser

SEPTEMBER CALENDAR OF EVENTS

Monday	Tuesday	Wednesday	Thursday	Friday
<p>2</p> <p>SAR Offices Closed Labor Day Holiday</p>	<p>3</p> <p>No Main Meeting No Regional Meetings Volunteer Coordinating Committee (T) 10:30 – 11:30am</p>	<p>4</p> <p>SAR New Member Orientation (B) 9:00am – 12:30pm</p>	<p>5</p> <p>Real Estate Finance & Affiliate Forum (EC – W) 9:00 – 10:30am Mega Open Houses Seminar (EC – W) 9:30 – 12noon</p>	<p>6</p> <p>SAR Closed 7:30 – 8:30am SAR Toastmasters Club (T) 7:45 – 9:15am</p>
<p>9</p> <p>Education Committee (B) 9:00 – 10:30am MetroList Training – Prospector Course I (T) 9:00 – 12noon WCR Board Meeting (B) 12noon – 1:30pm Leadership Academy (B) 1:00 – 2:30pm MetroList Training – Prospector Course II (T) 1:00 – 4:00pm</p>	<p>10</p> <p>SAR Main Meeting (EC – Full) 9:00 – 10:30am Charity Research Committee (P) 10:30 – 11:30am CanTree Committee (B) 10:30am – 12noon Intern Class (T) 2:30 – 4:30pm</p>	<p>11</p> <p>AREAA Board Meeting (B) 9:00 – 10:00am SAR New Member Orientation (B) 1:00 – 4:30pm Regional Coordinators Quarterly Meeting (P) 1:30 – 2:30pm</p>	<p>12</p> <p>Masters Club Steering Committee (B) 9:30 – 11:00am Intern Committee (B) 12noon – 1:30pm</p>	<p>13</p> <p>SAR Toastmasters Club (T) 7:45 – 9:15am Sac Area RE Exchange Network (T) 10:00am – 12:30pm SPF Committee (P) 1:00 – 2:00pm</p>
<p>16</p> <p>No Events Scheduled</p>	<p>17</p> <p>Regional Meetings Visit www.sarcaravans.org Marketing/Communications Committee (B) 10:30am – 12noon YPN Advisory Meeting (B) 11:00am – 12:30pm Scholarship Fundraising Committee (T) 1:00 – 2:00pm</p>	<p>18</p> <p>NARPM Luncheon (EC – W) 10:30am – 2:00pm</p>	<p>19</p> <p>Foundations for Success in Commercial Real Estate (EC -E) 8:00am – 5:00pm SmartHome Automation Class (EC -W) 9:00 – 11:00am WCR Bocce Ball Fundraiser (Offsite) 11:00am – 2:00pm</p>	<p>20</p> <p>SAR Toastmasters Club (B) 7:45 – 9:15am Foundations for Success in Commercial Real Estate (EC -E) 8:00am – 5:00pm RETI Series (EC – W) 9:00am – 1:00pm SAR BOD (B) 9:00 – 10:30am Public Issues Forum (T) 9:30 – 10:30am 45 Hr Duane Gomer License Renewal/Live Study (T) 1:00 – 4:00pm</p>
<p>23</p> <p>MetroList Training (T) 9:00 – 12noon MetroList Training (T) 1:00 – 4:00pm</p>	<p>24</p> <p>No Regional Meetings www.sacrealtor.org/tours Cultural Diversity/Fair Housing Committee (B) 10:30am – 12noon Market Update (EC – E) 10:30am – 12noon Scholarship Fundraising Committee (B) 1:00 – 2:00pm</p>	<p>25</p> <p>AREAA Lunch & Learn (EC – W) 12noon – 1:30pm</p>	<p>26</p> <p>No Events Scheduled</p>	<p>27</p> <p>SAR Toastmasters Club (T) 7:45 – 9:15am RETI Series (EC – W) 9:00am – 1:00pm</p>
<p>30</p>				

Calendar Information

*For Regional Meeting locations and times,
visit www.sacrealtor.org/caravans

*Various locations – Call for details

** closed meeting

(EC) Mack Powell Event Center

(B) Board Room, 2nd Floor

(T) Training Room, 2nd Floor

(U) Upstairs

Meetings subject to change.



SAR NEW MEMBERS

July 2019

DESIGNATED REALTORS®

Kerri Berg
AAA - University Village

Michele Kesner
loanDepot

Becky Muenzenberger
AAA - University Village

Evangelia Pantis
Stewart Title of Sacramento

Cheryl Ritter
CALCTeam

Matt Roa
AAA - University Village

Soledad Sandoval
Citibank

Alexandra Trent
AAA - University Village

Edith Ursua
Cornerstone Title Company

Rachel Vansickle-Coleman
CALCTeam

Carmen Vasquez
AAA - University Village

Brokers Associates

Patricia Tweedy
Newpoint Realty Services

DESIGNATED REALTORS®

Kathy Mehringer
Compass Real Estate

New REALTOR® Members

Alex Acuna
Keller Williams Realty Natomas

Almeqdam Al Rawi
2020 Realty

Ashley Barnes
Keller Williams Realty Natomas

Cody Binford
eXp Realty of California, Inc.

Nicar Bocalan
Carlile Realty & Lending

Steven Breckenridge
NextHome Premier Properties

Gregory Britton
Coldwell Banker Residential Brokerage

Bethany Callonea
RM Property Management

Joel Campise
Berkshire Hathaway HS Elite

Huimin Chan
Providence Properties

Audrey Chaney
Realty One Group Complete

Kayla Charlton
NextHome Premier Properties

Johnny Cruz
AAA - University Village

Geno Davis
Coldwell Banker Residential Brokerage

Cindy Delicce
Waterman Real Estate

Lihong Deng
Lyon RE Fair Oaks

Ronald Drake
Coldwell Banker Residential Brokerage

Maksym Formazyuk
Better Homes and Gardens RE

Michelle Giorgi
Century 21 Select Real Estate

Estevan Gomez
Exclusive Realty and Mortgage

Darius Graham
Goree & Thompson

Hai Ha
RE/MAX Gold Elk Grove

Mollie Hagar
Lyon RE Land Park

Wendy Harnage
Redfin Corporation

Sheryl Hartmangruber
Keller Williams Realty Elk Grove

Heather Henson
Heather Henson

Edith Hernandez
Lyon RE Natomas

Cassidy Hollingshead Palmer
Coldwell Banker Residential Brokerage

Christa Holloway
eXp Realty of California, Inc.

Patricia Jackson
Coldwell Banker Residential Brokerage

Montell Johnson
Carlile Realty & Lending

Ethan Kastello
Blue Waters Mtg & RE Group

Joshua Kern
Keller Williams Realty Folsom

Christina King
Realty One Group Complete

Ilya Konstantinov
Keller Williams Realty Capital

Noah Laker
Tower Real Estate Brokers, Inc.

Sean Langdon
Coldwell Banker Residential Brokerage

Jonathan Lee
Tower Real Estate Brokers, Inc.

Lindsay Levenson
Galster Real Estate Group

Simay Lim
Alliance Bay Realty

Vita Lima Schyler
Palen Real Estate

Raul Longay
Lyon RE Natomas

Abdul Majid
Berkshire Hathaway HS Elite

Prudence Marsh
Better Homes and Gardens RE

Bonita McCain
Century 21 Select Real Estate

Brady McCoy
EM Realty Group

Michaelle McGill
Realty One Group Complete

Joshua McKiernan
McKiernan Realty

Sheerene Mehrizi
eXp Realty of California, Inc.

Tatiana Miller
Real Broker

Antonia Mitrou-Cole
Bruce Mills, Inc.

Joseph Montalvo
Keller Williams Realty

Bertha Montoban
USKO Realty

Jamie Morgan
Berkshire Hathaway HS Elite

Laura Moyer
GD Real Estate Services

Cihuapilli Munoz
Keller Williams Realty

Ly Nguyen
eXp Realty of California, Inc.

Nicholas Pendola
Coldwell Banker Residential Brokerage

Ryan Peterson
Johnson & Associates R.E.

Timothy Pham
Lyon RE Natomas

Tushar Popat
Pellego, Inc.

Julie Randel
Realty One Group Complete

Lisa Rayman
Coldwell Banker Residential Brokerage

Kathryn Reeves
Coldwell Banker Residential Brokerage

Alfonso Rivera
Keller Williams Realty

Stephanie Rodgers
Inter Real Estate Services

Tifahn Rodriguez
Keller Williams Realty Elk Grove

Isaac Rosas
Keller Williams Realty

Elena Rotari
Keller Williams Realty Folsom

Tyler Saelee
Berkshire Hathaway HS Elite

Jessica Scarborough
Sierra Bay R.E. & Development

Shameka Shaheed
Real Estate EBroker, Inc.

Diana Shakirova
Keller Williams Realty

Justina Shearer
Berkshire Hathaway HS Elite

Aaron Shoup
Lyon RE Roseville

Andrew Siau
Lyon RE Downtown

Rachel Siemering
Lyon RE Land Park

Charan Singh
RE/MAX Gold Elk Grove

Javier Soto
Keller Williams Realty Elk Grove

Klarissa Soto Magana
Lyon RE Downtown

Candice Stanton
Redfin Corporation

Antonette Thomas
Lyon RE Downtown

Steven Trillas
Keller Williams Realty Elk Grove

Estanislao Uchegbu
Realty One Group Complete

Samin Vafae
Lyon RE Land Park

Raeann Visentin
Redfin Corporation

Josephine Voong
Keller Williams Realty Natomas

Houfeng Wen
Berkshire Hathaway HS Elite

Janelle Williams
Keller Williams Realty Natomas

Shicheng Zeng
Centermac Realty, Inc.

June sales price inches towards August 2005 high

JUNE

The median sales price increased 1.5% from \$384,250 to \$390,000. The current figure is up 4% from June 2018 (\$375,000). The Sacramento Association of REALTORS® recorded the highest median sales price in August 2005 at \$392,750. The current figure is .7% below the record.

June closed with 1,527 total sales, a 6.3% increase from the 1,630 sales of May. Compared to the same month last year (1,767), the current figure is down 13.6%. Of the 1,527 sales this month, 162 (10.6%) used cash financing, 975 (63.9%) used conventional, 265 (17.4%) used FHA, 87 (5.7%) used VA and 38 (2.5%) used Other† types of financing.

The Active Listing Inventory increased 2.1% from 2,314 to 2,362 units. The Months of Inventory, increased from 1.4 to 1.5 Months. This figure represents the amount of time (in months) it would take for the current rate of sales to deplete the total active listing inventory. The chart to the right reflects the Months of Inventory in each price range.

The Median DOM (days on market) remained at 10 from May to June. The Average DOM decreased from 25 to 22. "Days on market" represents the days between the initial listing of the home as "active" and the day it goes "pending." Of the 1,527 sales this month, 79.8% (1,219) were on the market for 30 days or less and 92% (1,405) were on the market for 60 days or less.

The Average Price/SqFt of all homes sold increased from \$249.4 to \$252.2 from May to June.

See all statistical reports compiled by the Sacramento Association of REALTORS® [here](#).

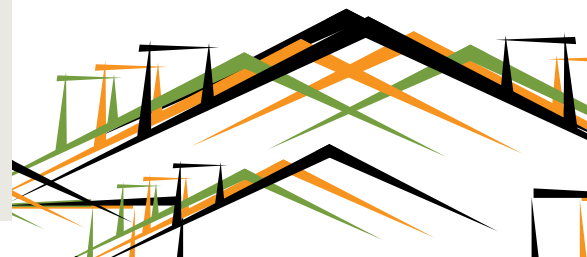
Let's Talk About Inventory			
Price Range	For Sale	Sold	Months of Inventory
\$0 - \$159,999	7	4	1.8
\$160,000 - \$179,999	4	5	0.8
\$180,000 - \$199,999	12	11	1.1
\$200,000 - \$249,999	86	69	1.2
\$250,000 - \$299,999	193	177	1.1
\$300,000 - \$349,999	276	280	1.0
\$350,000 - \$399,999	331	260	1.3
\$400,000 - \$449,999	264	203	1.3
\$450,000 - \$499,999	261	158	1.7
\$500,000 - \$549,999	180	115	1.6
\$550,000 - \$599,999	160	82	2.0
\$600,000 - \$649,999	102	44	2.3
\$650,000 - \$699,999	93	47	2.0
\$700,000 - \$749,999	60	21	2.9
\$750,000 - \$799,999	64	15	4.3
\$800,000 - \$999,999	115	23	5.0
\$1,000,000 and over	154	13	11.8
Total:	2,362	1,527	Total: 1.5

Market Snapshot - June 2019

	Jun-19	May-19	Change	Jun-18	Change (from '18)
Sales	1,527	1,630	-6.3%	1,767	-13.6%
Median Sales Price	\$390,000	\$384,250	1.5%	\$375,000	4.0%
Active Inventory	2,362	2,314	2.1%	2,660	-11.2%
Median DOM	10	10	0.0%	10	0.0%
Avg. Price/SqFt	\$252	\$249	1.2%	\$240	5.0%

The Sacramento Association of REALTORS® is a professional association representing over 6,500 real estate professionals and commercial affiliates doing business in the greater Sacramento metropolitan area. All SAR statistics reports compiled by Tony Vicari, SAR Director of Communications. Statistics are derived from the MetroList® MLS database for Sacramento County and the City of West Sacramento.

†Other financing includes 1031 exchange, CalVet, Farm Home Loan, Owner Financing, Contract of Sale or any combination of one or more.



MLS STATISTICS

June 2019

MLS STATISTICS for June 2019

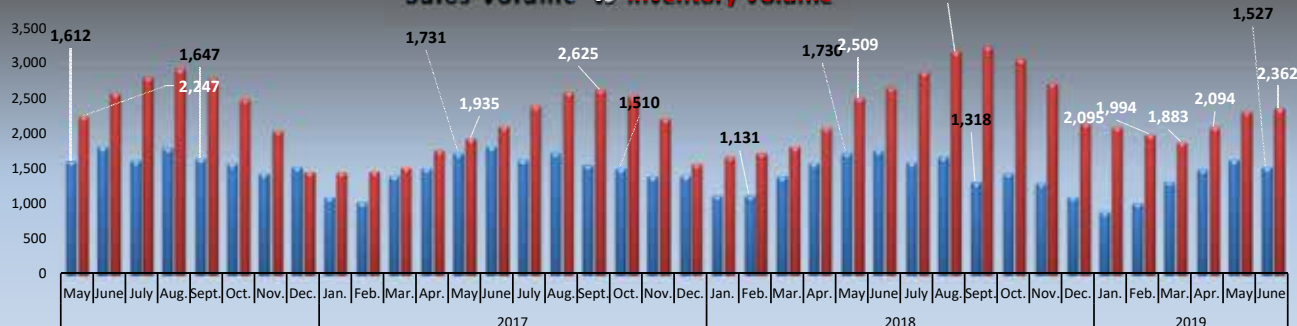
Data for Sacramento County and the City of West Sacramento



SINGLE FAMILY HOME RESALES

Monthly Statistics	Current Month	% of Total Sales	Last Month	Change	% of Total Sales	Last Year	% of Total Sales	Change
Listings Published this Month	2,048		2,361	-13.3%		2,341		-12.5%
Active Listing Inventory †	2,362		2,314	2.1%		2,660		-11.2%
Pending Sales This Month*	2,110		2,052	2.8%		1,208		74.7%
Number of REO Sales	14 0.9%		15	-6.7%	0.9%	18	1.0%	-22.2%
Number of Short Sales	5 0.3%		4	25.0%	0.2%	14	0.8%	-64.3%
Equity Sales	1,508 98.8%		1,611	-6.4%	98.8%	1,735	98.2%	-13.1%
Other (non-REO/-Short Sale/-Equ)	0 0.0%		0	0%	0.0%	0	0.0%	N/A
Total Number of Closed Escrows	1,527 100%		1,630	-6.3%	100%	1,767	100.0%	-13.6%
Months Inventory	1.5 Months		1.4 Months	7.1%		1.5 Months		0.0%
Dollar Value of Closed Escrows	\$647,599,238		\$695,780,460	-6.9%		\$725,167,375		-10.7%
Median	\$390,000		\$384,250	1.5%		\$375,000		4.0%
Mean	\$424,099		\$426,856	-0.6%		\$410,395		3.3%
Year-to-Date Statistics	1/01/19 to 6/30/19		1/01/19 to 6/30/19			1/1/2018		
	SAR monthly data, compiled		MetroList YTD data			6/30/2018		Change
Number of Closed Escrows	7,882		8,000			8,739		-9.8%
Dollar Value of Closed Escrows	\$3,190,302,196		\$3,286,517,572			\$3,492,064,504		-8.6%
Median	\$375,000		\$375,000			\$364,000		3.0%
Mean	\$404,758		\$410,815			\$399,595		1.3%

Sales Volume vs Inventory Volume



Median Sales Price

Sacramento County Statistics
brought to you by:

Your Real Estate Office

Would you like to see your contact info here?
Contact tony@sacrealtor.org for details.

SAR Members Only

† includes: Active, Contingent - Show, Contingent - No Show listings

* The method for retrieving Pending Sales from MetroList® was updated for April 2019. Pending sales are now counted at a single point in time at the beginning of the month rather than by entering the date range of the month in question. This new method will now include any listings that have the status of "pending" in MetroList®.

Based on Multiple Listing Service data from MetroList® | 2019 SAR

Compiled monthly by Tony Vicari, Director of Communications | Sacramento Association of REALTORS® | www.sacrealtor.org | 916.437.1205

Data for Sacramento County and the City of West Sacramento

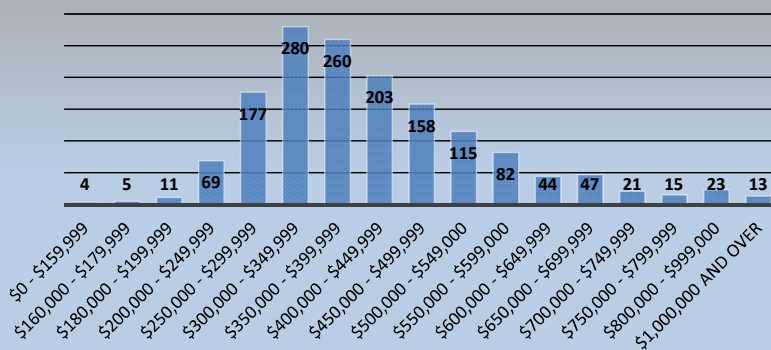
MLS STATISTICS for June 2019

Data for Sacramento County and the City of West Sacramento

BREAKDOWN OF SALES BY PRICE

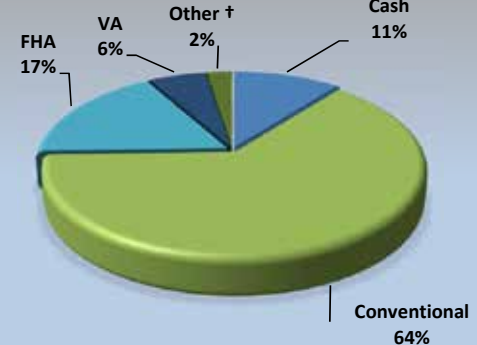
1 House on Lot

Total: 1,527

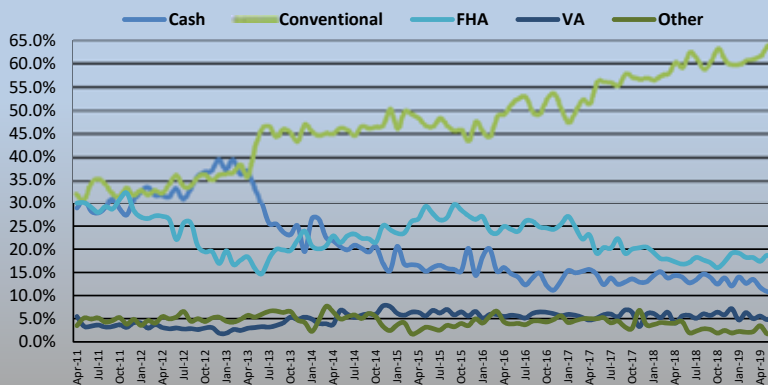


Type of Financing/Days on Market

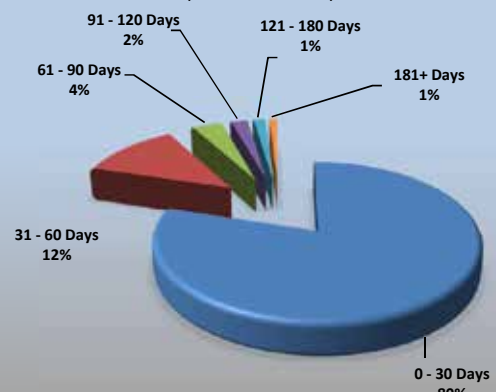
TYPE OF FINANCING (1 House on Lot)



Types of Financing Historical (% of Sales)



DAYS ON MARKET (1 House on Lot)



Type of Financing	Current Month		Previous Month		LENGTH OF TIME ON MARKET				
	# of Units	% of Total	# of Units	% of Total	% of Total				
(Single Family Home only) Financing Method					(SFR & Condo) Days on Market	# of Units	Current Month	Last 4 Months	Last 12 Months
Cash	162	10.6%	178	10.9%	0 - 30	1,219	79.8%	73.9%	68.6%
Conventional	975	63.9%	1,042	63.9%	31 - 60	186	12.2%	12.8%	16.8%
FHA	265	17.4%	304	18.7%	61 - 90	55	3.6%	5.9%	7.8%
VA	87	5.7%	78	4.8%	91 - 120	31	2.0%	3.1%	3.5%
Other †	38	2.5%	28	1.7%	121 - 180	22	1.4%	3.0%	2.5%
Total	1,527	100.0%	1,630	100.0%	181+	14	0.9%	1.3%	0.8%
					Total	1,527	100.0%	100.0%	100.0%

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

	Current	Last Month
Median DOM:	10	10
Average DOM:	22	25
Average Price/Square Foot:	\$252.2	\$249.4

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

Based on Multiple Listing Service data from MetroList® | 2019 SAR

Compiled monthly by Tony Vicari, Director of Communications | Sacramento Association of REALTORS® | www.sacrealtor.org | 916.437.1205

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MetroList

1164 W. National Dr. Suite 60
Sacramento, CA 95834
(916) 922-2234 or (916) 922-7584

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Haley Odell - 916.437.1218
Member Services Specialist

Henry Lorenzo - 916-437-1218
Member Services Specialist

Robin Mayer – 916.437.1216
Member Services Administrator

Denise Stone – 916.437.1219
Member Services Manager

SAR Staff

Feel free to call us direct.

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Marcus Arroyo – 916.437.1210
Education Services Coordinator

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Madison Hall – 916.437.1211
Event Manager

Lyndsey Harank – 916.437.1226
Director of Professional Standards & Administration

Nallely Lopez– 916-437.1212
Meetings & Events Manager

Carter Nelson – 916.437.1208
Public Affairs Assistant

Irene Ruan – 916.437.1203
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Web Designer

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Yvonne Ukabi – 916.437.1206
Accounts Receivable

Tony Vicari – 916.437.1205
Director of Communications

Spencer Williams – 916 437-1225
IT Manager

SAR Retail Center

Carl Carlson – 916.437.1223
Director of Facilities and Retail Operations

Elizabeth Scambler – 916.437.1222
Retail Services Specialist

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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.

Sacramento REALTOR® Newsletter

Editor: Tony Vicari

Publisher: Matt Larson, Foley Publications LLC.

Design & Layout: Scott Arnold, Foley Publications, LLC.

To Sponsor Ads: Foley Publications -1-800-628-6983

