



SACRAMENTO REALTOR®

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

FEBRUARY 2019

A PUBLICATION OF THE SACRAMENTO ASSOCIATION OF REALTORS®

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Stick to Your Goals

"You are never too old to set another new goal or to dream a new dream."
- C.S. Lewis

Did you set any goals for 2019? Did you develop a business plan? If you didn't there is still time! I have found that setting realistic goals – for both your business and personal life – is a great way to stay motivated month after month. These goals also help keep you focused when life gets stressful and can get cluttered with meetings, appointments, phone calls, emails, bills, etc. Above all this – your goals will remain visible.

As I mentioned above, setting goals for personal growth is just as important (if not more) as setting goals for your business. Sure, setting a goal to increase your number of closed escrows by 20% is a great objective, but if your life is completely consumed by work, you have increased potential for burnout. Make goals for yourself and your loved ones. Work towards a healthier lifestyle, plan that vacation, and check something off your "bucket list." You probably won't regret taking that once in a lifetime trip to Machu Picchu, but you will likely regret working until your age or health prevents you from traveling at all.

"Goals are dreams with deadlines."
– Diana Scharf Hunt

Setting a goal sounds easy. You may say 'my goal is to run a 10k' or 'my goal is to close five more deals than last year.' Saying it is the easy part, but it may take months of hard work to reach that goal. How do you achieve it? Set constant reminders to keep you focused and make it your mantra. If you run it through your head enough times, it will soon become a way of life. Another very important aspect of a goal is setting a deadline. This will put pressure on you to follow through and will also give you a point of perspective of how close (or how far) you are from reaching your goal.

Another thing to consider: make your goals attainable. There is the argument that if you set your goals too low, you will never be fully challenged and never realize your full potential. There is also the argument that setting a goal that is too unrealistic will almost certainly lead to failure and will be very discouraging. The more goals you are able to accomplish, the more confidence you will have. You can build bigger goals as your confidence grows. Just remember that you have to start somewhere.

"If you don't like the road you're walking, start paving another one."
- Dolly Parton

The above quote couldn't be put more simply. You are the narrator of your life. You can make the changes you'd like to see, be the person you'd like to be. If you feel like you're becoming overwhelmed and cannot move forward, keep your goals in mind and realize your perseverance may be the only thing that will help you climb out of a rut. In writing this article, I am forced to think about my own goals for the year and what I want to reflect on when it is time to relinquish my gavel. When that time comes, I hope many of you are right there with me, reflecting on your own accomplishments and planning more for the years to come!

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Goal Setting

At this time of year it is customary to be looking ahead and developing our business plans. It is essential that we do this. If we do not know where we are going or how to get there, it is unlikely we will end up where we want to be.

The simplest business plan can be to know how much money we want to make, decide how many escrows we need to close to make that money and then decide how we are going to generate that business. From there we can go on, if we chose, to develop much more complex business plans.

But in carrying out this planning do not forget that your life involves much more than just business. Those other parts of your life need to be included as part of your plan. Time with friends and family, time for vacation, time for just destressing need to be part of your plan.

In the last 35 days I have lost a member of my senior softball team, Perry O'Laughlin, to a sudden heart attack at age 82. I lost a good REALTOR® friend, Alan Wagner, to cancer after a year long battle at age 67. I lost my mother-in-law, Tuyet Nguyen, just two days shy of her 104th birthday. I lost my oldest son, Daniel Patrick Tanner, after a year long battle with cancer at age 58. I will always wish I had taken just a little more time to tell each of them how important they were to me, how much I cared, how much I loved them.

As you develop your business plans for financial success, please be sure you set aside enough time for those that are important to you. When my time comes to go, and all of our times will come, I don't think my last thoughts will be that I wish I had worked harder. I think that they will be that I wish I had more time to tell all my friends and acquaintances how much their being in my life meant to me.

Be sure you save time to tell those in your life how much they mean to you. Otherwise all the business success is not going to result in a satisfying life.

2019 OFFICER & DIRECTOR INSTALLATION & AWARDS CEREMONY

2019 SAR President Deniece Ross-Francom was installed in style at this fabulous ceremony at the Hyatt Regency. Immediate Past President Linda Wood passed the gavel as Deniece prepares for a year full of SAR-related events and meetings. This event also served as the installation for all other SAR Officers and Directors and featured the presentation of several prestigious awards to highly-involved Members. Congratulations to President Ross-Francom and the below award winners!

2018 Realtor of the Year – Rosanna Garcia

2018 Affiliate of the Year – Chris Baumann

Lifetime Service Award – Alan Wagner

Rising Star Award – Ulysses Baltazar

Presidential Award – Victoria Millan

Political Affairs – Erin Stumpf and Chris Little

Education – Waldo Herrera

Community Service – Randall Hom

Local Association Activities – Chip O'Neil and Samantha Tov

State Association Activities – Alan Wagner and Denice Ross-Francom

National Association Activities – Franco Garcia

[Click here to see 300+ photos from this fantastic event!](#)





Cannabis

State Adopts a Safe Harbor Rule in AB 2164

2018 was a busy year as it related to the statewide legalization of cannabis. It started off with the first fully legal dispensaries opening for business on January 1, 2018. Shortly thereafter, former US Attorney General Jeff Sessions revoked the Cole Memorandum which signaled potential greater enforcement of cannabis related crimes at the federal level. Not long thereafter, federal authorities raided and seized nearly 100 homes in Sacramento related to unlawful cannabis activities. At the same time counties and cities across California began enacting and/or enforcing local ordinances aimed at restricting cultivation of cannabis. In the latter half of 2017 the City of Sacramento adopted Ordinance No. 2017-0047 which created significant administrative fines when the cannabis cultivation at a residential dwelling violates the ordinance.

Many of these ordinances created strict liability for not only the tenant, but also the property owner/landlord who may have been unaware that the tenant was using the property for cannabis cultivation. As these changes rolled out, landlords were having to get more creative on how to protect their investment from a potential fine. More landlords began doing routine maintenance tasks on their own, creating more direct lease language related to cannabis activities in the lease, or directing utility bills to the landlord and seeking reimbursement from the tenant in the form of additional rent to cover the charge – all in the name of being able to monitor the property use without violating quiet enjoyment rights. This placed an increased burden on the owner/landlord, but one that was necessary.

Even with the landlord becoming more involved in the monitoring of the property, we still saw several instances where the landlord, despite taking reasonable steps to monitor and insure compliance with the law, was still being penalized for the tenant's cannabis related activities. The unfortunate reality was that the ordinance was putting the landlords in a very vulnerable spot – either monitor the property at a level that would require the landlord to breach the tenant's right to quiet enjoyment under the lease and subject that landlord to a potential lawsuit or risk receiving an enormous administrative fine related to a tenant's cultivation activities.

The California Assembly responded and passed AB 2164 which is codified at Government Code § 53069.4. While the statute allows for continued use of administrative fines, it will also help owners/landlords so long as they take reasonable steps to insure compliance. Under the law as drafted prior to the levy of the administrative fine allowed by law, the owner/landlord has to be provided a "reasonable period of time for the correction or remedy of the violation prior to the imposition of the administrative fines..." However, this statute works more as a safe harbor than anything else. In order for the cure period to exist the owner/landlord must satisfy three items (1) a tenant is in possession of the property subject to the fine; (2) the owner did not know or have actual notice of the illegal cultivation; and (3) the owner can provide evidence that the **lease agreement prohibits cannabis cultivation**.

In most of the situations that we see the owner truly did not know of the cannabis activities and a tenant is always in possession. Satisfying the third condition is the most difficult. Most leases do not have an actual prohibition against cannabis cultivation. They usually prohibit illegal activities – but that is a trap as some form of cannabis cultivation is legal in nearly every jurisdiction by state law in California now. Without taking the time to insure that the proper restrictions are placed in the lease, the owner may be unnecessarily restricting their ability to get the protection of the AB 2164.

With the adoption of this statute you should be reviewing the lease you and your client's use to make sure that it complies with this new statute. That could be the difference between a six-figure fine and an opportunity to cure without the fine.

SAR ANNOUNCEMENTS

APPLY FOR LEADERSHIP ACADEMY



SAR Members are invited to apply for the 2019 Leadership Academy.

Gain exposure to a wide variety of SAR's internal committees, forums, and charitable events while learning about our partners in Real Estate.

Take on a leadership role in propelling SAR into the future.

Application Deadline is Friday, February 22nd

Questions and applications should be submitted to [Carter Nelson](#)

[Download Application](#)

VOLUNTEERING IS EASIER THAN EVER

The first SAR volunteer opportunity of 2019 is right around the corner. If you're looking for a way to get further involved with your association – this is the first step. Volunteers will be gathering at the Sacramento Food Bank's North Sacramento warehouse and helping sort food that is being readied for distribution. There isn't any heavy lifting, but do be prepared to bend, stoop and reach while sorting through food items. Closed toe shoes and comfortable attire is a must.

Event Details

Tuesday, February 26th

9:00am – 12noon

Sacramento Food Bank Distribution Warehouse

1951 Bell Avenue, 95838

[REGISTER HERE](#)

APPLY FOR THE SAR SCHOLARSHIP



Now Accepting Applications for the SAR Scholarship
Apply by March 25, 2019

Please read the application carefully before completing the form.

[Online Application](#)

[More Info »](#)

DON'T MISS THESE EVENTS



Annual Education Kickoff Event

AIM HIGH

TAKE YOUR BUSINESS TO THE NEXT LEVEL

Join **Masters Club** for an evening of **Action + Inspiration + Motivation**.

This educational event will be presented by **Rod McIntyre** and will include **Heavy Appetizers with a Premium No-Host Bar**.

Participants will leave with the tools to:

- Harness the Energy of Change
- Educate Yourself for the Changes that are Coming
- Stay in Front of the Wave
- Deal with Disrupters
- Set Up Your Brain for Success

Ticket Prices

Masters Club Members: \$35 | Non-Members: \$45 | Table with Seating for 8: \$280

Masters Club Members require a discount code to receive Masters Club pricing.

If you do not have the code please contact [Nallely](#)

Event Details

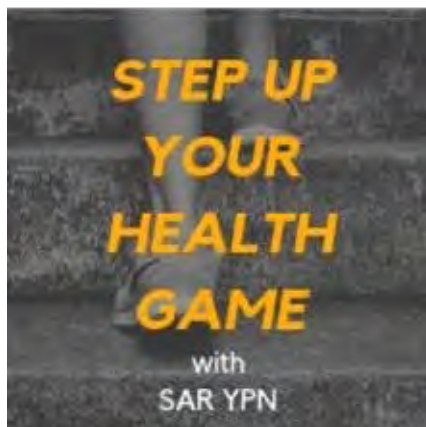
Thursday, February 21st

4:30 – 8:30pm

Mack Powell Event Center

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JUST FOR THE HEALTH OF IT



Join YPN for an educational event promoting physical, mental, and social health. Engage with a panel of experts and enjoy a healthy meal.

Ticket price includes entry to the event, a healthy lunch and take-home items including healthy recipes and tools to improve your well-being right away!

(2) \$250 Main Event Sponsorships available!

Sponsorship Includes:

- Vendor Table
- Speaking Time
- Prize to Raffle off

Event Details

Friday, March 8th

2:00 – 4:00pm

Mack Powell Event Center

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"Success usually comes to those who are too busy to be looking for it." – Henry David Thoreau

What does it take to be a consistently successful REALTOR® year after year? What defines that success? The Masters Club has been known to set the bar for minimum yearly production and organized charity from some of the industry's top producers. Originally called The Million Dollar Club when it was rolled out in 1973, times have certainly changed as California's real estate market has shown us the good, the bad and the just plain crazy.

Longevity in this dynamic is something to be celebrated. Our 25-Year Presidential Award Holders have produced and qualified for club membership for a total of twenty five years or more. There are currently less than 40 REALTORS® that hold Presidential status. Regardless if you are a new agent just beginning your career or perhaps you have sold around the block a few times, these agents (all with splendid 6 digit license numbers) have a few golden nuggets to share.



Leigh Rutledge,
Dunnigan REALTORS®
DRE 00932144- licensed 36 years



Viki Benbow
Coldwell Banker
DRE 00356708- licensed 50 years



Brian Kassis,
RE/MAX Gold
DRE 00989626-licensed 31 years



Ron Murphy,
Century 21
DRE 00659624-licensed 39 years



Tracey Saizan,
Keller Williams
DRE 00797804-licensed 39 years



MASTERS CLUB
SACRAMENTO ASSOCIATION OF REALTORS®

What advice would you give to a new agent?

Rutledge: Set up a separate business banking account and treat Real Estate like a real business, because it is. Have at least 6 months' worth of living expenses in the account and pay yourself monthly once you have some income. Take 10-15% of everything you earn and put in into a retirement account before you pay anyone or anything else. You must be able to retire sometime, and nobody is going to take care of that for you except you! If you don't own a home, buy one.

Benbow: Treat it like a real job! Go to work every day with a game plan. If you went to work in outside sales of any kind, you would have a sales manager who requires you make so many



MASTERS CLUB
SACRAMENTO ASSOCIATION OF REALTORS®



sales calls, etc... The same applies to Real Estate. Even after all these years, it remains the hardest discipline. I now call it "Touch 2." Call and speak to 2 past clients or new prospects each day (5 days a week). It is a realistic goal that produces consistently.

Kassis: Be available to people. Respond quickly if possible. Be genuine. Never put your needs in front of the needs of the client. Do not be desperate for things to work out - there will always be a better deal around the corner. Treat people the way that you would like to be treated. ANSWER THE PHONE.

Murphy: Get involved with a training program to help establish good working habits and get the correct information from the beginning. You need to take this career seriously and be willing to spend the time to get trained. If a small percentage of the agents make a major portion of the income, decide quickly which group you want to be in and plan accordingly. Will this be a hobby or a career choice?

Saizan: I would advise a new agent to get involved by getting on a couple of committees at SAR and find where their passion is. Once they have qualified for Masters Club – that might be a great committee to serve on.

What I know now, that I sure wish I knew then.....

Rutledge: Learn how to balance your life early. It took me too many years.

Benbow: Make sure you have a rainy-day fund. It makes life a whole lot less stressful. You will be able to totally focus on the client and don't show up with "\$" signs in your eyes.

Kassis: Patience is required.

Murphy: Our business is such that a lot of outside companies look at our profession and they want a part of our business, i.e. a part of the income. In the 1980's we didn't have: emails, faxes, computers on every desk, cell phones, relocation companies or lenders forming resale offices. All our business was done by mail or delivered and only about ½ of the homes were available to show by lockbox. You had to pick up the key at the listing agent's office and have it back typically in a few hours or later that day. Listings were only available through the MLS book which came out weekly. There were no pictures typically and if you wanted more information like the title companies provide us today, it was ordered from your escrow officer and typically you would get a hard copy in 3-5 days. Many people believe our business will change MORE in the next 20 years than it has in the last 20 years. If you are serious about your profession, you need to keep educated and involved.

Saizan: Add every person I meet into my database. If we stay in touch with these folks, they will most likely use us to help them buy or sell in the future. I've missed out on a few sales because I didn't lead generate consistently with prospects.

How do you handle the work/life balance?

Rutledge: This was, and still sometimes is, really hard for me. My clients have always liked how responsive I am, and I think that has helped me in my business...but, it has also caused me to be working when I should be on vacation or having personal time. I am not good at drawing that line in the sand. I know Real Estate is stressful for people, and they appreciate that I am responsive to that. Selfishly, I cannot relax until I have dealt with the problem/question/whatever, so I just deal with it quickly, so it is not hanging over me.

Benbow: Schedule fun time in advance. Do not give it up for a potential deal. Through the years, I can honestly say that every time I gave up my personal life for a client, I rarely made any money!

Kassis: Delicately. Try to always put your family first, although it can be difficult. Make time for yourself and schedule "down time" into your calendar. If someone wants a time that you have scheduled for yourself simply say, "I'm sorry I have an appointment at that time - Is there another time that will work for you?"

Murphy: First, I have a fantastic wife and we have been married since 1975. I promised her when I became an agent, I would attend all our kids (we had 3 children) school functions and sporting events. I kept that promise



◀ 11

and made all their activities my passion and I became involved with their activities – from coaching to Boy Scout leader to swim and tennis club. I involved them in my business also. Sometimes they passed out flyers, walked neighborhoods with me, helped create my newsletter and helped me prepared homes for sale. We rarely went anywhere as a family where I was not driving past a listing I had to check on, adding more flyers to the box or doing a visual drive-by on a lead.

Saizan: Work/life balance? What exactly is that? I think REALTORS® have a hard time with good balance since we are so often “on call” where we start early and end late. Our client’s hours of availability depend on what type of job they have, and we have to be ready when they are. If we don’t put a vacation or days off on our calendars, it doesn’t exist. We need at least an hour a day to work out or just meditate. I take Sundays off to serve at my church and spend time with my Grandson. I also take two 2-week vacations per year to refuel.

The Best thing about being a REALTOR®?

Rutledge: Oh, I just love people and pretty houses! And, I love the company car, and the retirement/health benefits! HA!!..... Seriously though, I have always enjoyed that no two days, clients, homes are the same. If you are bored in this business, there is something wrong with you. There is always a new circumstance, situation or problem that is different from another. We are in a constantly changing profession, and I like the challenge of staying on top of things and learning from others in the business.

Benbow: I can honestly say that I have made a real difference in the lives of many of my clients. I also follow the Lou Holtz mantra that “If you always do what’s right, it is hard to do what’s wrong!” And if you focus totally on what is best for the client, the money truly takes care of itself! I am passionate about the business and as long as I am driving and not drooling, I will keep doing it!

Kassis: Serving people. Working with families and generations of their family members. You make lots of new friends and some feel like family!

Murphy: The freedom in life. I had to work as hard as I wanted and become as successful as I wanted. Of course, that also can work in reverse and is why many people have very short careers. If you want to be one of the top agents in the area and make the income it can provide you, then you need work at it. My real estate career has been more of a passion than a job. It is a lifestyle I created and enjoy.

Saizan: The best thing about being a REALTOR® is serving others and to help them achieve their goals and dreams of becoming a homeowner. If we do our best without a commission in mind, our clients will always come back to us and are more likely to refer us to their friends and family. It has been a very rewarding career for me.



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When choosing a Home Inspector, do your own due diligence. Many inspectors claim they inspect to the CREIA Standards of Practice, but are not CREIA members.

LOOK FOR THE BADGE!

Email us at creiasacchapter@gmail.com



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St. Patrick's Day Luncheon & Silent Auction

Benefiting SAR Scholarship Program

Hosted by Coldwell Banker Sierra Oaks & Sac Metro

Wednesday, March 13, 2019

4:00pm - 7:00pm (dinner served at 4:30pm)

SAR Mack Powell Event Center

2003 Howe Avenue, Sacramento

Cost: \$20 if paid by March 12 or \$25 at the door

*For questions or tickets: Call Chip O'Neill at 916.341.7834
fax registration form to 447.3611*

REGISTER ONLINE HERE

A traditional menu of corned beef, cabbage with all the fixings along with Irish soda bread, and cloverleaf cookies make this dinner 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.

*The SAR Scholarship Foundation Trust is a 501(c)(3) organization with tax ID number 94-6129111.
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Climate Commission and Potential Real Estate Implications

The Mayor of Sacramento, Darrell Steinberg, and Mayor of West Sacramento, Christopher Cabaldon, have teamed up and formed the Mayor's Commission on Climate Change. This commission was created to develop common goals and strategies for both cities to reduce greenhouse gas emissions and to make suggestions as to what they would like to see in terms of environmental policy in the near future. Their overall goal is to reach Carbon Zero, or zero carbon emissions, by 2045.

As part of their approach to combat climate change, it is speculated that this commission will be presenting a policy that would require homeowners who are selling their homes to make energy efficient upgrades to their home to help meet the goal of net zero carbon emissions by 2045. These are referred to as mandated point of sale retrofits and have been implemented as policies in other cities such as San Diego. Point of sale mandates are an extremely inefficient way to generate change, as it can take years for homes to change hands.

SAR is committed to promoting the change that this commission is attempting to make, but has serious concerns at how the commission may attempt to implement changes. Requiring changes be made to someone's house before the sale can go through is not only ineffective, it can cause grievous financial burdens on the person or persons trying to sell their home. The required home audit, known as a HERS Rating, is estimated at up to \$400, not including the cost of the mandatory updates. This policy would cause further financial hardship on those selling their homes for budgetary reasons, and may significantly delay or prevent home sales being closed, adding stress to both the buyer and seller. Point of sale retrofits also have the potential to make an individual unable to buy a home, especially in the Sacramento area where prices have been notoriously high and homeownership is already strenuous for many families.

SAR focuses on being involved in climate change efforts while assisting our community, avoiding the negative fiscal impact other policies have on home owners. We created a program 6 years ago, the Home Energy Conservation Program, which works to help low income homeowners improve their homes with greener options. SAR created this program in conjunction with the Sacramento Air Quality Management District, and Rebuilding Together Sacramento. These options range from environmentally friendlier light bulbs to insulating water heaters, and caulking windows. Every improvement makes a small difference. These improvements end up saving each family in the program an average of \$300 a year in bills, and around a ton of greenhouse gas emissions per household per year. To date, the program has helped over 800 low income homeowners in the Sacramento region.

Educating homeowners on the benefits of desired retrofit(s) and creating incentives to make changes to homes voluntary would encourage more cooperation without causing financial stress or delay in home sales. We are devoted to helping our community fight climate change, but we believe there are more progressive and favorable ways to do so, and ways that don't potentially threaten a family's livelihood by requiring further expenditures in a time of immense stress. It is crucial that we help our community and the people in it, not create more problems while attempting to combat another.

Article written collaboratively between Caylyn Wright, Government Affairs Director, and Carter Nelson, Public Affairs Assistant.



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Personal Express Insurance is a brand utilized by the following insurance underwriting companies: Integon National Insurance Company and National General Premier insurance Company. All policies will be underwritten by these two underwriting companies.

Article 12

REALTORS® shall be honest and truthful in their real estate communications and shall present a true picture in their advertising, marketing, and other representations. REALTORS® shall ensure that their status as real estate professionals is readily apparent in their advertising, marketing, and other representations, and that the recipients of all real estate communications are, or have been, notified that those communications are from a real estate professional. (Amended 1/08)

Case #12-12: Advertising in the Guise of News

(Adopted April, 1994. Revised November, 1995 and May, 2017.)

Shortly after e-mailing his "Homeowners Neighborhood Newsletter" to local residents, several complaints were filed against REALTOR® B claiming that he had engaged in deceptive advertising in violation of Article 12's "true picture" directive. These complaints were reviewed by the Grievance Committee, which determined that a hearing should be held and that all of the related complaints would be consolidated in a single hearing. The appropriate notices were sent and the hearing was convened.

REALTOR® A, one of the complainants, introduced REALTOR® B's "Homeowners Neighborhood Newsletter" into evidence, pointing out that REALTOR® B had prominently shown pictures of, and addresses for, ten homes in an exclusive area of town, labeling each as "Recently Sold." REALTOR® A, the listing broker for several of these properties, stated that in his opinion, the average reader would readily conclude that REALTOR® B, by advertising this way, was claiming to have listed and sold the properties and that his claims violated Article 12, as interpreted by Standard of Practice 12-7. In response, REALTOR® B indicated that Article 12 was limited in scope to "... advertising and representations to the public" and that his "Homeowners Neighborhood Newsletter" was not, in fact, advertising but rather a well-intentioned effort to make homeowners aware of current market values. "Sale prices in our county become a matter of public record once a deed of sale is recorded," REALTOR® B argued, "and anyone who wants to find out about recent sales can get that information from the recorder's office."

"All I am doing," he continued, "is reporting news — and saving residents the time and effort of retrieving this information on their own. If someone appreciates my efforts and later buys or sells through me, so much the better, but that is not the reason for my newsletter."

After hearing from the complainants and the respondent, and after reviewing the content of the newsletter, the Hearing Panel concluded that it did, in fact, violate Article 12 since, while the information regarding the properties themselves was accurate, its cumulative effect was to convey the impression that REALTOR® B had listed and/or sold the properties when he had not. The fact that he had been the cooperating broker in one of the transactions did not give him the right to claim, directly or indirectly, that he had "sold" any of the other properties because in no instance had he been the listing broker. The Hearing Panel did not accept REALTOR® B's claim that his newsletter was exempt from scrutiny under Article 12 in that he was disseminating news and not engaging in advertising. They noted that the name, e-mail address, and phone number of REALTOR® B's firm appeared prominently in several places; that a considerable portion of the newsletter was devoted to services available from REALTOR® B's firm and the advantages of doing business with REALTOR® B; and concluded that while the newsletter might, in fact, include an element of "news" a primary purpose of it was to advertise REALTOR® B and his firm and, consequently, that it was subject to scrutiny under Article 12.



SAR STAFF MEMBER OF THE MONTH

CARTER NELSON



1. How long have you been working with SAR? What is your job title and duties?

I have been working at SAR for two weeks now. I am the Public Affairs Assistant and will be the staff liaison to the Cultural Diversity/Fair Housing Committee and the Leadership Academy. I will also be writing for the Government Affairs Newsletter, coordinating the RAF Sweepstakes and fundraising, and assisting Caylyn Wright in other tasks involving Government Affairs.

2. What did you do before you were hired on at SAR?

Before I was hired on at SAR I worked as the Finance Coordinator for Congressman Jerry McNerney's re-election campaign in CA District 9 in Stockton shortly after I graduated from University of the Pacific.

3. What are some of the things you like about working at SAR?

I really enjoy the work environment and the people who work here. Everyone is friendly, helpful and approachable, I always feel welcome. I also really like learning about real estate policy and how SAR is involved with what is going on in the community in that regard. I'm passionate about politics and going from a campaign to this organization has already been an amazing learning experience.

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

I have only lived in Sacramento for about 6 months. I lived in Stockton during college, but I was born and raised in Seattle and later a city outside of Seattle, Kirkland (like the Costco brand). I also studied abroad my Junior year of college and lived in Barcelona for a semester.

5. What do you like/dislike about Sacramento?

I like how Sacramento always seems be growing. I live in Midtown and there are always more restaurants and breweries to try out close to my apartment. I also really appreciate that there's a basketball team here, I was a diehard Sonics fan before they left Seattle so I love going to NBA games.

6. What are some of your hobbies or interests?

I enjoy traveling, watching TV and movies, and trying new restaurants. I also really like to cook and spend time outside in the sun.

7. Have you watched any good movies or read any good books lately?

I'm almost done reading "Educated" by Tara Westover. It came highly recommended and I'd have to second that.

8. Do you have any favorite vacation spots?

For nice weather and the beach my favorite vacation spots are Cabo or Mykonos, but the place I've gone the most often is McCarthy, Alaska, where my great grandfather homesteaded. My family built a cabin up there and I try to go about every other year.

9. What's your favorite restaurant(s) in the Sacramento area?

Biba is one of my favorites for a nice dinner out, but Sawasdee Thai in Midtown is my favorite for anytime.

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

I play the cello and piano. I'm a little rusty, but I love music.

Calling All Writers, Authors, Bloggers!

*Do you currently write for your own real estate blog or marketing piece?
Are you interested in producing your own real estate-related content,
but don't know where to start or how to get readers?*

WE MAY HAVE A SOLUTION FOR YOU.

If you are an **SAR Member in good standing**, you can now submit an article to be featured in this monthly e-Magazine. We are currently looking for articles focused on the local real estate industry and news/changes that could affect real estate professionals. SAR will publish submitted articles as needed and by how time sensitive their content is.

There will soon be a "Submit an Article" button on www.sacrealtor.org, but for now you can email your article to tony@sacrealtor.org. Please title the subject line as "article submission." Some more guidelines about this Member benefit are listed below. Don't be afraid to showcase your knowledge and reach your fellow SAR Members!

SUBMISSION GUIDELINES/POLICY:

1. Only currently active SAR Members in good standing may submit an article.
2. Article must be about a real estate-related topic that SAR Members would find helpful or interesting.
3. Articles must be at least 400 words and no more than 1,000 words.
4. Attached articles as either a Word document or include full text in body of the email.
5. Please attach a professional headshot photo to include with article.
6. Corresponding photos (up to four) maybe attached in same email.
7. Use APA, MLA or other professional writing format.
8. All submissions will be edited by SAR staff before being considered for publication.
9. Submissions will be published as content is needed. If the article is time-sensitive, please note this in the email subject line.
10. Not all submissions will be published.

An Overview of Wholesale Lending

Scott Short, 2019 Real Estate Finance & Affiliate Forum Chair

Here is another video from Chair Scott Short, this time featuring some information on the wholesale lending market, how wholesale lenders operate and how much of the market they account for. Click link below to view video.



Make sure you attend the Real Estate Finance & Affiliate Forum. This forum meets on the 1st Thursday of every month at 9:00am here at SAR. Here is a look at the speaker schedule for 2019:

February 7th – Leo Whitton, 2019 Sac CAMP President | What to Expect in 2019

March 7th – Rob Chrisman | The Chrisman Report

April 4th – Daniel Nicart | Sales Remastered

May 2nd – Dave Savage | Mortgage Coach

June 6th – Kevin Nunn | An In-depth Look at ADUs

July – No Meeting

August 1st – David Mendez | Freddie Mac Update

September 5th – TBD

October 3rd – Panel of Mortgage Business Owners

November 7th – Panel: Breaking Down non-QM Loans

December 5th – Panel: Top Loan Officers of 2019

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.

FEBRUARY

	CLASS	COST	INSTRUCTOR
12	12noon – 1:30pm EVERYTHING VA IN 90 MINUTES (LUNCH & LEARN FORMAT)	\$20	Melissa Arntzen Loan Officer NMLS # 1479296
13	1:00 – 4:00pm RE LICENSE RENEWAL – 45 HOUR	\$85 PDF \$95 text book	Ryan Lundquist
14 15	8:30am – 4:30pm SRES DESIGNATION <i>SENIORS REAL ESTATE SPECIALIST</i> (INCLUDES LUNCH & SNACKS)	\$230	Bobbi Decker, NAR Instructor
19	12noon – 2:00pm PROTECT YOUR REAL ESTATE BUSINESS BY IMPLEMENTING YOUR OWN BUYER BROKER SYSTEM (LUNCH & LEARN)	\$15	Aria Salehpour
26	12noon – 1:30pm THE OFFER IS IN: <i>SALES OF REAL PROPERTY IN PROBATE PROCEEDINGS</i> (LUNCH & LEARN)	\$20	Tracy Potts, Esq., Founder and Principal, Legacy Law Group
27 1	9:00am – 5:30pm STAGED HOMES: <i>ACCREDITED STAGING PROFESSIONAL DESIGNATION</i> (3 DAY COURSE)	\$1795	Janiece Parsons, ASPM®
28	9:30am – 12noon HOW REALTORS® CAN CUT TAXES BY \$2,500 OR MORE	\$10	Kelly Clark, Bradford and Company, Inc.

MARCH

	CLASS	COST	INSTRUCTOR
29	9:00am – 12noon BROKER TRAINING INSTITUTE <i>VARIOUS INSTRUCTORS AND SESSIONS</i>	\$179 (full series)	Various Instructors and Sessions

Looking for an Affiliate or REALTOR®?

[Click Here](#) to quickly find an Affiliate or REALTOR® by name or category with our convenient search engine!



MARCH CALENDAR OF EVENTS

Monday	Tuesday	Wednesday	Thursday	Friday
				1 SAR Toastmasters Club (T) 7:45 – 9:15am Accredited Staging Professional Designation (T) 9:00am – 5:30pm Broker/Manager Forum (B) 9:30 – 10:30am
4 MetroList Training – TBD (T) 9:00 – 12noon WCR Board Meeting (B) 11:30am – 1:30pm MetroList Training – TBD (T) 1:00 – 4:00pm	5 Main Meeting (EC) 9:00 – 10:30am Volunteer Coordinating Committee (T) 10:30 – 11:30am Charity Research Committee (P) 10:30 – 11:30am CanTree Committee (B) 10:30am – 12noon	6 Notary Class (T) 8:00am – 3:30pm SAR New Member Orientation (B) 9:00am – 12:30pm Commercial Class (EC – W) 12noon – 1:30pm	7 Lead Generation Techniques (EC – E) 9:00am – 12noon Real Estate Finance & Affiliate Forum (EC – W) 9:00 – 10:30am Internship Committee (T) 12noon – 1:30pm Black Belt Negotiating (EC – E) 1:00 – 4:00pm	8 SAR Closed 7:30 – 8:30am SAR Toastmasters Club (T) 7:45 – 9:15am Professional Standards Training (EC – Full) 9:00 – 11:30am Sac Area RE Exchange Network (T) 10:00am – 12:30pm Just for the Health of It (EC – W) 2:00 – 4:00pm
11 Education Committee (B) 9:00 – 10:30am Leadership Academy (B) 1:00 – 2:30pm	12 Regional Meetings Visit www.sacaravans.org YPN Advisory Meeting (B) 11:00am – 12:30pm	13 AREAA Board Meeting (B) 9:00 – 10:30am SAR New Member Orientation (B) 1:00 – 4:30pm Regional Meeting Coordinators – Quarterly Meeting (P) 1:30 – 2:30pm St. Patrick's Day Event (EC - Full) 4:00 – 7:00pm	14 Masters Club Steering Committee (B) 9:30 – 11:00am Internship Committee (B) 12noon – 1:30pm Selling Real Property from Trust Administrations and Conservatorships (EC – W) 12noon – 1:30pm	15 SAR Toastmasters Club (B) 7:45 – 9:15am Public Issues Forum (B) 9:30 – 10:30am
18 MetroList Training – TBD (T) 9:00 – 12noon MetroList Training – TBD (T) 1:00 – 4:00pm	19 No Regional Meetings www.sacrealtor.org/tours The Ultimate Guide to List and Sell Commercial Investment Properties: Working with Buyers (EC – E) 9:00am – 5:00pm Marketing/Communications Committee (B) 10:30am – 12noon Scholarship Fundraising Committee (T) 1:00 – 2:00pm	20 Internship Class (T) 2:30 – 4:20pm SAR New Member Orientation (B) 6:00 – 9:30pm	21 Introduction to zipForm® (T) 10:00am – 12noon Grievance Committee (B) 10:00 – 11:30am	22 SAR Toastmasters Club (T) 7:45 – 9:15am SAR BOD (B) 9:00 – 11:00am
25 MetroList Training – Prospector Course I (T) 9:00 – 12noon MetroList Training – Prospector Course II (T) 1:00 – 4:00pm	26 Regional Meetings www.sacrealtor.org/tours Cultural Diversity & Fair Housing Committee (B) 10:30am – 12noon SAR Charitable Foundation BOD (B) 12:30 – 2:00pm	27 SAR Closed 1:00 – 2:00pm	28 Secrets to Getting a VA Offer Accepted (EC – W) 12noon – 1:30pm	29 SAR Toastmasters Club (T) 7:45 – 9:15am Broker Training Institute (T) 9:00am – 12noon Broker/Manager Forum (B) 9:30 – 10:30am WCR Bunco Night (EC - W) 5:30 – 9:00pm

Calendar Information

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

*Various locations – Call for details

** closed meeting

Meetings subject to change.

(EC) Mack Powell Event Center
(B) Board Room, 2nd Floor
(T) Training Room, 2nd Floor
(U) Upstairs



January 2019

Affiliates

Kristen Hewitt
Evergreen Home Loans

Kellie Luong
Patelco Credit Union

Mark Martella
Patelco Credit Union

Melea Martinez
Melea Martinez

Nicole Poole
Patelco Credit Union

Julia Sanchez-Contreras
Evergreen Home Loans

Jonathan Sanders
Goodman and Associates

Designated REALTORS®

Tarminder Bains
Allied Realty & Loans, Inc.

Daniela Eskandar
Daniela Eskandar Broker

Cynthia Hall
Meridian Capital Real Estate

Kristina Reed
Law Office of Kristina M. Reed

Virginia Yarak
Yarak Realty, Inc.

New REALTOR® Members

Jessica Aguirre
Lyon Real Estate

Rita Andrews
McTygue Group, Inc.

Jennifer Bailey
Keller Williams Realty

Beau Baker
Lyon RE LP

Nazar Baranyuk
Keller Williams Realty Natomas

Dezman Beasley
Coldwell Banker Residential Brokerage

Paramvir Bisla
HomeSmart ICARE Realty

Thys Bohr
Cook Realty

Erin Botto
Keller Williams Realty

June Brenner
Casa Magna Realty

Jacklyn Cantu
Gonsalves R.E. Properties

Luis Cedeno Vera
NAREM

Neil Chandra
Fitch Properties

Angela Chapman Thomas
Berkshire Hathaway HomeServices Elite RE

Nancy Chen
Berkshire Hathaway HomeServices Elite RE

Shawn Chittenden
Opendoor Homes, Inc.

Heeyoun Cho
The JNLGroup Real Estate

Jessica Crew
eXp Realty of California, Inc.

Shawn Marie Curtis
Jim Carr Real Estate

Andrew Davis
Excel Realty, Inc.

Diego De La Hoz
Keller Williams Realty

Dylan DeMars
Tri-Star Home Realty

Jahari Dickens-Ortiz
eXp Realty of California, Inc.

Hany Eskandar
Daniela Eskandar Broker

Vadim Formozal
Realty One Group Complete

Melanie Gonzalez
Excel Realty, Inc.

Susanawati Goodwin
eXp Realty of California, Inc.

Ruvimbo Gumuny
HomeSmart ICARE Realty

Leslie Harmatz
Keller Williams Realty

Dana Hawkins
Coldwell Banker Residential Brokerage

Kathy Hua
Java Realty

Kenneth Jamaca
Sierra Bay Real Estate & Development, Inc.

Natalie Jamaca
Sierra Bay Real Estate & Development, Inc.

Crystal Jones
Lyon RE Fair Oaks

Sailesh Khadka
Lyon RE Fair Oaks

Aaron Klatt
Opendoor Homes, Inc.

Paul Klempa
Big Block Realty North

Inessa Krasnodemsky
TNM Realty

Kyeong Mog Kwon
Century 21 Select Real Estate

Steven Lam
Amen Real Estate

Ronnie Lee
Great Valley Realty & Mortgage

Cindy Li
Portfolio Real Estate

Rachel Librach
El Dorado Hills Realty

Kayla Luke
Lyon RE Folsom

Elena Lutsik
USKO Realty

Julie Maguire
Open Listings Co

Shelli Massoud
Keller Williams Realty

Gowan McLin
Berkshire Hathaway HomeServices Elite RE

Joseph Mohamed
Keller Williams Realty Folsom

Tisha Montiero
Dean Adams Residential R.E.

Priscilla Murray
Lyon Real Estate

Cecilie Nelson
BHHS Drysdale Properties

Sheena Orosco
Real Estate Source, Inc.

Vanny Ouch
Berkshire Hathaway HomeServices Elite RE

Georgina Patamakomol
Lyon RE Fair Oaks

Sandra Pimenta
Intero Real Estate Services

Carolanne Redfern
Keller Williams Realty Capital Valley

Waheed Rehman
Davis Berk Realty

Brad Robison
Amen Real Estate

Jennifer Sam
Commerce Real Estate

Schurniece Smith
Berkshire Hathaway HomeServices Elite RE

Susan Tackett
Yarak Realty, Inc.

Melina Tarin-Gamino
Keller Williams Realty Natomas

Glenn Teeter
eXp Realty of California, Inc.

Jolie Thomas
McKiernan Realty

Beverly Villaseñor
NextHome Premier Properties

Michael Viola
Century 21 Select Real Estate

Thai Jimmy Vo
Big Block Realty North

Dorothy Walsh
Coldwell Banker Residential Brokerage

Brian Warren
Lyon RE Downtown

Kelly Weakley
Keller Williams Realty Natomas

Reid Wright
Century 21 Select Real Estate

Yngwie Xiong
Berkshire Hathaway HomeServices Elite RE

Colleen Yeandle-Rich
Yarak Realty, Inc.



Real estate market slows for holiday season

December closed with 1,104 total sales, a 15.3% decrease from the 1,304 sales of November. Compared to the same month last year (1,408), the current figure is down 21.6%. Of the 1,104 sales this month, 133 (12%) used cash financing, 660 (59.8%) used conventional, 211 (19.1%) used FHA, 79 (7.2%) used VA and 21 (1.9%) used Other† types of financing.

The median sales price dropped 1.2% from \$368,000 to \$363,500. Compared to December 2017 (\$349,950), the current figure is up 3.9%.

The Active Listing Inventory decreased, falling 20.8% from 2,714 to 2,149 units. The Months of Inventory dropped slightly to 1.9 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.

Pending sales for the month dropped 17.7% from 689 to 567.

The Average DOM (days on market) continued its increase, rising from 36 to 38 from November to December. The Median DOM also increased, rising from 24 to 25. "Days on market" represents the days between the initial listing of the home as "active" and the day it goes "pending." Of the 1,104 sales this month, 56.3% (621) were on the market for 30 days or less and 78.8% (869) were on the market for 60 days or less.

The Average Price/SqFt of all homes sold dropped from \$238.2 to \$235.1 from November to December. See all statistical reports compiled by the Sacramento Association of REALTORS® [here](#).

DECEMBER

Let's Talk About Inventory

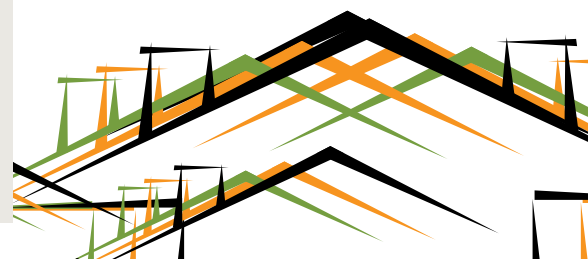
Price Range	For Sale	Sold	Months of Inventory
\$0 - \$159,999	7	4	1.8
\$160,000 - \$179,999	8	7	1.1
\$180,000 - \$199,999	14	14	1.0
\$200,000 - \$249,999	144	91	1.6
\$250,000 - \$299,999	281	177	1.6
\$300,000 - \$349,999	325	208	1.6
\$350,000 - \$399,999	330	167	2.0
\$400,000 - \$449,999	221	132	1.7
\$450,000 - \$499,999	208	95	2.2
\$500,000 - \$549,999	129	54	2.4
\$550,000 - \$599,999	125	49	2.6
\$600,000 - \$649,999	69	30	2.3
\$650,000 - \$699,999	51	20	2.6
\$700,000 - \$749,999	33	16	2.1
\$750,000 - \$799,999	41	8	5.1
\$800,000 - \$999,999	75	21	3.6
\$1,000,000 and over	88	11	8.0
Total:	2,149	1,104	Total: 1.9

Market Snapshot - December 2018

	Dec-18	Nov-18	Change	Dec-17	Change (from '17)
Sales	1,104	1,304	-15.3%	1,408	-21.6%
Median Sales Price	\$363,500	\$368,000	-1.2%	\$349,950	3.9%
Active Inventory	2,149	2,714	-20.8%	1,575	36.4%
Median DOM	25	24	4.2%	18	38.9%
Avg. Price/SqFt	\$235	\$238	-1.3%	\$228	3.1%

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

December 2018

MLS STATISTICS for December 2018

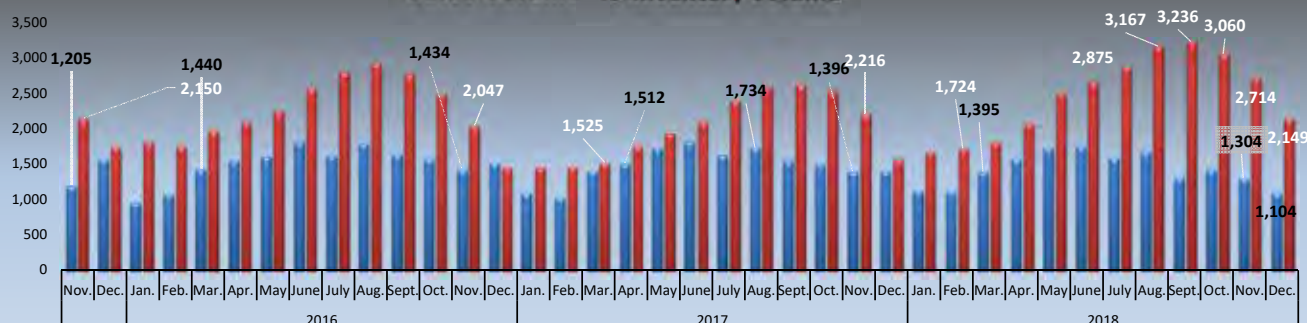
Data for Sacramento County and the City of West Sacramento



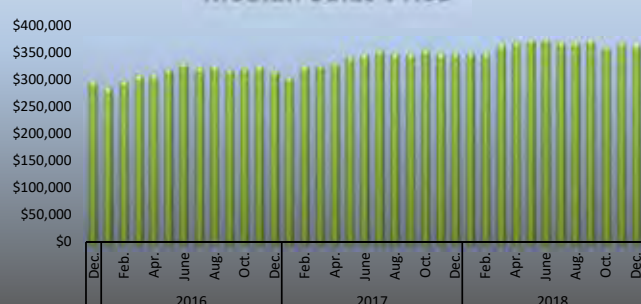
SINGLE FAMILY HOME RESALES

Monthly Statistics	Current Month	% of Total Sales	Last Month	Change	% of Total Sales	Last Year	% of Total Sales	Change
Listings Published this Month	885		1,421	-37.7%		1,020		-13.2%
Active Listing Inventory †	2,149		2,714	-20.8%		1,575		36.4%
Active Short Sale (included above)	10		13	-23.1%		8		25.0%
Pending Short Lender Approval	17		26	-34.6%		36		-52.8%
Pending Sales This Month	567		689	-17.7%		929		-39.0%
Number of REO Sales	9	0.8%	19	-52.6%	1.5%	30	2.1%	-70.0%
Number of Short Sales	6	0.5%	10	-40.0%	0.8%	11	0.8%	-45.5%
Equity Sales**	1,089	98.6%	1,275	-14.6%	97.8%	1,365	96.9%	-20.2%
Other (non-REO/-Short Sale/-Equity)	0	0.0%	0	0%	0.0%	2	0.1%	N/A
Total Number of Closed Escrows	1,104	100%	1,304	-15.3%	100%	1,408	100.0%	-21.6%
Months Inventory	1.9 Months		2.1 Months	-9.5%		1.1 Months		72.7%
Dollar Value of Closed Escrows	\$444,819,674		\$528,016,148	-15.8%		\$534,259,406		-16.7%
Median	\$363,500		\$368,000	-1.2%		\$349,950		3.9%
Mean	\$402,916		\$404,920	-0.5%		\$379,446		6.2%
Year-to-Date Statistics	1/01/18 to 12/31/18		1/01/18 to 12/31/18			1/1/2017		
	SAR monthly data, compiled		MetroList YTD data			12/31/2017		Change
Number of Closed Escrows	17,177		17,569			17,845		-3.7%
Dollar Value of Closed Escrows	\$6,903,354,250		\$7,044,797,027			\$6,684,507,960		3.3%
Median	\$365,000		\$365,000			\$340,000		7.4%
Mean	\$401,895		\$400,979			\$374,587		7.3%

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, Active Release Clause, Active Short Sale, Active Short Sale Contingent, Active Court Approval and Active Court Contingent listings

** Owner Equity Sales, previously identified as Conventional Sales, represents all sales other than short sales or lender owned properties.

Based on Multiple Listing Service data from MetroList® | 2018 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

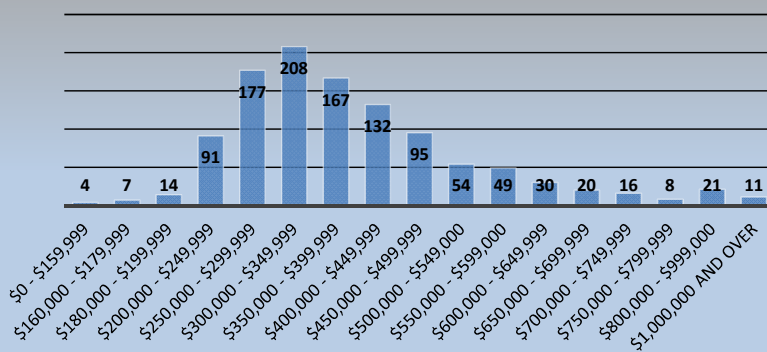
MLS STATISTICS for December 2018

Data for Sacramento County and the City of West Sacramento

BREAKDOWN OF SALES BY PRICE

1 House on Lot

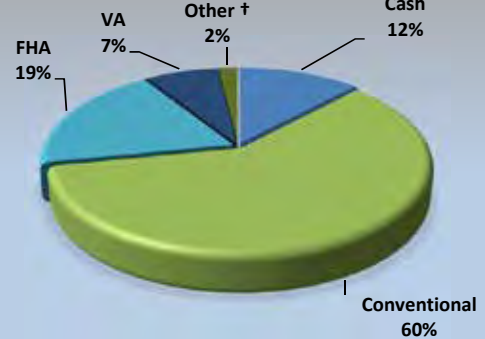
Total: 1,104



Type of Financing/Days on Market

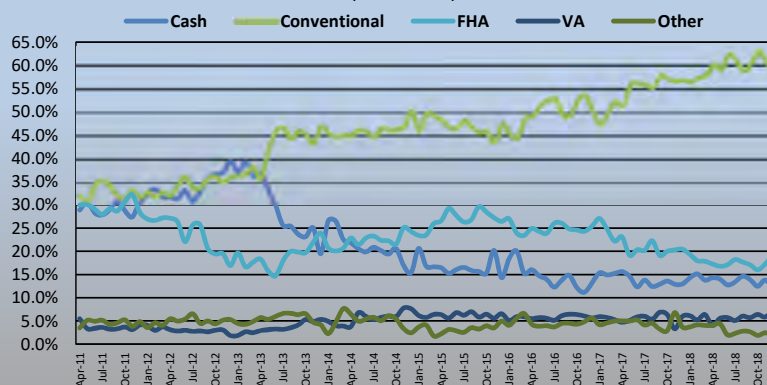
TYPE OF FINANCING

(1 House on Lot/Condo)



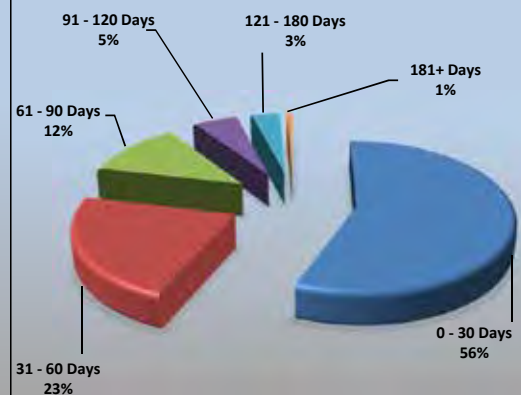
Types of Financing Historical

(% of Sales)



DAYS ON MARKET

(1 House on Lot/Condo)



Type of Financing	Current Month		Previous Month		LENGTH OF TIME ON MARKET				
(Single Family Home only)	# of Units	% of Total	# of Units	% of Total	% of Total				
Financing Method					(SFR & Condo) Days on Market	# of Units	Current Month	Last 4 Months	Last 12 Months
Cash	133	12.0%	180	13.8%	0 - 30	621	56.3%	63.5%	71.9%
Conventional	660	59.8%	791	60.7%	31 - 60	248	22.5%	20.6%	16.1%
FHA	211	19.1%	225	17.3%	61 - 90	132	12.0%	9.2%	6.9%
VA	79	7.2%	76	5.8%	91 - 120	58	5.3%	4.1%	2.8%
Other †	21	1.9%	32	2.5%	121 - 180	38	3.4%	2.1%	1.7%
Total	1,104	100.0%	1,304	100.0%	181+	7	0.6%	0.6%	0.6%
					Total	1,104	100.0%	100.0%	100.0%

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

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

Median DOM:	25	Last Month
Average DOM:	38	36
Average Price/Square Foot:	\$235.1	\$238.2

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

Based on Multiple Listing Service data from MetroList® | 2018 SAR

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

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