

SACRAMENTO REALTOR®

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

MARCH 2019

A PUBLICATION OF THE SACRAMENTO ASSOCIATION OF REALTORS®





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PRESIDENT'S PERSPECTIVE

2019 PRESIDENT



Tax season is upon us and whether you prepare them yourself or hire an outside professional, you should be thinking about taking care of them. Our profession is a little different than your typical job and there are a variety of deductions we can take that are business-related expenses. You will have to check with your tax professional first, but common deductions often include:

- Vehicle Mileage
- Home Office Deductions
- The Cost of Real Estate Software/Apps
- Smartphone/Tablet
- Office Supplies
- Office Rent
- Marketing/Advertising
- Many, many more

It is up to you to determine what to do this tax season. If you are thinking about itemizing your deductions, find a licensed tax professional with quality references first. Don't rely on what your REALTOR® colleagues say, everyone's tax situation is different and what they may deduct may not apply to you. Whichever route you take, I wish you the best of luck this tax season – and don't procrastinate too much longer!



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LEGAL UPDATE

BPE LAW GROUP, P.C

ATTORNEY KEITH B. DUNNAGAN

Preparing for Tax Time 2019

April 15th is just around the corner and you should be preparing to file your taxes if you have not done so already. As you are preparing your tax filing for 2018, you should also be thinking and preparing for 2019 taxes. As a real estate professional, there are a litany of issues to consider related to your tax plan.

First, as a real estate professional, you need to think about the tax treatment of your income. Most agents are commissioned base pay and receive a 1099 from their broker related to the income earned. This means all the payroll tax (social security and Medicare taxes) are paid by the agent, rather than the employer covering a portion and the employee covering a portion.

Under the Tax Cuts and Jobs Act of 2017, significant changes were made. While income rates in each bracket were reduced by three to four percent and the standard deduction was significantly increased, many personal deductions were reduced or eliminated. The SALT deduction (State and Local Tax Deduction), which was limitless (meaning all state and local taxes were deductible), is now capped at \$10,000. This can be an issue in California with its high income tax rates and property taxes, which combined often exceed \$10,000. Other personal deductions like the home office deduction, work clothes deduction, moving expense deduction, and licensing fee deductions were suspended as a result of the new law.

However, the impact of the deductions depends on the way you earn your income. If you are a sole proprietor, all of this money is likely subject to payroll taxes and the restrictions on personal deductions. However, if you have formed and are operating in a corporate manner, it is important to understand the survival of the business expense deductions that are allowable under the new laws.

For real estate professionals there are two things that are important to note: both the Real Estate Professionals Safe Harbor Passive Activity rule under Section 469 and the Section 179 Expensing rules both survived the tax reform. Section 179 allows certain business expenses to be expensed immediately on your tax returns rather than having to depreciate the asset over time. A significant benefit is in creating deductions against your income in a taxable year. As to the Section 469 Safe Harbor rule, by qualifying as a real estate professional you can overcome the passive activity presumption, thereby allowing the use of rental losses without limitation and potentially escaping a 3.8% surtax under Section 1411. For a great resource on the application of Sec. 469 see:

https://www.thetaxadviser.com/issues/2017/mar/navigating-real-estate-professional-rules.html

However, the real estate professional should also be thinking about investment transactions. Under the 2017 tax reform 1031 exchanges survived. Long on the chopping block, 1031 exchanges continue to be a significant component in the investment market by allowing investors to exchange like property while deferring taxes. Functionally, it not only allows, but encourages investors to perpetuate their investments by trading up. The investment property value increases and that increase allows the investor to sell and acquire a larger or more valuable investment property. While normally the transactions would be subject to taxation, by using the Sec. 1031 appropriately, the investor can make that transition between "like kind" property without triggering taxes. However, when the investor does seek to finally liquidate and exit the final investment, the taxes will then be triggered on that sale. If contemplating an investment-related transaction, make sure to consider the rules and application of the 1031 exchange. There are strict timing requirements that must be met.

Significant changes were made to the tax code as a result of the 2017 tax reform. As you prepare your taxes for 2018 and begin to think strategically about your potential tax liabilities for 2019, remember that is important to consult with your CPA and other tax professionals.

The Right Business Entity for the RE Professional

Whether it's a sole proprietorship, corporation or partnership, A REALTOR®'s selection of a business entity involves many factors. Among the more commonly considered factors are: (1) tax consequences; (2) liability protection; (3) cost of formation and maintenance; and (4) distribution of profits and assets. It is advisable to assess each of these factors and weigh their importance in choosing the right business entity.

This Q&A answers the most common hot line questions concerning business entities. The accompanying chart gives a summary of the major advantages and disadvantages of each type. Since many considerations are important in the choice of an entity, anyone facing these decisions should consult with his or her own legal and tax professionals about which entity makes the most sense, given the exact facts and circumstances of his or her situation.

I. SOLE PROPRIETORSHIPS

Q1. What is a sole proprietorship?

A1. It is a business owned by just one person and which has no existence apart from you, the owner. Its liabilities are your personal liabilities. Likewise, all the assets belong to you as the owner. You include the income expenses of the business on your personal tax return.

Q2. Is it necessary for me to operate my real estate business through a corporation or other type of entity?

A2. No. There is no requirement whatsoever to operate your brokerage through an entity such as a corporation or partnership.

Q3. How do I create a sole proprietorship?

A3. You don't need to do anything. Just being in business under your own name (or a DBA which you have obtained from the county and had approved by the DRE) means you are by default acting as a sole proprietorship.

Q4. Does a sole proprietorship offer any protection from liability?

A4. No. Creditors may have access to both personal as well as business assets to satisfy debt, and the individual owner of the sole proprietorship is liable for the actions of the business.

Q5. Does that mean if I have a broker's license and my name is John Doe, I can just start my brokerage as John Doe, REALTOR®?

A5. Yes. You do not have to have a DBA or other business form to do business as a broker. You can do business as a sole proprietorship under your own name.

The above Q&A is just a small sample of the information you can find at www.car.org. If you'd like to see the entire FAQ and Chart, please visit https://www.car.org/riskmanagement/qa/broker-practice-folder/business-entity-re-prof-faq-chart. NOTE: you will have to log into the C.A.R. website to access full information.



Treasury, IRS Give Big Win to Real Estate Professionals in Qualified Business Income Rule

WASHINGTON (January 22, 2019) – In late January, the Treasury Department and the Internal Revenue Service issued final regulations regarding the new 20 percent deduction on qualified business income. As Americans begin preparations for the 2018 tax filing season, real estate professionals have been uncertain about the true impact of the 2017 Tax Cuts and Jobs Act on their respective businesses. The 1/18 ruling from Treasury and the IRS, however, signaled a significant victory for the real estate industry and for many of the National Association of REALTORS® 1.3 million members.

"The January 18th ruling is a result of several months of advocacy and collaboration between NAR, our members, and the administration," said NAR President John Smaby, a second-generation REALTOR® from Edina, Minnesota and broker at Edina Realty. "These final guidelines will allow real estate professionals to benefit from the Section 199A 20 percent pass-through deduction, a move that will empower REALTORS® to expand their operations and provide improved services to consumers and potential homebuyers across the country. The National Association of REALTORS® is grateful for the openness and transparency encouraged by Treasury and the IRS, and we thank them for their hard work to ensure the real estate community was heard throughout this rulemaking process."

A central component of the new tax law is a reduction of the corporate tax rate – from 35 to 21 percent. However, since nine out of ten American businesses are structured as pass-through entities rather than corporations, the Section 199A provision provides critical tax deductions for small businesses and self-employed independent contractors, which is how many real estate professionals are classified.



Within the 247-page rule issued on 1/18, three major provisions for real estate professionals stood out as critical victories for members of the National Association of REALTORS®.

Most importantly, the regulation clarifies that all real estate agents and brokers who are not employees but operate as sole proprietors or owners of partnerships, S corporations or limited liability companies are eligible for the new deduction, which can be as high as 20 percent. This includes those whose income exceeds the threshold of \$157,500 for single filers and \$315,000 for those filing a joint return.

Second, the rule simplifies the process that owners of rental real estate property must follow to claim the new deduction. As written in the Tax Cuts and Jobs Act, only income that is from a "trade or business" qualifies for the 20 percent write-off. However, because this distinction was not clearly defined by Congress when crafting the law, various court rulings and prior IRS guidance have caused confusion among tax professionals in determining which rental properties were merely investments and which could accurately be considered a business enterprise.

NAR strongly urged Treasury and the IRS to simplify the rules in order to give millions of rental real estate owners certainty surrounding their ability to qualify for this new deduction. The 1/18 final regulations included a bright-line safe harbor test requiring at least 250 hours per year spent on maintaining and repairing property, collecting rent, paying expenses and conducting other typical landlord activities.

Finally, within the proposed regulation released last August, those who had exchanged one parcel of real estate under Section 1031 for another parcel were unfairly denied deduction eligibility. However, NAR and multiple additional trade groups concerned with commercial real estate were vocal in highlighting this shortcoming. In a positive resolution to the situation, Treasury and the IRS recognized the initial ruling was misguided and corrected the policy in Friday's final guidance.

"NAR maintained consistent and coordinated communication with Treasury and the IRS throughout this rulemaking process. The finalized ruling, which represents a tremendous win for real estate professionals across the country, is a direct result of that engagement," said Shannon McGahn, NAR Senior Vice President of Government Affairs. "We are thrilled to see our members emerge from this process so favorably, and we thank Treasury and the IRS for all of their hard work in ensuring consistency and clarity within these policies as America's 1.3 million REALTORS® begin filing their 2018 tax returns in the coming weeks."

The National Association of REALTORS® is America's largest trade association, representing more than 1.3 million members involved in all aspects of the residential and commercial real estate industries.

SOURCE: https://www.nar.realtor/newsroom/treasury-irs-give-big-win-to-real-estate-professionals-in-qualified-business-income-rule



MASTERS CLUB CORNER

MASTERS CLUB STEERING COMMITTEE



Building Relationships is the Key to Your Success

Relationship building is the cornerstone to any successful real estate agent's business. When you think about building relationships, the first thing you might think of is our Buyers or Sellers. But have you considered the power of your relationships with other agents? It might sound counter-intuitive to spend time with other agents; however, it is a very important part of your business. As agents, we guard our schedules and the truth is that our relationships with other REALTORS® are a valuable resource to our business. Consider a few of the following:

OUT OF AREA REFERRALS:

You might have noticed some of the biggest real estate coaches have recently got into the business of agent to agent referrals. Brian Buffini and Tom Ferry both have launched new programs in recent years, and if you work it, you can almost pay for your coaching with the relationships you develop in their programs.

CREATING A NETWORK OF ALLIES:

In my experience, the bonds that I have formed working on a committee or within an organization become some of the strongest relationships any professional can have. Keep good notes - just as you would with a client - because having a friend in the industry proves invaluable when you're in a situation and you need advice from someone who understands your business.

TIPS ABOUT NEW LISTINGS:

Agents are helping their clients prepare for sale long before the home hits the market. Spend time sharing with your trusted colleagues what you are working on because you never know what their clients may be looking for as well.

BUILT TRUST:

When volunteering for an organization or through committee involvement, you are surrounded by other professionals who share your standards. When it comes time and the opportunity presents itself, we have the perfect opportunity to be confident that





California Real Estate Inspection Association (CREIA)

Greater Sacramento Chapter

For a Complete list of Greater Sacramento CREIA Inspectors

and Affiliates please go to our new website at

www.sacchapter.com



www.creia.org



When choosing a CREIA Inspector from the list on our website, you can be assured that this inspector adheres to the CREIA Standards of Practice and CODE 7199 when performing a home inspection.

Certified CREIA Inspectors must complete at least 30 hrs of Continuing Education each year, as well as pass the NHIE (National Home Inspector Exam), proctored at an independant test center in order to become a Certified Member.

CREIA Inspectors cannot become certified over the internet!

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



Greater Sacramento Chapter P.O. Box 457 Roseville, CA 95661

CREIA Main Office 65 Enterprise Alisa Viejo, CA 92656 (949) 715-1768

REALTOR® ACTION FUND SWEEPSTAKES

> HELP PROTECT
YOUR LIVELIHOOD



The LCRC members of the Sacramento AOR have approved the following Sweepstakes to encourage voluntary RAF Contributions through the 2019 annual dues billing period.

SWEEPSTAKES END: March 31, 2019

*Winners need not be present to win

DRAWING HELD ON:

April 2, 2019 at 9:00 a.m. at the Sacramento AOR General Membership meeting at the:

Sacramento AOR 2003 Howe Ave. Sacramento, CA 95825

Contributors of \$20 or more will be entered into a drawing to win a \$500.00 Visa Gift Card.

ONE ENTRY = Contribute \$20 - \$48.99 to RAF

TWO ENTRIES = Contribute \$49 - \$147.99 to RAF

THREE ENTRIES = Contribute \$148 and above to RAF

Maximum 3 entries

ASSOCIATION OF REALTORS

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\$500 Visa Gift Card

THE MORE YOU DONATE THE MORE OPPORTUNITY TO WIN!

Enter the REALTOR® Action Fund Sweepstakes

See official rules, odds and other details on the back

ALL RAF CONTRIBUTIONS MADE ARE APPLIED TO YEARLY AND LIFETIME BALANCES!



FOR MORE INFORMATION,
CONTACT:

Caylyn Wright
Government Affairs Director

916-437-1227 cwright@sacrealtor.org



(916) 492-5211 raf.car.org



OFFICIAL RULES

Sacramento Association of REALTORS® REALTOR® Action Fund Sweepstakes to Win \$500 Visa Gift Card

Sweepstakes: All qualifying contributors during the Eligibility Period for the Sacramento Association of REALTORS® ("SAR") REALTOR® Action Fund ("RAF") Sweepstakes that contribute at least \$49 to RAF shall be automatically entered into a drawing to win one (1) \$500 gift card. A contribution from \$20.00-\$48.99 will receive one entry; a contribution from \$49.00-\$147.99 will receive two entries; and a contribution of \$148.00 and above will receive three entries for the drawing.

Prizes and Odds of Winning: One winner will each receive a \$500 gift card, retail value of \$500. Prizes not redeemable for cash; no substitutions. Odds of winning are based on the total number of entries received.

Eligibility: All SAR only members are eligible to participate. Participants must be California residents over 18 years of age. Employees of SAR or the California Association of REALTORS® ("C.A.R."), their subsidiaries and their families are ineligible. Eligibility Period: The sweepstakes will begin on the start of 2019 dues billing cycle and end on March 31, 2019 at 11:59 p.m. Only three (3) entries per person by any means.

Drawing: The drawing for the prize will be held on April 2, 2019 at approximately 9:00 a.m. during the Sacramento AOR General Membership meeting at the SAR Office, located 2003 Howe Ave., Sacramento, CA 95825. Entrants need not be present to win. SAR will use commercially reasonable efforts to contact each winner not present using contact information provided by each entrant. If a winner is not reached within a reasonable period, he/she may be disqualified, and an alternate winner may be selected. Prize will be mailed to each winner unless other arrangements are made that are satisfactory to SAR. Return of any mailed prize may result in disqualification and selection of an alternate winner.

Other Rules: All federal, state and local laws and regulations apply. Gift card issuer rules and policies may apply – contact issuer for additional information. Sweepstakes is void where prohibited or restricted by law. Each prize winner shall promptly provide SAR with information to comply with federal, state or local tax and other laws, or may result in disqualification and selection of an alternate winner. Entrants agree that they have read, understand and agree to be bound by these rules and by the decisions of SAR, which are final and binding on all matters pertaining to this sweepstakes.

Liability: All taxes on prizes are the sole responsibility of the prize winners. By entering, participants release and hold harmless SAR, C.A.R., their subsidiaries and affiliates, and their respective directors, officers, employees, and agents from any and all liability or any injuries, loss, or damages of any kind arising from or in connection with this sweepstakes or any prizes won. SAR does not assume any responsibility for misdirected, late or non-delivered mail.

NO CONTRIBUTION, PURCHASE OR PAYMENT OF ANY KIND NECESSARY TO ENTER OR WIN. Eligible persons may obtain one (1) free entry by printing entrant's name, address, and telephone number on a 3 x 5 index card with the words "Sacramento Association of REALTORS® RAF Sweepstakes to win \$500 Gift Card and mailing it, postage prepaid, to the Sacramento Association of REALTORS®, 2003 Howe Ave., Sacramento, CA 95825. All mailed entried must be received by March 31, 2019, Maximum of three (3) entries per person by any means.

Political contributions are not tax deductible as charitable contributions for federal and state income tax purposes. Contributions to the REALTOR® Action Fund are voluntary, but you may give more, or less, or nothing at all. Failure to contribute will not affect an individual's membership status in the California Association of REALTORS® (C.A.R.). Contributions will be allocated among three of C.A.R.'s political action committees (PACs), according to different formulas approved by C.A.R. for personal and corporate contributions. These PACs are: CREPAC (supports state and local candidates); CREPAC/Federal (supports federal candidates); and CREIEC (makes independent expenditures in support of or opposition to candidates). C.A.R. also sponsors IMPAC which supports local and state ballot measures and other issues that impact real property in California. The allocation formula may change including re-designating a portion to IMPAC.

LEGISLATIVE DAY

RSVP for Legislative Day – Wednesday, May 1st

Save the date for Legislative Day 2019, a day filled with networking, meetings with your state legislators, lively industry related Hot Topic discussions and much, much more!

You will need to RSVP through SAR to attend.

Please contact Carter Nelson - Deadline to RSVP is 4/24.

For the past 47 years, C.A.R.'s Legislative Day has remained the preeminent legislative event for California REALTORS®. Legislative Day gives REALTORS® the opportunity to meet and discuss real estate issues directly with their state legislators and staff. Attending Legislative Day is not only a great investment in your business, it also provides you with an opportunity to hear from California's most dynamic political leaders and the leadership of your state association. After a rewarding day of business, join your fellow REALTORS® at the fabulous Capitol Reception, which is celebrating its 25th anniversary! We look forward to seeing you at this year's Legislative Day!

See next page to RSVP for the Capitol Reception



You can be a part of this group photo in front of the State Capitol! Be sure to RSVP with <u>Carter Nelson</u>, SAR Public Affairs Assistant.





THE CALIFORNIA ASSOCIATION OF REALTORS® is proud to present the Biggest Political Event of 2019! To Honor Our Valued C.A.R. Contributors and State VIPs come mix and mingle with California's power elite!

ADMISSION

includes two drink tickets

\$148

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Must have been paid by REALTOR® Members, Affiliates & Local Association Management Staff (which includes: AEs and GADs)

\$59GUESTS

Includes: Non-REALTORS® and Local Association Support Staff

QUESTIONS?

Please don't hesitate to contact RAF Staff at 916.492.5211

The Convention Center Sacramento, California

Exhibit Halls D & E, Members enter through 13th Street Doors

To order the Capitol Reception Photos, please go to http://carcapitolreception.shutterfly.com

Password is: realtor (lowercase)

The photos will be available on Wednesday, May 15th



Share your own photos using the hashtag: #25RAF



DRESS CODE
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GOVERNMENT WATCH



County Supervisor Sue Frost:

A Big Step in the Right Direction

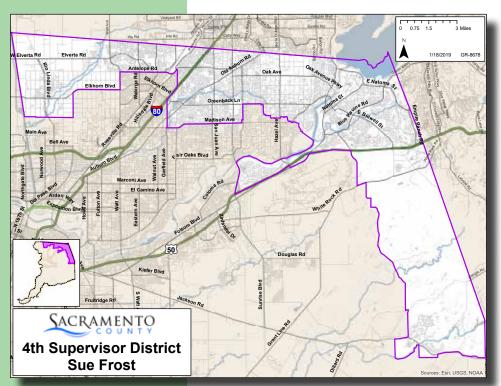
County Supervisor Sue Frost, a member of SAR representing Sacramento County's 4th District, developed a plan that not only employs those without a home, but will also work to improve Sacramento County. This trial program was formally adopted in January and will be officially implemented in March. It will last a total of 40 weeks, at which time the county will evaluate the program and determine if it is working as is, if changes need to be made, or if the program will be cancelled.



at a time who desire to work and get clean. Once selected, participants will meet four days a week to clean up the American River Parkway for minimum wage. Following their shift at the river cleanup, the group will attend a job training program in the afternoon. This program will be centered on getting participants various certifications in the construction industry. This will contribute to the Sacramento area because there is currently a surge of construction, but a lack of workers in the industry.

After 10 weeks participants will graduate and another group of 10 will be selected to begin the program. Those who graduate the program will receive assistance to find a job through interview training, introductions to employers, acquiring resume help, and obtaining job-appropriate attire. This will occur parallel to finding participants permanent housing.

County Supervisor Frost teamed up with PRIDE Industries, a nonprofit located in Roseville that specializes in assisting those with disabilities find jobs and live independently. Supervisor Frost saw this as a perfect fit, as those who are homeless face some of the same obstacles as those with disabilities, and sometimes citizens fall under both characterizations. She will also receive assistance from the Sacramento Regional Sanitation District.



This project will cost an estimated \$387,200, which would have otherwise been spent cleaning up American River Parkway. This cleanup is needed and by implementing this program, we will see a successful beautification of the area and progressive change and opportunities regarding the homeless population. Supervisor Frost understands this is just a small step in solving the problem, but it is a step in the right direction towards a long-term, successful program that could bring permanent change.

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 #12-3: Exaggeration in Advertising

(Reaffirmed Case #19-5 May, 1988. Transferred to Article 12 November, 1994. Revised April, 1998 and November, 2017.)

describing the property, including such phrases as "modern updates . . . most units have new appliances . . . excellent earnings record." Buyer B saw the ad, called REALTOR® A, was shown three nicely appointed units on the property, signed an offer to buy, and wrote a check for a deposit. A few days later, he made a more careful inspection of the property and its earnings statements, and filed a complaint against REALTOR® A with the Association of REALTORS® charging misleading and exaggerated advertising.

The complaint was referred to the Grievance Committee which, after its review and evaluation, referred it to the Professional Standards Administrator directing that a hearing be scheduled before a Hearing Panel of the Professional Standards Committee.

At the hearing, Buyer B explained that he had been looking for just such an investment property in the general location, that the price appealed to him, and that he had only a very limited time available on the day he was shown the property. The three apartments which he was shown were in excellent condition, so he had thought it advisable to make an offer, feeling that he could place full reliance on REALTOR® A's representation of the property both in his oral statements and his advertising.

His second, and more thorough, inspection revealed that the three apartments shown to him were the only apartments in the building that were updated; the other nine were badly in need of renovation. Moreover, he said, the earnings record of the building, which by ordinary standards was satisfactory for the two years immediately preceding, had shown high vacancy and a loss in two of the ten years of the building's life, had shown a definitely low return in three years, and had never shown an earnings record that could be described as "excellent".

Responding to Buyer B's specifics, REALTOR® A pointed out that the complaint did not charge him with misrepresenting anything in his oral statements to Buyer B; that the complaint, therefore, was based solely on his advertisement which he felt did not depart from accepted standards in advertising. Since the building was about ten years old, he felt free to say that all of its units were "modern", and that when he stated "most units have new appliances," he based that, too, on the fact that the building was about ten years old. Finally, in his opinion, the earnings record of the building for its entire operating life, since it had shown a loss in only two of its ten years, could reasonably be described as "excellent".

Questioning of REALTOR® A revealed that the three apartments shown to Buyer B were, in fact, the only renovated units in the building, and that these three were the only apartments in which the original appliances had been replaced. REALTOR® A's comment on this was, "Naturally, in showing the building, I directed attention to the most attractive features. This is just ordinary competence in selling."

It was the conclusion of the Hearing Panel that REALTOR® A's advertising used exaggeration and had not presented a true picture in his representations to the buyer. REALTOR® A was found in violation of Article 12.



LEAD YOUR ASSOCIATION TO GREATNESS –APPLY TO BECOME A DIRECTOR

The Sacramento Association of REALTORS® is seeking qualified individuals to apply to be a candidate for a position on the SAR Board of Directors for 2020-2021. The SAR Board of Directors meet monthly to govern the Association by establishing and maintaining Association policies and by approving and maintaining the Association budget.

Individuals interested in serving as an SAR Director or Officer are encouraged to obtain an application package by going to the website at www.sacrealtor.org or by emailing Lyndsey Harank at Iharank@sacrealtor. org and requesting an application package be e-mailed to you.

Applications must be received by Lyndsey no later than 4:30 p.m. Friday, April 19, 2019.



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.

ABOUT THE MARKET ——

Appraisal Waivers and "Hybrid" Appraisals

What You Need to Know

This month, Scott Short sits down with a few appraisers and they first discuss how some lenders are not requiring an appraisal and "waiving" the appraisal. They also touch on "Hybrid Valuations" and how they are used in the market. Click on the photos below to access the videos.

Scott interviews Ryan Lundquist of Lundquist Appraisal Company in this first video.



In this second video, Scott sits down with Bill McKnight of Appraisal Ace.



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.



		CLASS	COST	INSTRUCTOR
14	12noon – 1:30pm	THE OFFER IS IN: PART 2 SALES OF REAL PROPERTY IN TRUST ADMINSTRATIONS & CONSERVATORSHIPS	\$30 (lunch & learn format)	Tracy Potts, Esq.
16	8:30am – 5:00pm	DUANE GOMER'S ONE DAY CRASH COURSE PASS SALESPERSON OF BROKER EXAM ON FIRST TRY	\$150	Duane Gomer Representative
19	9:00am – 5:00pm	THE ULTIMATE GUIDE TO LIST & SELL COMMERCIAL/ INVESTMENT PROPERTIES WITH EMPHASIS ON WORKING WITH BUYERS	\$75	Michael Simpson, Founder of The NCREA
27	9:00am – 12noon	CODE OF ETHICS FULFILLS NAR'S NEW ETHICS REQUIREMENT FOR THE 2019 — 2020 CYCLE	\$10 (full series)	Dave Tanner, Esq.
28	12noon – 1:30pm	SECRETS TO GETTING A VA OFFER ACCEPTED	\$20 (lunch & learn format)	Melissa Arntzen
29	9:00am – 12noon	BROKER TRAINING INSTITUTE	\$99 (full series) \$20 (individual class)	Various Instructors and Sessions
29	9:00am – 12noon	BTI – DAY 1: BROADENING YOUR SCOPE	\$20 \$5 (with Education Club Card — Tier III)	Various Instructors

APRIL

		CLASS	COST	INSTRUCTOR
5	9:30am – 12:30pm	BTI - DAY 2: HIRING & TRAINING HIGH PRODUCING, ETHICAL AGENTS	\$20 \$5 (with Education Club Card — Tier III)	Ginni Fields, National Speaker
12	9:00am – 1:00pm	BTI – DAY 3: RUNNING A BROKERAGE FROM A LEGAL PERSPECTIVE	\$20 \$5 (with Education Club Card — Tier III)	Dave Tanner, Esq.
19	9:00am – 12noon	BTI – DAY 4: MAKING YOUR OFFICE DRE COMPLIANT	\$20 \$5 (with Education Club Card — Tier III)	Tricia Parkhurst, DRE Paula Swayne, SAR
28 24 25	9:00am – 5:00pm	THE ULTIMATE GUIDE TO LIST & SELL COMMERCIAL/ INVESTMENT PROPERTIES WORKING WITH SELLERS (3-DAY COURSE) (THE 1-DAY INTRODUCTORY COURSE — WORKING WITH BUYERS [3/19] IS A PREREQUISITE FOR THIS COURSE)	\$597	Michael Simpson, Founder The National Real Estate Association (NCREA)
26	9:00am – 12noon	BTI - DAY 5: BUILDING YOUR BUSINESS THROUGH SALES AND MARKETING	\$20 \$5 (with Education	Todd Sumney

Club Card — Tier III)

APRIL CALENDAR OF EVENTS —

Monday	Tuesday	Wednesday	Thursday	Friday
MetroList Training – Prospector Course I (T) 9:00 – 12noon WCR Board Meeting (B) 11:30am – 1:30pm MetroList Training – Prospector Course II (T) 1:00 – 4:00pm	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	SAR New Member Orientation (B) 9:00am – 12:30pm 1031 Exchanges – Lunch & Learn (EC – W) 12noon – 1:30pm Internship Class (T) 2:30 – 4:20pm	Real Estate Finance & Affiliate Forum (EC – W) 9:00 – 10:30am Masters Club Celebration (Offsite – Railroad Museum) 6:30 – 10:30pm	SAR Closed 7:30 – 8:30am SAR Toastmasters Club (T) 7:45 – 9:15am Broker Training Institute (EC – W) 9:30am – 12:30pm
8	9	10	11	12
Education Committee (B) 9:00 — 10:30am Leadership Academy (B) 1:00 — 2:30pm	Regional Meetings www.sacrealtor.org/tours YPN Advisory Meeting (B) 11:00am – 12:30pm Introduction to zipForm® (T) 10:30 – 11:30am	AREAA Board Meeting (B) 9:00 – 10:30am SAR New Member Orientation (B) 1:00 – 4:30pm	Listing Agreements (EC – E) 9:00am – 12noon Masters Club Steering Committee (B) 9:30 – 11:00am Internship Committee (B) 12noon – 1:30pm	SAR Toastmasters Club (T) 7:45 — 9:15am Broker Training Institute (EC — W) 9:00am — 1:00pm Sac Area RE Exchange Network (T) 10:00am — 12:30pm
MetroList Training – Mobile App Workshop (T) 9:00 – 12noon MetroList Training – Agent/Client Apps Workshop (T) 1:00 – 4:00pm	Regional Meetings Visit www.sarcaravans.org NARPM Housing Fair (EC - W) 10:00am – 1:00pm Marketing/Communications Committee (B) 10:30am – 12noon Scholarship Fundraising Committee (T) 1:00 – 2:00pm	Transaction Coordination 1 (EC – E) 9:00am – 2:30pm SAR New Member Orientation (B) 6:00 – 9:30pm	Transaction Coordination 2: Beyond Thunderdome (EC – E) 9:00am – 2:30pm Grievance Committee (B) 10:00 – 11:30am	SAR Toastmasters Club (B) 7:45 – 9:15am Public Issues Forum (B) 9:30 – 10:30am Broker Training Institute (EC – W) 9:00am – 12noon
22 No Events Scheduled	No Regional Meetings www.sacrealtor.org/tours The Ultimate Guide to List and Sell Commercial Investment Properties: Working with Buyers (T) 9:00am – 5:00pm Cultural Diversity & Fair Housing Committee (B) 10:30am – 12noon SAR Charitable Foundation BOD (B) 12:30 – 2:00pm	The Ultimate Guide to List and Sell Commercial Investment Properties: Working with Buyers (T) 9:00am – 5:00pm SAR Closed 1:00 – 2:00pm Internship Class (T) 2:30 – 4:20pm	The Ultimate Guide to List and Sell Commercial Investment Properties: Working with Buyers (T) 9:00am — 5:00pm	SAR Toastmasters Club (T) 7:45 – 9:15am Broker Training Institute (EC – W) 9:00am – 12noon SAR BOD (B) 9:00 – 11:00am
MetroList Training – Auto Prospecting with Mapping Workshop (T) 9:00 – 12noon Show Me the Money (EC) 1:00 – 4:00pm MetroList Training – Tips Workshop (T) 1:00 – 4:00pm	Regional Meetings www.sacrealtor.org/tours RPA Class (EC – W) 9:00am – 12noon			

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



SAR NEW MEMBERS —

February 2019

Affiliates

Stephen Baker

Farmers Insurance

Corv Chessher

Crystal Clean

Cindi Demetros

Jaguar Heating & Air, Inc.

Glen Hays

G.L. Hays Floor Covering

Sandy Kaneko

Asset Financial Center

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Jason Scott

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Jennifer Shade

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Erick Ali

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Realty World A+ Real Estate

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Nick Sadek Sotheby's International Realty

Phong Cuong Portfolio Real Estate

Dena Danner

HomeSmart I CARE Realty

Jennifer Dawid

Newpoint Realty

Dale Dawson

Sierra Bay Real Estate & Development, Inc.

Berkshire Hathaway Homeservices Drysdale **Properties**

Jessica Do

Keller Williams Realty

Gregory Donkerbrook

Coldwell Banker Residential Brokerage

Lori Enos

Better Homes and Gardens Real Estate

Ambika Feminis

Berkshire Hathaway HomeServices Elite RE

Robert Foley

Opendoor Brokerage, Inc.

Jonathan Formica

Dynamic Real Estate

Mychelle Freitas Da Silva

Keller Williams Realty

Tarina Garrett

Intero Real Estate Services

Noreine Golde

Redfin Corporation

Alexander Golfus

Century 21 M & M

Jeffrey Graves Providence Properties

Kyle Gruver

Capitol Realty Center

Brianne Harris Amen Real Estate

Wenxiong He

RE/MAX Gold Elk Grove

Rochelle Holder

Keller Williams Realty Folsom

Wesley Huang

RE/MAX Gold Elk Grove

Jonathan Hudak

Home Boom, Inc.

Anthony Ibarra

eXp Realty of California, Inc.

Lijia Jiang

Reliant Realty

Alice Kelly

Bruce Mills, Inc.

Gwendoline Khumalo

Tower Real Estate Brokers, Inc.

Olesya Kulinich

California Realty Partners

Gary Lake

Coldwell Banker Residential Brokerage

Chaitanya Lay

Empower Property Solutions

Berkshire Hathaway HomeServices Elite RE

Le Xuan Lindsay

On Time Realty Corp

Claudia Lopez-Salazar

Keller Williams Realty Elk Grove

Tuan Lu

Alliance Bay Realty

Emily Luetchford

Coldwell Banker Residential Brokerage

Carlos Mancasola

Redfin Corporation

Brady Marks

Neighborhood Real Estate Services

Austin Maynard

Lyon RE Natomas

Gor Mikayelyan

Keller Williams Realty Folsom

Alexei Mitioglo

Keller Williams Realty

Luis Molina

Redfin Corporation

Erica Moreno Kanoi Keller Williams Realty

Nalee Moua

HP Real Estate

Menam Mugatash

BHHS Drysdale Properties

Hannah Nguyen

Portfolio Real Estate

Kenneth Nguyen

Real Estate Source, Inc.

Emmanuel Obatolu

Sierra Bay Real Estate & Development, Inc.

Joseph Olson

Dunnigan, REALTORS®

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Capital Group Realty, Inc.

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Coldwell Banker Residential Brokerage

Tremaine Palmer

GreatWest Realty

Erica Pasioles

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HomeSmart ICARE Realty

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Sherrie Retzer Keller Williams Realty Folsom

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Nicole Salazar

Golden State Realty Services

Navdeep Sekhon

RE/MAX Gold Elk Grove

Navdeep Singh

Berkshire Hathaway HomeServices Elite RE

Elizabeth Smith Realty One Group Complete

Ayumi Suzuki

Keller Williams Realty Natomas

Tonette Talley

Keller Williams Realty Elk Grove **Marissa Terry**

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Victoria Timpe

Lyon RE Downtown

Sergey Tkachev eXp Realty of California, Inc.

Abigail Uva

Legacy Properties

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Damaera Williams

Century 21 Select Real Estate

Sydney Wolff Lyon RE Downtown

Bobbie Yearby

iLife Realty

SACRAMENTO HOUSING STATISTICS

January sees seasonal slowdown

The month closed with 894 total sales, a 19% decrease from the 1,104 sales of December. Compared to the same month last year (1,129), the current figure is down 20.8%. This month marks the lowest amount of sales for a January in over 10 years. January 2008 saw only 739 sales. Of the 894 sales this month, 125 (14%) used cash financing, 536 (60%) used conventional, 171 (19.1%) used FHA, 42 (4.7%) used VA and 20 (2.2%) used Other† types of financing.

The median sales price dropped 3.1% from \$363,000 to \$352,250. Compared to January 2018 (\$350,000), the current figure is up .6%.

The Active Listing Inventory decreased, falling 2.5% from 2,149 to 2,095 units. The Months of Inventory increased 21.1% from 1.9 to 2.3 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 left reflects the Months of Inventory in each price range.

Pending sales for the month increased 36.6% from 567 to 773.

The Average DOM (days on market) increased again, rising from 38 to 40. The Median DOM also increased, rising from 25 to 27. "Days on market" represents the days between the initial listing of the home as "active" and the day it goes "pending." Of the 894 sales this month, 53.2% (476) were on the market for 30 days or less and 74.9% (670) were on the market for 60 days or less.

The Average Price/SqFt of all homes sold dropped from \$235.1 to \$231.8 from December to January. See all statistical reports compiled by the Sacramento Association of REALTORS® <u>here</u>.

JANUARY

Let's Talk About Inventory										
Price Range	For Sale	Sold	Months of Inventory							
\$0 - \$159,999	7	6	1.2							
\$160,000 - \$179,999	9	4	2.3							
\$180,000 - \$199,999	17	10	1.7							
\$200,000 - \$249,999	124	75	1.7							
\$250,000 - \$299,999	290	157	1.8							
\$300,000 - \$349,999	261	179	1.5							
\$350,000 - \$399,999	303	170	1.8							
\$400,000 - \$449,999	212	111	1.9							
\$450,000 - \$499,999	225	63	3.6							
\$500,000 - \$549,000	141	35	4.0							
\$550,000 - \$599,000	122	22	5.5							
\$600,000 - \$649,999	71	21	3.4							
\$650,000 - \$699,999	53	11	4.8							
\$700,000 - \$749,999	36	4	9.0							
\$750,000 - \$799,999	50	5	10.0							
\$800,000 - \$999,000	86	12	7.2							
\$1,000,000 and over	88	9	9.8							

Total: 2.095 894 Total: 2.3

Market Snapshot - January 2019											
Jan-19 Dec-18 Change Jan-18 Change (from '18											
Sales	894	1,104	-19.0%	1,129	-20.8%						
Median Sales Price	\$352,250	\$363,500	-3.1%	\$350,000	0.6%						
Active Inventory	2,095	2,149	-2.5%	1,677	24.9%						
Median DOM	27	25	8.0%	17	58.8%						
Avg. Price/SqFt	\$232	\$235	-1.3%	\$227	2.2%						

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

January 2019

MLS STATISTICS for January 2019

Data for Sacramento County and the City of West Sacramento



SINGLE FAMILY HOME RE	RESA	ALES
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Monthly Statistics	Current Month	% of Total Sales	Last Month	Change	% of Total Sales	Last Year	% of Total Sales	Change
Listings Published this Month	1,481		885	67.3%		1,729		-14.3%
Active Listing Inventory †	2,095		2,149	-2.5%		1,677		24.9%
Pending Sales This Month	773		567	36.3%		719		7.5%
Number of REO Sales	12	1.3%	9	33.3%	0.8%	12	1.1%	0.0%
Number of Short Sales	9	1.0%	6	50.0%	0.5%	14	1.2%	-35.7%
Equity Sales**	873	97.7%	1,089	-19.8%	98.6%	1,103	97.7%	-20.9%
Other (non-REO/-Short Sale/-Eq	u 0	0.0%	0	0%	0.0%	0	0.0%	N/A
Total Number of Closed Escrows	894	100%	1,104	-19.0%	100%	1,129	100.0%	-20.8%
Months Inventory	2.3 Months		1.9 Months	21.1%		1.5 Months		53.3%
Dollar Value of Closed Escrows	\$344,925,112		\$444,819,674	-22.5%		\$426,478,044		-19.1%
Median	\$352,250		\$363,500	-3.1%		\$350,000		0.6%
Mean	\$385,822		\$402,916	-4.2%		\$377,748		2.1%
Year-to-Date Statistics	1/01/19 to 1/31/19	•	01/19 to 1/31/19			1/1/2018		
SAR moi	nthly data, compiled	N	letroList YTD data			1/31/2018		Change

Year-to-Date Statistics	1/01/19 to 1/31/19	1/01/19 to 1/31/19	1/1/2018	
SAR m	onthly data, compiled	MetroList YTD data	1/31/2018	Change
Number of Closed Escrows	894	894	1,129	-20.8%
Dollar Value of Closed Escrows	\$344,925,112	\$344,925,112	\$426,478,044	-19.1%
Median	\$352,250	\$352,250	\$350,000	0.6%
Mean	\$385,822	\$385,822	\$377,748	2.1%







pepterr

† 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

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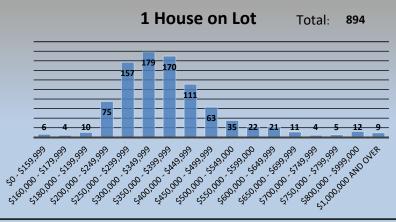
Data for Sacramento County and the City of West Sacramento

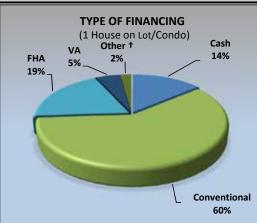
MLS STATISTICS for January 2019

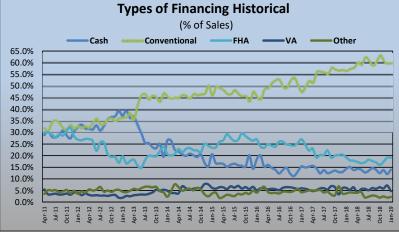
Data for Sacramento County and the City of West Sacramento

BREAKDOWN OF SALES BY PRICE

Type of Financing/Days on Market









Type of Financing	Current Month		Previous Month		LENGTH OF TIME ON MARKET							
								% of Total				
(Single Family Home only)	# of	% of	# of	% of	(SFR & Condo)		# of	Current		Last 4		Last 12
Financing Method	Units	Total	Units	Total	Days on Market		Units	Month		Months		Months
Cash	125	14.0%	133	12.0%	0 - 30		476	53.2%		59.3%		71.4%
Conventional	536	60.0%	660	59.8%	31 - 60		194	21.7%		21.6%		16.2%
FHA	171	19.1%	211	19.1%	61 - 90		126	14.1%		10.8%		7.1%
VA	42	4.7%	79	7.2%	91 - 120		53	5.9%		4.9%		2.9%
Other †	20	2.2%	21	1.9%	121 - 180		37	4.1%		2.8%		1.8%
Total	894	100.0%	1,104	100.0%	181+		8	0.9%		0.7%		0.6%
					Total		894	100.0%		100.0%		100.0%

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

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

 Median DOM:
 27
 25

 Average DOM:
 40
 38

 Average Price/Square Foot:
 \$231.8
 \$235.1

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

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MetroList

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Member Services Specialist

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Feel free to call us direct.

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Retail Services Specialist

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