



# SACRAMENTO REALTOR®

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OCTOBER 2012

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## SAR Members Learn Tips on Staying Safe

Andrew Wooten is the president of Safety Awareness Firearms Education (S.A.F.E.). He has been in the safety and security industry since 1984. Wooten has thousands of hours of hands-on experience working with survivors of crimes including assault and rape and the criminals who commit these crimes. He is a frequent speaker on the subjects of crime prevention, corporate and retail security, and premises liability and has consulted with real estate professionals, business owners, managers, insurance agencies, media, attorneys and has testified as an expert witness.

Prior to journeying from his home in Jacksonville, Florida to SAR headquarters in September, Andrew researched Sacramento area crime statistics. Apparently 2012 was a more violent year for the real estate industry than 2011. Last year real estate professionals suffered 19 suicides, 176 beatings and/or assaults and 11 shootings by clients. However, the number one crime against female real estate professionals was stalking.

### Wooten had several suggestions on how to discourage stalkers.

1. Hang a "no solicitors" sign outside your house.
2. Let everyone know you're being stalked.

3. Keep a log of all stalking incidents.
4. File a police report.
5. Turn off location reporting services on your cell phone when not needed.
6. Above all, trust your instincts.
7. Place motion detector lighting in all four corners of your house.
8. Keep blinds closed.
9. Use your alarm – put it on the outside of your house.

### Wooten addressed the subject of office safety.

1. All visitors must sign in and show identification.
2. Complete an Agent ID Form (emergency contact number, car license number, etc.)
3. Complete a Prospect ID Form
4. Fill out a Showing Property Form
5. Complete a Weekend Intinerary Form

You can download these forms at Wooten's site [www.justbesafe.com](http://www.justbesafe.com)

### How to stay safe while holding an open house was another topic Wooten covered.

1. Before you hold your open house, write notes about every room
2. Put out a stack of business cards

3. Require every visitor to write his/her name on the sign in sheet.
4. Get decorator bells and hang them on the door handles.
5. Meet the neighbors.

### Wooten encouraged REALTORS® to stay aware.

1. Stand where you can see who is around you when opening a lockbox.
2. Plan emergency escapes.
3. Always walk behind your clients.
4. If you are uncomfortable with a guest, call the non-emergency number
5. Be especially careful when opening and closing up the house you are showing.

Wooten recommended a clever tip for brokers and office managers to improve security. Get a Wi-Fi router and mount it near the front of your office. Then tell local law enforcement it's there and they are welcome to pull into your parking lot after hours and take advantage of free Wi-Fi.

### According to Wooten, in 2011 over 11,700 brokers and agents were arrested and indicted for data breaches. To limit ID theft, Wooten suggested the following.

1. Have a written data security plan
2. Securely dispose of older files in your office



3. Lock up your computer.
4. Keep anti-virus program up-to-date
5. Have a good shredder.
6. Install a nanny cam above file drawers.

### Lastly, Wooten advised meeting attendees to take a second.

1. Take a second to look behind you as you walk to your car.
2. Take a second to look around when you stop at red lights and stop signs.
3. Take a second before you exit your car.
4. Take a second to look around your destination.
5. Take a second to look before you walk outside.

## GOVERNMENT WATCH

### California Fire Fees

New legislation in California has taken effect, requiring more than 800,000 residents in "state responsibility areas" for fire protection (CalFire), to pay a new fee of approximately \$150 per year. Some people view this as a small price to pay to possibly save their home in the event of a wildfire, while others see it as an illegally imposed tax.

In its first year, the fire fee is expected to generate between \$84 and \$89 million dollars, and help offset \$80 million in cuts CalFire experienced in the last eighteen months. Contrary to popular belief, the money will not help with the direct costs of fighting fires. The money is allocated to existing fire prevention efforts like homeowner education and cutting brush and trees around homes.

Bills started going out in early August, and are being sent alphabetically by county, so residents in Alameda, Alpine, and Amador counties will receive their bills first. Billing to all counties should be finished by December. Bills are being sent to the legal owner of a residence as of June 2011; however, many homes have been sold or foreclosed on since then. An estimated 90% of residents in "state responsibility areas" have

existing fire protection districts they pay local fees to, as in El Dorado Hills. Residents who are covered by a local fire department, but still in the "state responsibility area" are eligible to receive a \$35 discount. In Sacramento County there are 1,199 structures subject to the fee; 51,897 in El Dorado County; 57,549 in Placer; 644 in Yolo, and 5,090 in Yuba.

Those opposing the new fee say it is actually a tax which requires a two-thirds vote in the legislature because fire prevention is considered a basic public service paid for with general funds, not fees and taxes. Those in areas with local fire protection districts view it as double taxation. Others find the flat fee of \$150 to be inequitable, because someone living in a small cabin on the rainy cool north coast will likely receive less service than a resident in a multimillion dollar estate in fire prone areas near the hills of San Diego.

Supporters of this new fee believe the cost is worth the possibility of saving their home in the event of a wildfire. They assert that Cal Fire has faced too large cuts, and want to supplement their existing fire prevention efforts. There is also the belief in the "those who benefit pay" principle, so people

who elect to live in urban areas with established fire departments should not have the responsibility of funding CalFire.

Confirming the controversial nature of this proposal was the convoluted path this legislation took before becoming law. Lawmakers approved the idea of this type of program by passing a skeletal bill in a 2011 emergency budget move. Specifics of the program, such as who would pay the fee and how much it would be were left to the State Fire Board. The Fire Board approved an original yearly base rate of \$70 with an additional \$20 for structures in a high or very high fire hazard severity zone, and \$25 for each additional dwelling on the property. The average resident would have paid approximately \$25, with some paying as low as \$5. This fee schedule was visited a few months later by the State Fire Board (which by this time had a few new members in place) and the base fee was raised to the current \$150, with exemptions bringing the average resident's payment to \$115.

Subsequently, AB 1506 (Jeffries) was introduced in 2012 which would have repealed the fire prevention fee, had it not died in the Assembly Appropriations

Committee. The California Association of REALTORS® supported AB 1506 because homeowners who already pay local fire prevention fees should not be forced to pay twice for fire prevention. During the last week of the legislative session in the end of August, a gut and amend proposal came out late which would have eliminated the fire fee in return for raising taxes on numerous out-of-state corporations. This measure did not pass, so the fire fee was still in place when the State Legislature adjourned until January 2013.

To find out if your home, or a property your client may be interested in the "state responsibility area," you can visit <http://www.firepreventionfee.org/> and click on the "SRA Parcel Viewer" link.



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## PRESIDENT'S PERSPECTIVE

### Philanthropy

individuals. Their donations are the financial underpinnings for many of our universities and much of their research. They help to keep the arts thriving and to keep the struggling afloat, especially during difficult economic times. It's not necessary to be an Andrew Carnegie or a Bill Gates. Even a bit of volunteering now and then or a few dollars given here and there makes a huge contribution.

We of the SAR can be proud of being an important part of that tradition. I am especially proud that SAR has gained IRS recognition of its new charitable foundation this year.

It's hard to contemplate a world without the advances, infrastructure, and institutions philanthropy has championed. The philanthropic spirit, and what it makes possible, is essential to the work you do every day.

At a time when our world faces a storm of converging challenges with dwindling resources, philanthropy's positive impact remains elusive to far too many. As one who believes that the whole is worth much more than the sum of its parts, I call upon all of you to join us in our important work.

## Charitable Foundation – the next step in philanthropy

### The new SAR Charitable Foundation will help SAR extend its philanthropic efforts.

In the words of Paula Swayne, Treasurer of the Charitable Foundation: "REALTORS® are deeply committed to the community and the neighborhoods in which they specialize. Part of their involvement in the community is supporting causes that enhance the lives of the people inhabiting those neighborhoods. By being involved, it is a win-win for the community and the REALTORS.

"The Sacramento Association of REALTORS® Charitable Foundation gives REALTORS® a base from which to practice what they preach. We finally have the ability to help charitable organizations in a way that is beneficial for both the REALTORS® and the charities. The charities and REALTORS® have the comfort of knowing that the funds donated are recognized by the

government as tax deductible.

"I have been especially proud to be involved in Rebuilding Together. It is such a treat to actually meet the homeowners and work side-by-side with them to make so much of their dreams come true. I get to meet other committed groups and appreciate their involvement as well. Finally, and certainly not least, to see what we started with and what we turned over to the homeowner...there is just nothing like that!"

Leon Williams, Treasurer of the Foundation, notes: "For a century REALTORS® in Sacramento have been making a positive impact on the communities within our borders. I have witnessed REALTORS® work very demanding schedules and still

find time to do charitable works in the community. It's that passion and love for our communities that REALTORS® at SAR have that enables them to work tirelessly and diligently to enrich the Sacramento and surrounding areas. The large amount of charitable work thus far has been accomplished largely by independent REALTORS® in the community, but the SAR Charitable Foundation will give REALTORS® greater ability to galvanize corporate support, thus multiplying the affects of their community efforts."

Charlene Singley, Chair of the Foundation, has said, "The true professionals in our business are always looking out and caring for and about someone or something else – be it our clients or our community."

*continued on page 3*



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#### Sacramento REALTOR® Newsletter

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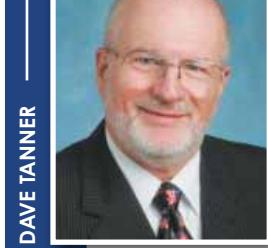
The Sacramento Association of REALTORS® (SAR) welcomes articles of educational interest to its Members. Published articles will feature the author's name, title and company; however, no direct compensation will be paid to the author. SAR reserves the right to edit submitted articles for length, grammar and appropriateness. Articles will be printed in SAR's publications on a space available basis. Attempt will be made to publish submitted articles in a timely manner; however, submission of an article does not guarantee when, or if, it will be published.



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The two words are almost synonymous. As a community, REALTORS® are some of the most philanthropic people around. For instance, the Sacramento Association of REALTORS®, due to the generous contributions and hard work of its Members, is annually the largest single contributor to the Salvation Army in the Sacramento area. It has been reported that our CanTree food drive accounted for

## CEO EXCHANGE

### REALTOR® - Philanthropist

approximately 75% of the canned food distributed by them last year.

The SAR Scholarship Trust distributes scholarship money to individuals at a greater rate than any other non-educational entity that we are aware of. Our annual distributions are several times greater than those distributions made by the C.A.R. Scholarship Fund. The generosity of our members has assisted hundreds of students in meeting their educational goals.

SAR has been a leader in contributing money to the C.A.R. Housing Affordability Fund (HAF). This fund contributes to programs across the state, including several in the Sacramento area, that help

recipients achieve the goal of home ownership.

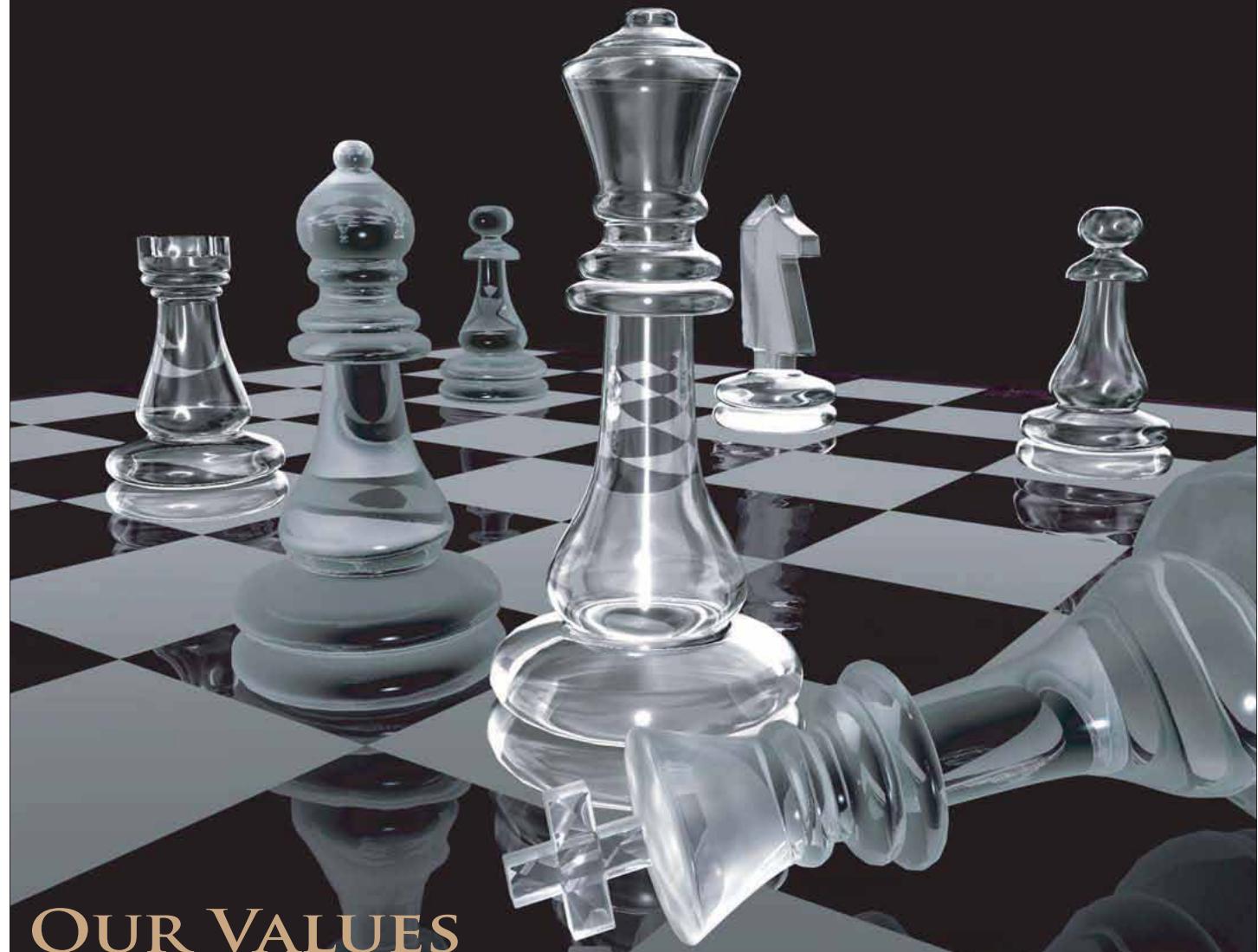
Now we have added the SAR Charitable Foundation, Inc. to our giving network. It was established as a way to coordinate our charitable giving to the community. The Foundation will act as the conduit for funds raised or contributed by our members to many charitable enterprises. It will include the CanTree fundraising and will distribute funds raised by the SAR Masters Club and the SAR Young Professionals Council. It will remain separate from the Scholarship program as that is a separate trust and it will remain separate from HAF as that is a CAR program.

As we approach the New Year you will be asked to give to the Foundation as well as Scholarship and HAF. I hope that you will continue to give as generously as you have in the past. By strongly supporting these three entities, you not only greatly benefit the world in which you live but also greatly enhance the image of the REALTOR® community. I thank you in advance for your support.



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## ABOUT THE MARKET

### August exiting home sales and prices rise

WASHINGTON (September 19, 2012)

last time there were six back-to-back monthly price increases from a year earlier was from December 2005 to May 2006. The August increase was the strongest since January 2006 when the median price rose 10.2 percent from a year earlier.

Distressed homes - foreclosures and short sales sold at deep discounts - accounted for 22 percent of August sales (12 percent were foreclosures and 10 percent were short sales), down from 24 percent in July and 31 percent in August 2011. Foreclosures sold for an average discount of 19 percent below market value in August, while short sales were discounted 13 percent.

Total housing inventory at the end August rose 2.9 percent to 2.47 million existing homes available for sale, which represents a 6.1-month supply at the current sales pace, down from a 6.4-month supply in July. Listed inventory is 18.2 percent below a year ago when there was an 8.2-month supply.

The median time on market was 70 days in August, consistent with 69 days in July but down 23.9 percent from 92 days in August 2011. Thirty-two percent of homes sold in August were on the market for less than a month, while 19 percent were on the market for six months or longer.

NAR President Moe Veissi, broker-owner of Veissi & Associates Inc., in Miami, said some buyers are involuntarily sidelined. "Total sales this year will be 8 to 10 percent above 2011, but some buyers are frustrated with mortgage availability. If most of the financially qualified buyers could obtain financing, home sales would be about 10 to 15 percent stronger, and the related economic activity would create

several hundred thousand jobs over the period of a year."

First-time buyers accounted for 31 percent of purchasers in August, down from 34 percent in July; they were 32 percent in August 2011.

All-cash sales were unchanged at 27 percent of transactions in August; they were 29 percent in August 2011. Investors, who account for most cash sales, purchased 18 percent of homes in August, up from 16 percent in July; they were 22 percent in August 2011.

Single-family home sales rose 8.0 percent to a seasonally adjusted annual rate of 4.30 million in August from 3.98 million in July, and are 10.0 percent above the 3.91 million-unit pace in August 2011. The median existing single-family home price was \$188,700 in August, up 10.2 percent from a year ago.

Existing condominium and co-op sales increased 6.1 percent to a seasonally adjusted annual rate of 520,000 in August from 490,000 in July, and are 4.0 percent above the 500,000-unit level a year ago. The median existing condo price was \$176,700 in August, which is 3.3 percent higher than August 2011.

Regionally, existing-home sales in the Northeast rose 8.6

percent to an annual pace of 630,000 in August and are also 8.6 percent above August 2011. The median price in the Northeast was \$245,200, up 0.6 percent from a year ago.

Existing-home sales in the Midwest increased 7.7 percent in August to a level of 1.12 million and are 17.9 percent higher than a year ago. The median price in the Midwest was \$152,400, up 7.8 percent from August 2011.

In the South, existing-home sales rose 7.3 percent to an annual pace of 1.90 million in August and are 11.1 percent above August 2011. The median price in the region was \$160,100, up 6.5 percent from a year ago.

Existing-home sales in the West increased 8.3 percent to an annual level of 1.17 million in August but are unchanged from a year ago. With ongoing inventory shortages, the median price in the West was \$242,000, which is 16.3 percent higher than August 2011.

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For more information about mortgage finance please call Greg Bisi 923-5900.

Existing-home sales continued to improve in August and the national median price rose on a year-over-year basis for the sixth straight month, according to the National Association of Realtors®.

Total existing-home sales, which are completed transactions that include single-family homes, townhomes, condominiums and co-ops, rose 7.8 percent to a seasonally adjusted annual rate of 4.82 million in August from 4.47 million in July, and are 9.3 percent higher than the 4.41 million-unit level in August 2011.

Lawrence Yun, NAR chief economist and the featured speaker at the October Main Meeting, said favorable buying conditions get the credit. "The housing market is steadily recovering with consistent increases in both home sales and median prices. More buyers are taking advantage of excellent housing affordability conditions," he said. "Inventories in many parts of the country are broadly balanced, favoring neither sellers nor buyers. However, the West and Florida markets are experiencing inventory shortages, which are placing pressure on prices."

According to Freddie Mac, the national average commitment rate for a 30-year, conventional, fixed-rate mortgage rose to 3.60 percent in August from a record low 3.55 percent in July; the rate was 4.27 percent in August 2011.

"The strengthening housing market is occurring even with difficult mortgage qualifying conditions, which is testament to the sizable stored-up housing demand that accumulated in the past five years," Yun added.

The national median existing-home price for all housing types was \$187,400 in August, up 9.5 percent from a year ago. The



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## ETHICS CORNER

### CODE OF ETHICS 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 INTERPRETATION: Case #12-25: Advertising Role in Sales After Changing Firm Affiliation

(Adopted May, 2009.) Reprinted with permission from the National Association of REALTORS® Code of Ethics and Arbitration Manual.

REALTOR® Q was a non-principal broker licensed with ABC, REALTORS®. REALTOR® Q specialized in buyer representation. A prominent feature on her website carried the headline "I sold these – and I can help you buy or sell, too!". Under the headline was a list of over a hundred street addresses of properties for which REALTOR® Q had found buyers.

For personal and professional reasons, REALTOR® Q chose to leave the ABC firm to affiliate with XYZ, REALTORS®. As she transitioned to her new firm, REALTOR® Q was careful to disclose the name of her new firm in a readily apparent manner on her website. Her website also continued to display the list of properties she had found buyers for during her time with the ABC firm.

REALTOR® Q's parting with ABC had been amicable, so she was surprised to receive a complaint brought by her former principal broker, REALTOR® C, alleging a violation of Article 12, as interpreted by Standard of Practice 12-7, based on her website's display of sales made while REALTOR® Q had been affiliated with ABC.

At the hearing, REALTOR® C, the complainant, noted that Standard of Practice 12-7 provides, in part, "Only REALTORS® who participated in the transaction as the listing broker or cooperating broker (selling broker)

may claim to have 'sold' the property." "It was ABC, REALTORS®," REALTOR® C added, "that was the selling broker in these transactions, not our former sales associate REALTOR® Q. Her advertising our sales under the umbrella of her new firm, XYZ, REALTORS®, is confusing at best, and potentially misleading to consumers who may get the impression the XYZ firm was involved in these transactions when that's not the case."

REALTOR® Q defended herself and her website arguing that the fact that she had found the buyers for each of the

properties listed on her website was still true, and that the only thing that had changed was her firm affiliation. "If it was true when I was licensed with ABC, then it's still true even though I'm now licensed with XYZ," she reasoned.

The hearing panel agreed that REALTOR® Q had, in fact, sold the properties, albeit while licensed with ABC. The ad, however, suggested that the sales were made while the REALTOR® Q was licensed with XYZ, which was not the case. Consequently REALTOR® Q was found in violation of Article 12.

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## Assisting with hope & compassion, River City Food Bank feeds hungry Sacramentans

By Bobby Campbell, Community Outreach Committee

River City Food Bank is the oldest, continuously serving food bank providing emergency food assistance to the urban and suburban neighborhoods throughout Sacramento County. In operation for 43 years, it was originally based downtown at St. Paul's Episcopal Church. River City Food Bank was next to Trinity Cathedral in Midtown when it burned down in an arson fire in 2010. It is now in a permanent location at 1800 28th Street.

River City Food Bank's clientele includes every age group, nationality, and race. Many have jobs. They are usually at or below the poverty line, and uncertain as to where their next meal might come from. Many are children in need, seniors or the disabled. It's very common for people who go through troubled times and need a little extra help to come to River City Food Bank for assistance.

RCFB helps families and individuals in a variety of ways. They provide a three-day supply of nutritionally-balanced food up to once a month to anyone who lives in the Sacramento County. RCFB also offers other necessities such as diapers, formula, or baby food. In addition, they offer other assistance such as monthly "Food for Fun" nutritional classes in collaboration with CARES and the Sacramento Hunger Coalition. In addition, RCFB assists families with the food stamp application process. Furthermore, RCFB provides breakfast and lunch programs by filling backpacks with nutritious snacks, distributed to schools, for students who would otherwise go hungry on weekends and during the summer when school is out.

River City Food Bank helps the needy avoid skipping meals, informs healthy eating, provides nutrition counseling, educates food resource management

and promotes self reliance when families or individuals are unable to meet basic living expenses such as rent, utility bills, transportation costs, or medical care.

RCFB takes donated and surplus food and purchases important staples, like peanut butter, tuna, eggs, and dairy products, on a bulk basis. RCFB clients go through an intake process that confirms their income qualifies them for aid and determines the client's dietary requirements on their food preparation abilities. Hundreds of volunteers donate over 11,000 hours of service stocking shelves, preparing the three-day meals and providing hope and compassion to those in need.

River City Food Bank has a philosophy "No one should be hungry". The nonprofit organization is a well established and trusted community resource benefiting the hungry of Sacramento.

SAR has donated to River City Food Bank over the years, especially after the disastrous fire in October 2010. Financial and volunteer support is always needed. Financial contributions can be sent to River City Food Bank, P.O. Box 160204, Sacramento, CA 95816 or to [www.rivercityfoodbank.org](http://www.rivercityfoodbank.org) or by calling RCFB at 916-446-2627. Second, the annual "Empty Bowls" meals raise awareness and funds for their food programs. A soup supper and two luncheons include food donated from some of Sacramento's finest restaurants, along with handmade bowls. Volunteer opportunities include helping serve over 300,000 meals per year by stocking food, preparing food supplies, helping with client intake and computer data entry or supporting administrative activities and education.

## Annual Dues are killing us!

We heard you, and we are trying to help. At their meeting on September 27th, the SAR Board of Directors approved a new payment program for the 2013 dues. The program would allow Members to pay their dues in six equal installments, with the first installment due December 1, 2012. The reason for the December start date is so that SAR can receive the dues income prior to our contractual obligation to forward the money to NAR, C.A.R. and RAF.

The program will only be available to those Members paying their full dues and assessments. It will require the monthly payments to be by auto pay through either credit card or checking account debit. SAR could not afford to operate the program with monthly billing or manually processing checks without adding on a very significant administrative fee. To avoid those fees, the payments must be set up for auto pay.

We are excited about being able to offer this beneficial program to our Members. Watch for more details and the forms to sign up for the program in the next few weeks. Just one more service established by SAR for the benefit of our Members.



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## MASTERS CLUB CORNER

### Masters Club Member is at the Top of her Game

by Linda Wood, Masters Club Outstanding Life Member

The Masters Club Golf Tournament will be donating the proceeds from the 2012 tournament to three charities. This will take place at our Masters Club Breakfast scheduled for November 16th.

When the Masters Club Steering Committee selects the charities it will financially support, one of the top priorities we consider is shelter. We chose C.A.R.'s Housing Affordability Fund because it is about housing people. This is a charitable non-profit 501 (c) (3). The Housing Affordability Fund was developed to positively impact the housing affordability crisis in our state.

Local Associations may apply for funds throughout the year by providing a detailed project to HAF. Funds are awarded based on the merits of the project and must be used for purposes that support the mission of promoting home ownership and addressing housing affordability statewide.

HAF's Mission Statement states "The CALIFORNIA ASSOCIATION OF REALTORS® Housing Affordability Fund plays an active role in addressing the ongoing housing affordability crisis facing our state. The fund will raise and distribute funds and partner with

other groups to promote housing and homeownership and address all housing opportunities locally and statewide."

Sacramento Association of REALTORS® is honored to have had SAR Past President Charlene Singley Chair this Committee at C.A.R. in 2011 and to have Judy Covington currently serving as an appointed member of this C.A.R. committee. Thank you Charlene and Judy for your time and efforts representing Sacramento Association of REALTORS®

MORE THAN A PROFESSIONAL GOAL



### Are You on Target?

Visit [www.SARMastersClub.com](http://www.SARMastersClub.com)  
to find the current Club Criteria.

## Holding a fundraiser? Check in with the Foundation

It's CanTree season. And that means many generous REALTOR® offices are holding fundraising events. With the Charitable Foundation now in place, event flyers should note that funds will go to the "SAR Charitable Foundation for the benefit of CanTree." Checks should be made out to the SAR Charitable Foundation, with CanTree noted in the memo line.

If your office is planning a fundraiser, please send an email to Janelle Fallon, Director of Public

Affairs, at [jfallan@sacrealtor.org](mailto:jfallan@sacrealtor.org) with the following information:

- Name of the event
- Date
- Location
- Brief description of the event
- Designated recipient, if any

Promotional materials should say that the funds will go to the "SAR Charitable Foundation" or "SAR Charitable Foundation for the benefit of (name of designated recipient.)"

Be sure to allow enough time for the Board of Directors of the Charitable Foundation to review the event. One-hundred percent of funds raised for a specific cause, such as CanTree, will go to that cause.

The Charitable Foundation acts as a conduit. The formation of the Foundation will mean better recognition for Members' contributions and further, many donations may now be tax deductible that were not in the past.



**COMSTOCK MORTGAGE PRESENTS**  
a Fundraiser for Sacramento Association of Realtors CanTree.  
Food, Wine, Raffle, and a show - Alfred Hitchcock's The 39 Steps  
Evening at Three Stages Theatre! October 24, 2012, Doors open at 4:30 p.m. - Show: Begins at 7:30 p.m.  
For Tickets Go To: [www.ComstockForCanTree.com](http://www.ComstockForCanTree.com)

#### Sacramento



Carolyn Smith  
Sacramento Branch Manager  
(916) 977-1258



Brent Wilson  
Mortgage Strategist, CFP®  
(916) 765-0009



Brad L'Engle  
Senior Mortgage Consultant  
(916) 977-1291



Dave Mendoza  
Certified Mortgage Planner  
(916) 977-1227



Brad Wiese  
Senior Mortgage Consultant  
(916) 977-1248



Terry Moore  
Mortgage Consultant  
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Geoff Black  
Senior Loan Consultant  
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Anthony Bartone  
Mortgage Planner  
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Steve Germoles  
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Doug Hallstrom  
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Scott Filby  
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Paul Anderson  
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Roy Macy  
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Pat Driver  
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Troy F. Bird  
Mortgage Consultant  
(916) 977-1234



Jon Kaempfer  
Mortgage Consultant  
(916) 216-5499



Valerie Dreher  
Senior Loan Consultant  
(916) 847-3278

#### Roseville



Thomas C. Putnam  
Roseville Branch Manager  
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Jeff Tarbell  
Broker  
(916) 367-7148



Jeff Compton  
Senior Loan Consultant  
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John Foderaro  
Mortgage Consultant  
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#### Davis



Cara Mengali  
Davis Branch Manager  
(530) 753-8980 (530) 400-0670



Scott McLallen  
Senior Loan Consultant

#### Natomas



Vince Kaleel  
Natomas Branch Manager  
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José Garcia  
Senior Loan Consultant  
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Dan Tharp  
Senior Loan Consultant  
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Monty Maxwell  
Mortgage Loan Originator  
(916) 769-2383

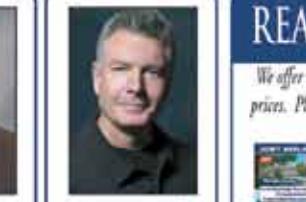


Kris Karge  
Mortgage Loan Originator  
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#### Elk Grove



Jim Hanson  
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## SAR EDUCATIONAL OFFERINGS

DATE	TIME	CLASS	COST	TOPIC	INSTRUCTOR
October 16	9:00am – 3:30pm	HAFA	\$120	• Benefit by Becoming a Certified HAFA Specialist! • Stay Up-To-Date: Course includes the updated guidelines effective June 1, 2012, expanded to include eligibility to a larger population of homeowners. • Learn From An Expert: Receive quality instruction from a leading HAFA advocate who understands the mortgage industry. • Grow Your Business: When you become a more effective short sale consultant, you gain valuable clients, maintain lifelong relationships, and receive referrals. • Become a Trusted Resource in Your Community: Educate consumers and distressed homeowners about their options. • Protect Your Commission: HAFA can help you make more money as your commission is protected. • Get Found by Distressed Homeowners: Once you complete the training and pass the test, you will be included in the Nationwide Consumer Certified HAFA Specialist Search Tool.	Ginni Field
October 24	9:00am – 5:00pm	CDPE (Certified Depressed Property Expert)	\$599	"Join Us on October 24th in Sacramento and Learn the Only Short Sale System that Allows You to Help People and Get Fast Bank Approval!" Discover the Secrets to Closing Deals Other Agents Can't and Claim Your Share of the Wide-Open Preforeclosure Market!	
October 25	9:00am – 5:30pm				
October 24	10:00am – 12noon	Tax Strategies for the Real Estate Professional	\$10	Many of us assume our accountants take care of our taxes... but forget that WE are the ones giving them the numbers and records they are using to prepare our tax return. This seminar will help identify between \$2,500 and \$27,000 in NEW deductions that can be used right away to pocket thousands in tax savings. These deductions are based in tax law, but presented in simple English that all of us can easily understand. • Stimulus Package Deductions - Available for all of 2012! Now is the time to implement these deductions so you save thousands on your tax return. • Increase your income – How to use the tax side of your business to INCREASE your spendable income • Entertainment Strategies – two remarkable entertainment deductions available to real estate professionals that may surprise you • Audit-Proofing - Documentation tips that will save you time, all the time • Help Your Accountant – How you can help your accountant work more effectively on your behalf • Car Strategies - Six methods that produce thousands in deductions, PLUS!!! • NEW first year auto depreciation deduction UPDATES! • Actual Expenses vs. IRS Method Mileage – New \$25,000 automobile deductions you don't want to lose	Kelly Clark
October 30	8:00am – 5:00pm	NAR's Short Sales and Foreclosures Certification (SFR)  Learn the ins and outs of foreclosures	\$120	<b>The SFR course will teach you how to:</b> • Qualify sellers for short sales • Safeguard your commission • Evaluate all available options for distressed homeowners. • Counsel buyer-clients in the purchase of foreclosure properties • Direct distressed sellers to finance, tax and legal professionals.	Duane Gomer

All classes listed above are held at SAR's Mack Powell Auditorium. To register online, visit [ims.sacrealtor.org](http://ims.sacrealtor.org). Questions - contact **Brian DeLisi** or call 916.437.1210. (Please contact us for non-Member pricing) Prices listed reflect early-bird fees.

Cancellation policy: if you cannot attend a seminar for which you have registered, you may send a substitute. You will receive a full refund when cancelling 24 hours in advance. If you cancel less than 24 hours in advance, your registration fee will be forfeited.

\*This course is approved for continuing education credit by the California Department of Real Estate. However, this approval does not constitute an endorsement of the views or opinions which are expressed by the course sponsor, instructor, authors or lecturers. You must attend 90% of the class, pass a written exam and have proof of identification to qualify for DRE Credits.

**All costs listed are based on early bird SAR Member fees.**

### The SAR Benefit Plans have multiple plan offerings and all are guarantee issue

If you would like the flexibility of multiple plan offerings with extremely competitive rates, look no further than the 'Guaranteed Issue' medical plans offered through SAR; 'Guaranteed Issue' means that no one can be denied insurance because there is no medical underwriting. At open enrollment each November, for a December 1 effective date, one has the ease of making a plan or carrier change because of the flexibility of choices - Anthem Blue Cross, Kaiser and Western Health Advantage, HMO, PPO and HSA plans. If you are currently a member of SAR, new or existing, and have not taken advantage of the opportunity to enroll in one of these plans, now is the time to do it.

The Association offers two Delta Dental plans, allowing members a choice. The low option plan keeps a member's out-of-pocket costs to a minimum with co-pays for some procedures. The high option plan allows the member to go to any dentist whether in or out-of-network.

Medical Eye Services administers the vision plan offered by the Association. For very little premium, you can get frames, lenses, contacts and vision exams covered with a small co-pay.

This year, we have added Life Insurance, Disability Insurance, Accident Insurance and Critical Illness Insurance. We have also added a low cost Limited Medical plan as well as Gap Insurance to help offset those high deductibles through your medical carrier. Once again, these are all 'Guaranteed Issue' without underwriting approval.

Our billing administrator, American River Benefit Administrators, continues to accept automatic withdrawals directly from your checking account. The Ames-Grenz staff will be available to answer any of your questions concerning open enrollment month. Please contact us at 916-486-2900 or email our Association representative, Sally Bishop, at [sbishop@amesgrenz.com](mailto:sbishop@amesgrenz.com).



### YPC FOURTH ANNUAL GALA

#### Why You Shouldn't Miss this Event:

Best Costume & Best Group Costume Contest

Enjoy Silent Auction • Delicious Cuisines

Wine Tasting by Local Wineries

Music by DJ Rico Rivera • No Host Bar

Friday, November 2 | 7:00 - 11:00pm  
SAR Mack Powell Auditorium

\$15 per person | \$25 for two

Register by October 26 and receive an additional iPad entree ticket

For more information contact Lilly at 437.1212 or [lmishchuk@sacrealtor.org](mailto:lmishchuk@sacrealtor.org); fax: 916.779.3945

Net proceeds go to SAR Charitable Foundation for the benefit of the Christmas CanTree (Salvation Army)

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## NOVEMBER CALENDAR OF EVENTS

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	Calendar Information
			1 <b>Real Estate Finance Forum (A)</b> 9:00am – 10:30pm	2 <b>Office Closed – Staff Development</b> 7:30 – 8:30am <b>YPC Dance Gala (A)</b> 7:00 – 11:00pm	*For Regional Meeting locations and times, visit <a href="http://www.sarcaravans.org">www.sarcaravans.org</a> or contact Tony Vicari at <a href="mailto:tvicari@sacrealtor.org">tvicari@sacrealtor.org</a> or 437-1205.
5  <b>Main Meeting (A)</b> 9:00 – 10:30am  <b>National Association of Hispanic Real Estate Professionals (NAHREP)</b> 11:30am – 2:30pm	6  <b>New Member Orientation (B)</b> 12:30 – 4:30pm	7  <b>Realtist (A)</b> 11:00am – 1:00pm <b>AREAA (A)</b> 11:30am – 3:00pm	8	9	<b>Meetings subject to change.</b>
12  <b>SAR Closed for Veterans Day</b>	13  <b>Regional Meetings* (A)</b> 8:30 – 9:30am  <b>NARPM Luncheon (A)</b> 10:00am – 2:00pm  <b>MetroList Training – Prospector Course One (T)</b> 9:00 – 11:30am  <b>MetroList Training – Prospector Course Two (T)</b> 1:00 – 3:30pm	14	15  <b>Young Professionals Council Forum (A)</b> 9:00 – 10:00am  <b>WCR Luncheon (A)</b> 11:00am – 2:00pm	16  <b>Public Issues Forum (B)</b> 9:30 – 10:30am	(A) Mack Powell Auditorium (B) Board Room, 2nd Floor (T) Training Room, 2nd Floor (U) Upstairs
19  <b>New Member Orientation (B)</b> 12:30 – 4:30pm	20  <b>Regional Meetings* (A)</b> 8:30 – 9:30am	21	22  <b>SAR Closed for Thanksgiving Holiday</b>	23  <b>SAR Closed for Thanksgiving Holiday</b>	
26  <b>MetroList Training – Auto Prospecting with Mapping Workshop (T)</b> 9:00 – 11:30am  <b>MetroList Training – Searching &amp; CMA Workshop (T)</b> 1:00 – 3:30pm	27  <b>Regional Meetings* (A)</b> 8:30 – 9:30am	28  <b>Office Closed – Staff Development</b> 1:00 – 2:00pm	29	30  <b>Industry Update (B)</b> 9:30 – 10:30am	

**W**

hen Five Star Bank got into the residential mortgage business three years ago, we wanted to do things differently. We saw a need for flexible, solution-based mortgage lending services. We wanted to partner with buyers to get their loans done quickly, professionally, and without the hassles we saw our customers facing when looking to other institutions for their mortgage needs.

Different is exactly what we did. We built our mortgage department from the ground up with the goals of making the process smooth for our clients and providing real service to those we are lucky enough to call our customers.

We are proud to say that in those three years we have built a department that is really making a difference for those we serve. Led by Mortgage Division Director, Julie Yarbrough, the Five Star Bank Mortgage Division has grown exponentially and created some amazing solution-based products for those who are tired of the “run-around” customers face in the traditional mortgage lending process.

*We like to say, “Our money, our rules,” when it comes to our portfolio products.*

Five Star Bank provides a full portfolio lending line for which customers do not have to fit inside the proverbial “box” when it comes to getting their loan done. We like to say, “Our money, our rules,” when it comes to our portfolio products.

We serve first-time to executive level home buyers who are looking for investment or vacation property. We also work with investors looking to buy multiple properties at one time. We have also been able to help many of our clients refinance their homes through the HARP program.

Five Star Bank is a local, community bank with branches in Rocklin,

Sacramento, Rancho Cordova, Elk Grove, Redding, and Chico, Calif.

What it boils down to is relationships. We’re a relationship lender. We work on learning all we can about our clients’ unique situations and create solutions based on what you need. Sounds refreshing doesn’t it?

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# SACRAMENTO HOUSING STATISTICS

## Sales volume and median sales price increase for August

The median home sales price increased in August to \$184,825, 5.6% from \$175,000 in July. Year-to-year, this figure is up 12% from the \$165,000 median sales price of August 2011. The \$200,000 - \$249,999 price range still accounts for 16.4% (283) of the 1,725 total sales this month. Homes under \$100,000 totaled 199 (11.5%) units. Closed escrows from conventional financing (633 units or 34% of all sales) increased slightly .2%, cash buyers increased 6.8% (616 units/33.1%) and FHA financing sales did not move, accounting for 478 (25.7%) sales. These numbers include the 139 condo sales this month. The average amount of days spent on the market (from list date to opening escrow) decreased from 56 to 53 days; the median DOM decreased from 22 to 18.

Sales increased 5.2% for the month to 1,725 units sold, up from the 1,640 closed escrows in July. Year-to-year closed escrows were up .8% from the 1,711 units sold

August 2011. Making up the closed escrows this month were 287 REO (16.6%), 602 short sales (34.9%) and 836 conventional sales (48.5%). Compared with last month, REO sales are down 23.5%, short sales are up 9.7% and conventional sales up 4.3%. The total value if all closed escrows was \$359,850,428, up 6.3% from \$338,373,321 in July.

A new status of Pending Short Sale/Lender Approvals has been designated for listings with offers made on them and are not accepting new offers. A breakdown of the listings in Active and Pending Status are as follows: 1,484 Active Listings (including 232 Active Short Sales & 83 Active Short Sale Contingents), 2,486 Pending Short Sale/Lender Approvals and 1,341 Pending Listings. These Pending are listings that have gone into escrow at some point during August.

## Zip Code of the Month

SAR will be highlighting area zip codes that have shown notable trends

The Folsom zip code (95630) has maintained a median sales price that is notably higher than the county median. Although the current median sales price of \$343,625 is 2.7% lower than July median price of \$353,500, it is still 85.9% higher than the Market Median of \$184,825. There were 82 total sales listed at the time of this report,

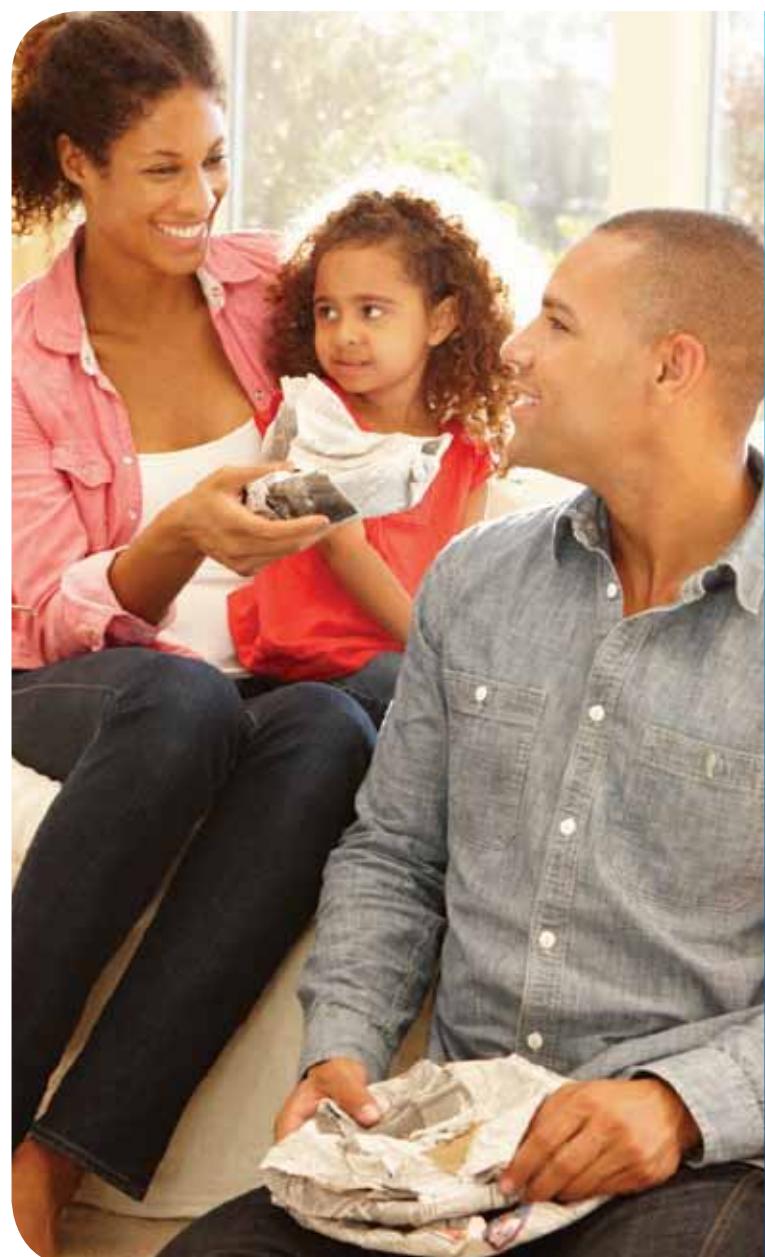
with 4 REO, 33 short sales and 45 conventional sales. The median lot size was .2 acre and the average price per square foot was \$164.7. The median Days On Market was 25 days and the average home had 4 bedrooms, 3 baths.

2012								
	Jan	Feb	Mar	Apr	May	Jun	Jul	August
<b>County Median Price</b>	\$160,000	\$163,000	\$165,900	\$169,000	\$168,750	\$170,229	\$175,000	\$184,825
<b>95630 Median Price</b>	\$300,000	\$303,500	\$320,000	\$327,000	\$298,990	\$356,000	\$353,500	\$343,625
<b>Difference</b>	87.5%	86.2%	92.9%	93.5%	77.2%	109.1%	102.0%	85.9%

## Condominium Resale Market

Sacramento condominium sales decreased for the month to 139 units. This figure is down 6.7% from the 149 units sold in July and down 9.2% from the 153 units sold in August 2011. REO property sales accounted for 16.5% (23) of all units sold while short sales (41% or 57) and conventional sales (42.4% or 59) accounted for the remainder. The percentage of REO condo sales decreased 45.3%, short sales increased 17.4% and conventional sales increased 21.4%. The condominium median sales price decreased

9.4% month-to-month, from \$85,000 to \$77,000. This current price is even with the \$77,000 August 2011 median sales price. Breaking down the Listing Inventory, there are 115 Active Listings (includes 22 Active Short Sales & 3 Active Short Sale Contingents) and 224 Pending Short Sale/Lender Approval. The Total Value of Closed Escrows was \$13,709,282; this was down 16% from the July Total Value of \$16,312,096.



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<sup>1</sup> SureStart is a registered service mark of Citigroup Inc. Final commitment is subject to verification of information, receipt of a satisfactory sales contract on the home you wish to purchase, appraisal and title report, and meeting our customary closing conditions. This offer is not a commitment to lend and is subject to change without notice. There is no charge for the SureStart pre-approval, but standard application and commitment fees apply.

<sup>2</sup> If you are purchasing a home, we guarantee to close by the date specified in the purchase contract, unless prohibited by federal law\*, and further provided that the date is at least 30 days after the application date and the date of the purchase contract. If the loan fails to close on time due to a delay by Citibank, you will receive a credit towards closing costs of \$1,500. Offer not available for refinance loans, co-ops, unapproved condos, residences under construction, community lending loans, and government loans. In Texas, the credit may not result in your client receiving cash back. (\*Federal law requires certain disclosures be delivered to the borrower at least 3 business days before consummation. The guarantee to close does not apply if such disclosures are required and the closing is delayed due to the 3 business day waiting period.)



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# MLS STATISTICS

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

### MLS STATISTICS for August 2012

Data for Sacramento County and the City of West Sacramento

#### SINGLE FAMILY HOME RESALES

Monthly Statistics	Current Month	% of Total Sales	Last Month	Change %	% of Total Sales	Last Year	% of Total Sales	Change
Listings Published this Month ±	2,009		1,996	0.7%		2,405		-16.5%
Active Listing Inventory †	1,484		1,342	10.6%		3,907		-62.0%
Active Short Sale (Included above)	232		265		N/A			
Pending Short/Lender Approval	2,486		2,281			2,298		8.2%
Pending Sales This Month	1,341		1,489	-9.9%		1,716		-21.9%
Number of REO Sales	287	16.6%	356	-19.4%	21.7%	642	37.5%	-55.3%
Number of Short Sales	602	34.9%	521	15.5%	31.8%	411	24.0%	46.5%
Conventional Sales	836	48.5%	763	9.6%	46.5%	658	38.5%	27.1%
Total Number of Closed Escrows	1,725	100.0%	1,640	5.2%	100.0%	1,711	100.0%	0.8%
Months Inventory	0.9 Months		0.8 Months	12.5%		2.3 Months		-60.9%
Dollar Value of Closed Escrows	\$359,850,428		\$338,373,321	6.3%		\$323,606,985		11.2%
Median	\$184,825		\$175,000	5.6%		\$165,000		12.0%
Mean	\$208,730		\$206,451	1.1%		\$189,576		10.1%
Year-to-Date Statistics	01/01/12 to 08/31/12		01/01/12 to 08/31/12			1/1/2011		
SAR monthly data, compiled			MetroList YTD Data			8/31/2011		Change
Number of Closed Escrows	12,934		13,413			12,388		4.4%
Dollar Value of Closed Escrows	\$2,493,515,613		\$2,613,486,006			\$2,359,794,490		5.7%
Median	\$169,900		\$169,900			\$167,000		1.7%
Mean	\$192,788		\$196,153			\$190,874		1.0%

#### CONDOMINIUM RESALES

Monthly Statistics	Current Month	% of Total	Last Month	Change %	% of Total	Last Year	Change
Listings Published this Month ±	150		152	-1.3%		208	-27.9%
Active Listing Inventory †	115		109	5.5%		362	-68.2%
Active Short Sale	22		23		N/A		
Pending Short/Lender Approval	224		195			211	6.2%
Number of New Escrows	85		87	-2.3%		122	-30.3%
Number of REO Sales	23	16.5%	45	-48.9%	30.2%	73	-68.5%
Number of Short Sales	57	41.0%	52	9.6%	34.9%	29	96.6%
Conventional Sales	59	42.4%	52	13.5%	34.9%	51	15.7%
Total Closed Escrows	139	100.0%	149	-6.7%	100.0%	153	-9.2%
Dollar Value of Closed Escrows	\$13,709,282		\$16,312,096	-16.0%		\$15,375,277	-10.8%
Median	\$77,000		\$85,000	-9.4%		\$77,000	0.0%
Mean	\$99,343		\$109,477	-9.3%		\$100,492	-1.1%
Year-to-Date Statistics	01/01/12 to 08/31/12		01/01/12 to 08/31/12			1/1/2011	
SAR monthly data, compiled			MetroList YTD Data			8/31/2011	Change
Number of Closed Escrows	1,126		1,161			1,129	-0.3%
Dollar Value of Closed Escrows	\$110,047,504		\$114,147,632			\$113,136,438	-2.7%
Median	\$79,000		\$79,000			\$79,275	-0.3%
Mean	\$97,733		\$99,907			\$100,084	-2.3%

± includes Active Short Sale Contingent listings

† includes: Active, Active Release Clause, Active Short Sale, Active Court Approval and Active Court Contingent listings

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### MLS STATISTICS for August 2012

Data for Sacramento County and the City of West Sacramento

#### BREAKDOWN OF SALES BY PRICE

Selling Price	Single-Fam Res.	% of Total	Condo/PUD	% of Total	Res. Incme.	Res. Lots/Land	Other Res.*
\$29,999 and under	5	0.3%	5	3.6%	0	2	0
\$30,000 - \$39,999	6	0.3%	6	4.3%	0	3	1
\$40,000 - \$49,999	13	0.8%	11	8.0%	0	1	2
\$50,000 - \$59,999	21	1.2%	26	18.8%	0	1	1
\$60,000 - \$69,999	21	1.2%	13	9.4%	2	1	4
\$70,000 - \$79,999	26	1.5%	14	10.1%	1	4	3
\$80,000 - \$89,999	52	3.0%	11	8.0%	1	1	1
\$90,000 - \$99,999	55	3.2%	4	2.9%	1	0	3
\$100,000 - \$119,999	135	7.8%	12	8.7%	3	0	6
\$120,000 - \$139,999	170	9.9%	12	8.7%	8	1	4
\$140,000 - \$159,999	144	8.3%	5	3.6%	6	1	5
\$160,000 - \$179,999	177	10.3%	4	2.9%	4	0	1
\$180,000 - \$199,999	156	9.0%	4	2.9%	10	1	1
\$200,000 - \$249,999	283	16.4%	4	2.9%	10	1	3
\$250,000 - \$299,999	175	10.1%	4	2.9%	3	0	0
\$300,000 - \$349,999	104	6.0%	1	0.7%	4	0	1
\$350,000 - \$399,999	78	4.5%	1	0.7%	0	1	1
\$400,000 - \$449,999	35	2.0%	0	0.0%	2	0	0
\$450,000 - \$499,999	22	1.3%	1	0.7%	0	0	2
\$500,000 - \$549,000	18	1.0%	0	0.0%	0	0	1
\$550,000 - \$599,000	11	0.6%	0	0.0%	0	0	1
\$600,000 - \$999,999	16	0.9%	0	0.0%	3	0	1
\$1,000,000 and over	2	0.1%	0	0.0%	1	0	0
<b>Total</b>	<b>1,725</b>	<b>100%</b>	<b>138</b>	<b>100%</b>	<b>59</b>	<b>18</b>	<b>42</b>

Type of Financing	Current Month	Previous Month	LENGTH OF TIME ON MARKET					% of Total
			(SFR & Condo)	# of Units	Days on Market	# of Units	Current Month	
(SFR, condo, PUD only)								
Financing Method								
Cash	616	33.1%	557	31.1%	0 - 30	1,104	59.3%	55.4%
Conventional	633	34.0%	607	33.9%	31 - 60	244	13.1%	13.8%
FHA	478	25.7%	459	25.7%	61 - 90	143	7.7%	10.7%
VA	53	2.8%	49	2.7%	91 - 120	110	5.9%	7.9%
Other †	83	4.5%	117	6.5%	121 - 180	133	7.1%	7.4%
<b>Total</b>	<b>1,863</b>	<b>100.0%</b>	<b>1,789</b>	<b>100.0%</b>	<b>181+</b>	<b>129</b>	<b>6.9%</b>	<b>7.7%</b>
					<b>Total</b>	<b>1,863</b>	<b>100.0%</b>	<b>100.0%</b>

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

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

Median DOM: 18

Average DOM: 53

Average DOM 1 - 180 Days: 36

Average DOM

## Join a Committee

Not only is participating on a Committee a great way to give back to your Association, you also have an opportunity to make new friends, learn about SAR, feel good about yourself and even gain some new business.

It's time to join a Committee for 2013. Committee applications will soon be available at [www.sacrealtor.org](http://www.sacrealtor.org). If you have questions, call Devyn at 437-1226.

### Christmas CanTree

Meets on the 1st Thursday  
10:30 – 11:45am

Promote CanTree ticket sales at various SAR meetings including weekly Regional Meetings and Main Meetings, planning and constructing the actual "CanTrees" at various local areas and any other CanTree - related events throughout the CanTree season (Sept. - Nov.).

### Communications/ Marketing

Meets on the 2nd Monday  
2:30 – 4:00pm

Tracks current SAR communication methods, troubleshoots problems, brainstorms methods to increase SAR/Membership communication success.

### Community Outreach

Meets on the 1st Tuesday  
10:30 – 11:30am

Researches various local charitable organizations focusing on their mission statements/goals/projects funded; recommends organizations for SAR's philanthropic allocations; actively participate in volunteer efforts including Rebuilding Together, career fairs and any other opportunities.

### Education

Meets on the 2nd Monday  
9:00 – 10:30am

Reviews courses for possible SAR educational offerings, suggests classes that meet student needs and market trends; introduces course instructors before classes; serves on subcommittees for special projects.

### Equal Opportunity/Cultural Diversity

Meets on the 2nd Thursday  
11:15am – 12:30pm

Plans events and mixers with local ethnic chambers, focuses on promoting diversity to SAR Membership, and serves as liaisons to ethnic organizations

### NorCal RE Expo

Meets on the 3rd Tuesday  
2:30 - 4:00pm

Plans and executes all aspects of annual Expo, works during the event, serves on one or two subcommittees focused on sponsorships, vendors, promotion, prizes, program, speakers and other logistics.

### Housing Opportunity

Meets on the 4th Wednesday  
2:30 - 4:00pm

Plans, organizes and promotes seminars and other events around housing affordability, supports C.A.R.'s Housing Affordability Fund fundraising efforts, and explores methods for expanding local housing affordability.

### Young Professionals Council

Meets on the 3rd Thursday  
9:00 - 10:00am

Plans and organizes events and fundraisers, promotes events, socializes at mixers, creates a fun and educational place for Members to network. Open to all Members but specifically designed for those under 40 years of age.



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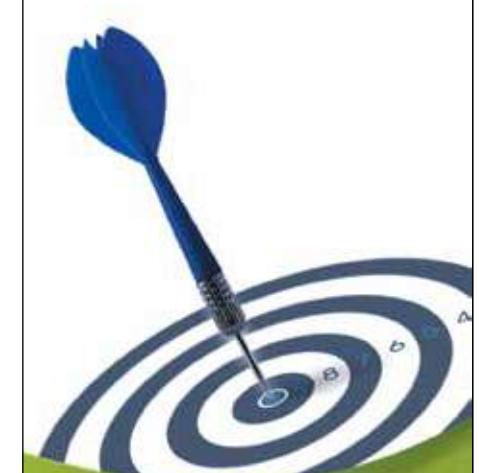
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# MEMBER OF THE MONTH

RICO RIVERA



## 1. How long have you been a Member of SAR?

Since November 2006

## 2. What did you do before you started working for Old Republic Home Protection?

I was working at the Jack in The Box warehouse as a forklift driver.

## 3. What do you like best about being a sales representative for Old Republic?

I love networking, visiting offices and doing presentations. Happy hour mixers are great, too. There's too much I love about being a sales representative.

## 4. How have you adjusted to changing market conditions in the past couple years?

I have learned to stay ahead of the curve. I implemented social media to my business a lot. I started doing video blogging and started a WordPress website to help me rank on search engines.

## 5. How does being bilingual (English and Spanish) help your business?

It helps me properly explain coverage to a Spanish speaking client. It also helps me capture the business of Spanish speaking real estate agents, since I'm the only Spanish speaking home warranty rep around.

## 6. You are the incoming president of NAHREP and have held leadership roles at SAR. What drives you to contribute so much time/energy in this way?

I love helping people. SAR and NAHREP Greater Sacramento are about education. I believe that by helping educate agents I become a better resource. I like to bring content not calories. I come from a giving family. Always give before you take.

## 7. What have been some of your favorite programs/ committees/activities at SAR?

Of course I have to say the Young Professional Council is probably my most favorite committee. Since I was one of the pioneers of it and believe it has brought a different perspective to SAR. I love Masters Club, CanTree and Scholarship committees too. I had no idea how much the real estate community gives back. I don't think many people do until this day.

## 8. Hobbies or other activities (unrelated to work)?

Many of you know I'm a DJ and have own my Dj services company for over 15 years now. I also love to work on classic cars. I personally rebuilt my 1957 Buick Century.

## 9. How do you balance your personal and business lives?

That's a hard question; I wish I had the answer. I try my best to be present and in the moment when I'm with my family. It's not always the case but I do try. I like to work hard and play hard. When it's time to work I work, but when it's time to play, I play. I can't say

I have it figured out but since I love my job it doesn't always seem like work. I help coach my six-year-old daughter's soccer team now so that keeps me busy on the weekends, I love weekend activities with my family.

## 10. What advice would you give a new SAR Affiliate Member?

Get plugged in, stay in touch with SAR. We have one of the best Associations in California, if not the best. Don't lose focus and take advantage of what SAR has to offer. Also don't try to be everything to everyone. Focus on an area or a niche and stick to it. Remember that being a REALTOR® is a job so treat it like one and you'll be successful in any market.

## 11. How long have you lived in Sacramento?

I just moved back in January 2012. I actually lived in Modesto this whole time. I did graduate from John F. Kennedy High School in Sacramento, though.

## 12. What are some of your favorite places to visit?

In Sacramento: The Mix Ultra Lounge and the Sacramento River. Outside of Sacramento: Rome, Italy - my number one most recommended place to visit. If you have the chance to go don't let it pass you by. Other favorites are Las Vegas, Los Angeles, San Francisco and New York City.

## 13. What's a good book you've read recently? What did you like about it?

Pushups in The Prayer Room by Norm Schriever. It was a great read, very real and humble. It was very cool to see what the author went through while backpacking through a bunch of different countries with little money.

## 14. What would people be surprised to learn about you?

That I'm only 30 years old, even though I look much older. That I was born in Guadalajara, Mexico. That I was brought to this country as an immigrant when I was 9 years old. That I'm proud to be a citizen of the United States since 2008.

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**AUGUST 2012****NEW SAR MEMBERS****New REALTOR® Members**

<b>Rakesh K. Bhargava</b> Lyon RE Fair Oaks
<b>Marc E. Bloom</b> Coldwell Banker-Res R E Srv
<b>Cynthia S. Bottenhagen</b> Security Pacific Real Estate
<b>Heidi J. Challenger</b> Miller Realty Network
<b>Kirsten N. David</b> Connect Realty.com Inc.
<b>Brendan B. Delaney</b> Green Haven Capital, Inc.
<b>Enetra M. Eyraud</b> Dean Adams Residential R.E.
<b>Molham Ghaleb</b> Elite Realty Services
<b>Raman D. Gill</b> Clear Horizon Real Estate
<b>Frank S. Gotaas</b> Elite Realty Services
<b>Benjamin P. Goudy</b> Praxis Realty
<b>Quentin O Holloman</b> Tri-Star Real Estate Group
<b>Scott P. Ivey</b> Connect Realty.com Inc.
<b>Aisha R. Khan</b> Elite Realty Services

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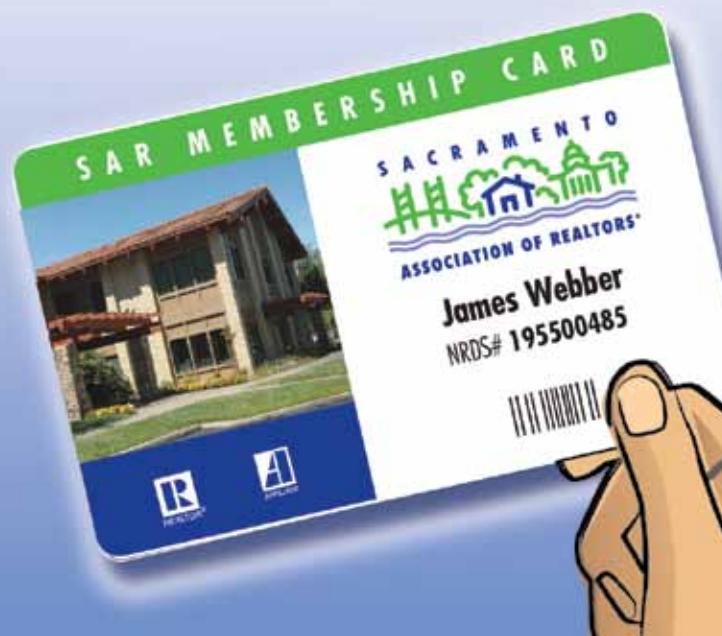
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## LEGAL UPDATE

### Legislature Tells DRE to Tighten the Rules

by Christopher Hanson, Real Estate Broker/Attorney, Hanson Law Firm

California Business and Professions Code Section 10150.6 has long held that in order to obtain a real estate broker's license, an applicant must have held a salesperson's license for at least two years and have actively engaged in the business of real estate for two out of the last five years. This requirement, in addition to meeting the requirements to complete certain designated real estate courses and pass an examination, was established to ensure that brokers would have a minimal level of experience to protect the interests of their clients and customers.

An exception in the previous law to the requirement for the two years of experience was established for applicants with a four-year college degree "which included a specialization in real estate." There was no further description of what that term meant. DRE was not, and still is not, staffed to be able to evaluate all college curriculums to determine what is included in each course of study. As a result, the requirement for the degree has been implemented as simply requiring any four-year college degree. Many feel this watering down of the requirement may have contributed to some of the fraudulent activities over the past

decade that originated with non-career oriented individuals being able to set up and operate a real estate sales brokerage or mortgage brokerage with a degree but, absolutely no experience.

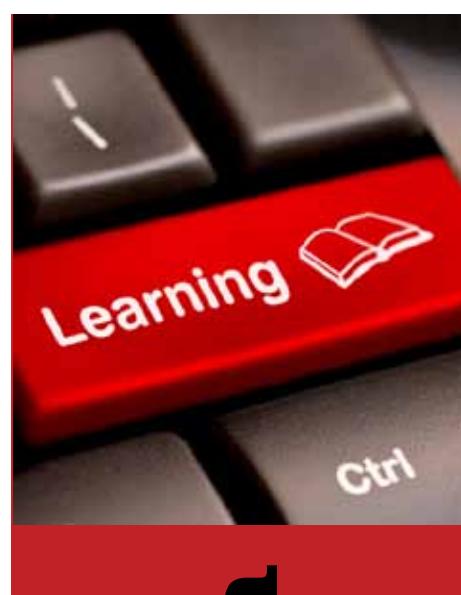
After several unsuccessful attempts in past years, the California Legislature, in a bill sponsored by the California Association of REALTORS®, this year passed Assembly Bill 1718 (Hill, D-San Francisco) which modifies BPC 10150.6 to provide that "the commissioner may treat a degree from a four-year college or university, which course of study included a major or minor in real estate, as the equivalent of two years' general real estate experience." Under this bill,

the applicant must demonstrate that they completed either a major or minor in real estate.

It may not be a perfect solution, but it seems a step in the direction anticipated under the previous law.

Governor Brown signed this bill into law on August 27, 2012.

If you have any questions on this article or any other aspect of real estate law please contact Hanson Law Firm at 916 447-9181 or log on to our website at [www.HansonLawFirm.com](http://www.HansonLawFirm.com). You may sign up online for a free monthly email legal update.



# online education

Brian at 437-1210 or [bdelisi@sacrealtor.org](mailto:bdelisi@sacrealtor.org)

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Tom Pifer  
Mortgage Loan Officer  
NMLS # 500655  
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Danny Ponder  
Mortgage Loan Officer  
NMLS # 230269  
916-612-4669



Renee Russell  
Mortgage Loan Officer  
NMLS # 217012  
916-774-3922



Rene Young  
Mortgage Loan Officer  
NMLS # 486793  
916-939-3002



Jane Elkins  
Mortgage Loan Officer  
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OCTOBER 2012

## Help Us Help You

### Seeking Commercial Volunteers to Grow the Division

The SAR Commercial Division has now been in existence for six years. In that time, we have provided numerous high-quality educational courses to aid the community with their commercial real estate transactions and level of professionalism. We have provided mentoring to our Members who require assistance with real estate transactions. We have available a comprehensive website with information about our organization, classes, legislative initiatives and more. SAR Commercial also sends out its Commercial e-mail blast on a bi-monthly basis which now has a consistent readership of over 1,000 with each edition. We have monitored legislation that will affect our industry as well as participated with the various other commercial organizations in the metropolitan Sacramento region. We have answered hundreds of questions and been a resource regarding commercial real estate for our Membership and for community members. And finally, we have brought attention to the inherent contribution that the commercial real estate community makes to the general economy and how we participate WITH the residential market and vice versa. We have been busy

but personal satisfaction.

Our hope is that your participation in SAR will reward you with all of the above plus give you the potential of a greater network and more deals done. E-mail Janet Whitney at [jwhitney@sacrealtor.org](mailto:jwhitney@sacrealtor.org) and let her know you are interested in building your commercial organization. You should expect to attend no more than four meetings per year and act as an advisor to the staff and organization. Please help us help you! E-mail Janet today and contribute to your organization and the future of commercial real estate in the Sacramento region.



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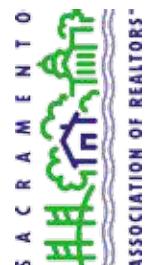
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