Salute to your Success

“Salute to your Success” was a truly fitting theme for the 2013 Masters Club Annual Awards Luncheon held on April 12th at the Red Lion Woodlake Hotel (formerly the Radisson). An Italian theme mood was set with the stage replicating a Tuscany vineyard with Italian Cypress trees. People lined up to have the photo taken in our Italian themed photo booth. To top it off, a delightful accordion player played Italian music as the new Masters Club Members mingled with veteran Members, and congratulations, handshakes and hugs were exchanged.

Eric Rasmussen served as an articulate and passionate Master of Ceremonies. 2012 Masters Club President Erin Stumpf, Dunnigan, REALTORS® was honored for her leadership over the last year and she gave an eloquent farewell speech.

Dave Tanner installed President Steve Galster, Weichert, REALTORS®-Galster Group and his 2013 Master Club Steering Committee: President-Elect: Luis Sumpter, BHG Mason-McDuffie RE; Secretary/Treasurer: Lori Logan, Keller Williams; Immediate Past Presidents: Erin Stumpf, Dunnigan, REALTORS®.

The 2013 Steering Committee Members are Andrew Avalos, RE/MAX Gold; Judy Black, Coldwell Banker; Robyn DeLong, Coldwell Banker; Joan Dunn, BHG Mason-McDuffie RE; Christina Ellermeyer, BHG Mason-McDuffie RE; Kelli Foley, Trillium Real Estate; Susan Harrold, Lyon Real Estate; Meg Heede, RE/MAX Gold; Patti Martinez, Lyon Real Estate; Keisha Mathews, Century 21 Landmark; George Mijares, GM Realty; David Sirsi, Connect Realty; Dianne Slutsky, Sellstate Realty First; Steve Streng, Streng Realty; Kellie Swayne, Dunnigan, REALTORS®; Linda Wood, Dunnigan, REALTORS®.

Following newly installed Masters Club President Steve Galster’s acceptance speech, John Kane, Kane Realty was honored for his 25th year as Masters Club Member. Then all new Masters Club Members came to the stage, introduced themselves and received recognition for a job well done.

The sponsors of the luncheon were: Neighbors Financial Corporation, Catalyst Mortgage, Unum Group Bank, Vitek Mortgage, Big Valley Mortgage and Wells Fargo Home Mortgage.

Each year, Masters Club Members must achieve a level of excellence – in both dollar volume and number of closed transactions – to maintain membership. Masters Club REALTOR® education programs, networking opportunities and community service enhance the competency, professionalism and productivity of its Members. To qualify, a REALTOR® must have eight transaction ends and $3 million in production, or 20 closed ends.

John Kane receives his 25th year recognition plaque from Steve Galster

Thank you Luncheon Sponsors

Frano and Eva Garcia

NEW MASTERS CLUB MEMBERS

Eve Abrahams, Keller Williams Realty
John Aduna, JVA Realty
Tanya Aguilara, Lyon Real Estate Natomas
Matthew Atchinson, Keller Williams Realty
Alysia Anderberg, Lyon Real Estate Natomas
Leeana Anderson, Coldwell Banker
Marilyn fren Bailey-Byrd, Prime Real Estate Network
Deborah Bair, Lyon Real Estate Natomas
Cathy Bardosi, Coldwell Banker
Lindsay Bartlett, Lyon Real Estate Natomas
Sue Benton, Coldwell Banker
Anson Boyd, Lyon Real Estate Fair Oaks
Paul Brecher, Lyon Real Estate Fair Oaks
Lisa Brewer, Prima Terra Inc.
Matthew Cabrera, Real Estate America
Amir Cackovic, American Green Realty
Leojo Cade, Keller Williams Realty
Deanna Camper, BP Realty
Janet Carlson, Lyon Real Estate Downtown
Leanne Chateaur, Real Estate America
Yang Chen, RE/MAX Gold Laguna
Susan Clark, Town and Country Real Estate
John Cooper, Keller Williams Realty
Jessica Couch, Lyon Real Estate Sierra Oaks
Pamela Crawford, Lyon Real Estate Land Park
Celia Darby, Lyon Real Estate Sierra Oaks
Bill Davidson, Tree House Real Estate Solutions
Rita Donahue, Lyon Real Estate Sierra Oaks
Diane Edwards, James Phillips Realty

continued on page 4
Sacramento Association of REALTORS®

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Sacramento, and the greater Sacramento Region (Citrus Heights, Elk Grove, Folsom, Rancho Cordova, and West Sacramento) is the place to live! As REALTORS® who help our clients buy their dream home or investment property, we know how great our region is. Providing direction and guidance is what we do. That is why we need to take a moment to reflect on what is great about our community.

First, we live in the midst of the most fertile farmland in the world. This enables us to enjoy some of the best locally grown food virtually year round. The latest marketing program of “Farm to Fork” is designed to highlight this virtue both locally and beyond our region.

Second, healthcare is another significant asset in the region. We have outstanding hospitals in Sutter, Mercy, Shriners, UC Davis Medical Center and Kaiser Permanente. In addition, the UC Davis Medical School, in conjunction with the other research arms of UC Davis, make our region a hub for medical research and being at the forefront of break-through treatments for autism, cancer and much more.

Third, we have outstanding higher educational opportunities in the region with Sac State and UC Davis, plus the community colleges and other graduate programs.

Fourth, we have some great transit systems featuring a light rail system that connects many parts of the region and strives to reduce traffic and vehicle emissions. Regional Transit uses natural gas powered buses, which run quieter and cleaner. Plus Amtrak’s Capitol Corridor is one of the most used commuter rail corridors in the nation. Perhaps this is not surprising, given the significance of the railroads to Sacramento’s beginnings.

Fifth, we have terrific civic amenities. We have many museums, including the Crocker, which has one of the finest collections of early California art in the world. We have professional sports with the Kings, River Cats and – coming soon – professional soccer. We have wonderful arts with the ballet, symphony and theaters such as the B Street, Three Stages, Mondavi and others that provide outstanding affordable live entertainment.

Outdoor activities include the nationally known bike trail along the American River Parkway which connects Folsom, Fair Oaks, Cameron Park, Rancho Cordova and Sacramento along a beautiful 32-mile trail.

Sixth, Sacramento was once considered a gastronomic wasteland but no longer. Many wonderful chefs have produced a large number of truly outstanding restaurants and food experiences in the region. Combined with the local wineries and recent opening of local brewing companies we have added even more possibilities for one’s palate.

Last, we have some outstanding REALTORS® in the Sacramento Association of REALTORS® who know, live and love our community and work hard to make it the best place it can be. As a third generation Sacramentan, I cannot think of a greater place to call home.

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Editorial Policy
The Sacramento Association of REALTORS® (SAR) welcomes articles of educational interest to its Members. Published articles will feature the author’s name, title and company; however, no direct compensation will be paid to the author. SAR reserves the right to edit submitted articles for length, grammar and appropriateness. Articles will be printed in SAR’s publications on a space available basis. Attempts will be made to publish submitted articles in a timely manner; however, submission of an article does not guarantee publication.
We have recently passed through one of the most hectic administrative periods of the year for the Association. We had the collection of annual dues for NAR, C.A.R., SAR and Masters Club, as well as the quarterly fees for MetroList, and voluntary contributions for Political Action, the Scholarship Trust, the Charitable Foundation and the C.A.R. Housing Affordability Fund.

Throughout this stressful period as well as all other times of the year, your Association staff tries their very best to provide personalized and quality service to every one of our members. If, due to the pressures of the moment, we may on occasion fail to achieve that goal, I sincerely apologize.

On the other hand, we ask the members to keep in mind that staff does not set policy. We are merely charged with administering the policies set by your governing entities. We implement policies set by the NAR, C.A.R. and the SAR Board of Directors as well the MetroList Board of Directors and the Masters Club Steering Committee. We have no authority to waive or modify those policies.

If a late arriving payment results in an imposition of a late fee or a disruption of service as required by policy, we may sympathize with any hardship that may create for you, but we must follow the policies we are given. We are confident that if you reflect on it for a moment you would agree that you would not want staff deciding whether or not they are going to follow policies that they are charged with implementing. Members should be confident that every policy is applied equally to all members of the Association.

If you receive quality service from a member of our staff, please tell them thanks. If you receive exceptional service consider sending them an email telling them so. If you send that email, please send a copy to me at d Tanner@sacrealtor.org. Likewise, if you receive what you consider to be unsatisfactory service, please let me know that as well. We are always looking for ways to improve our member relations whenever we can.

One of the policies that will receive emphasis over the next several weeks is the collection of dues for licensees who are affiliated with REALTOR® brokers and have not paid their REALTOR® dues. The NAR mandatory dues formula that has been in effect for over twenty years provides that the dues owed by each Designated REALTOR® equals an amount established by multiplying the individual dues owed times the number of licensees affiliated with that firm and reduced by the number of licensees that have paid their dues themselves. The Designated REALTOR® is then responsible for paying the balance.

In the past, NAR has instructed local associations to enforce the policy but have not been able to police it well. Now, with access to the computerized databases of licensing agencies such as DRE, NAR is able to determine exactly how many licenses are being held by each Designated REALTOR®. Under the terms of the three-way agreement between NAR, C.A.R. and SAR they have new teeth in the enforcement process. NAR simply bills C.A.R. for all those unpaid dues. C.A.R. has no option but to pay those dues. C.A.R. will then bill each local association for the dues attributed to their members. When SAR receives that bill we will likewise have no choice but to pay those dues. SAR cannot absorb those costs. We must collect the dues from the Designated REALTORS® that owe them. It would not be fair to use other member’s dues to meet that financial obligation. We hope that all members will understand as we move forward with enforcement of this policy.
NEW MASTERS CLUB MEMBERS
continued from page 1

Linda Eisenman, Lyon Real Estate Fair Oaks
Penni Elmore, Lyon Real Estate Downtown
Keith Erickson, Keller Williams Realty
Jill Facinto, Lyon Real Estate Sierra Oaks
Linda Fanning-Cabana, Bill Fanning, REALTOR®
Mark Farnsworth, White House Real Estate
Jeremy Frazier, Coldwell Banker
Karen Funk, Keller Williams Realty Elk Grove
Hyrum Gray, Lyon Real Estate Downtown
Kristin Greene, Prima Tempo Inc.
Theodore Greene, JCL Realty, Inc.
Christopher Grenz, Prudential NorCal Realty
Karen Hames, Lyon Real Estate Folsom
James Hamilton, Lyon Real Estate Folsom
Sam Hardy, Interest Real Estate
Dawn Harrigan, Lyon Real Estate Fair Oaks
Erika Harwell, Lyon Real Estate Natomas
Reuben Haynes, RE/MAX Gold
Susanne Henderson, Golden State Realty Group
Jenny Hughes, Tiper Properties, Inc.
Shelley Juarez, RE/MAX Gold of Fair Oaks
Rosalie Kane, Parkside Property
Jerine Keely, Keller Williams Realty
Michael Kohn, Selfstate Advantage
Robin J. Klock, Century 21 Select Real Estate
Henry Lam, Platinum Properties
Cheng Chi Lee-Wilkinson, Lyon Real Estate Fair Oaks
Burton Lettzel, Lyon Real Estate Elk Grove
Robert Leonard, Coldwell Banker
Steve Lettmerman, Steve Lettmerman, Broker
Tomme Linker, Keller Williams Realty
Jason Litchney, Stonecrest Realty
Idalia Lombiera, Century 21 Select Real Estate
Darcie Magdaleno, Coldwell Banker
Keisha Mathews, Century 21 Landmark Network
William May, RE/MAX Gold of Roseville
Vitaly Maznik, Capital City Real Estate
Michael McMurtry, Security Pacific Real Estate
Patricia McNulty-Langdon, Coldwell Banker
Tami Meiller, RE/MAX Gold Laguna
Stephen Meninger, Guardian Home Brokers Inc.
Elyse Metune, Lyon Real Estate Downtown
Joan Mitchell, Warren Realty
Randy Monk, Connect Realty.com Inc.
Wendy Moore, Lyon Real Estate Fair Oaks
Patricia Mori, Coldwell Banker
Ronald Nakano, Coldwell Banker
Charles Nalley, Lyon Real Estate Fair Oaks
Ann Nash, Lyon Real Estate Land Park
John Jay Natividad, Majestic Corporation
Tammy Neary, Paragon Realty
Vladislav Oski, Capital Group Realty, Inc.
Sean Palmer, Palmer Real Estate
Jeffrey Pennington, Lyon Real Estate Sierra Oaks
Jim Piatt, Hamilton Moore Real Estate Group, Inc.
Morris Pleasant, Keller Williams Realty Elk Grove
Lisa Purcell, Coldwell Banker
Lola Purdy, Coldwell Banker
Lisa Ratliff, RE/MAX Gold Laguna
Mark Rentz, Keller Williams Realty
Susanne Rentz, Keller Williams Realty
Allison Rice, Sacramento Land and Home
Kameron Roberts, National Equity Real Estate Sales
Jacqueline Russell, Paula Willhite & Assoc., Real Estate Team
Aria Salehpour, Coldwell Banker
Ernesto Sasyon, Ernesto Sasyon Jr. Broker
Lauren Schenke, Michael McManen Realty
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Belinda Smedley, Clear Horizon Real Estate
Donald Stitt, Coldwell Banker
Jennifer Summer, Redfin Corporation
Cindy Swiger, Coldwell Banker
Chad Talach, Lyon Real Estate Land Park
Christina Teeple, River City Properties Co.
Paige Tiffany, BHG Mason-McDuffie Real Estate
Valarie Trudeau, Lyon Real Estate Fair Oaks
Raymond Uijmori, RE/MAX Gold Laguna
Jerine Underwood, RE/MAX Gold of Fair Oaks
Courtney Way, Gannakes Real Estate Properties
Christopher White, Coldwell Banker
Joan Wilson, Joan Wilson Real Estate
Dina Witon, United Realty
Susan Yao, RE/MAX Gold Laguna
Kerryr Vee, Coldwell Banker
Jocelly Yip, Keller Williams Realty Elk Grove
Tracy Young, The Advantage Group

NEW LIFE MEMBERS

John Anderson, JWA Real Estate
Kathleen Applegate, Lyon Real Estate Sierra Oaks
Greg Batchelder, Lyon Real Estate Folsom
Noah Brackett, RE/MAX Gold Sacramento
Mark Chu, Big Realty
Jeff Davidson, RE/MAX Gold Laguna
Mark Delgado, Coldwell Banker
Renée Friedlich, Keller Williams Realty
Gabriela Guzman-Martinez, The Daniel Realty Group
Caroline Hallmark-Jensen, Coldwell Banker
Cari Hendricks, Keller Williams Realty
Kimberly Jones, Coldwell Banker
Maria Lafayette, Coldwell Banker
Gayla Mace, Lyon Real Estate Sierra Oaks
Anayn Miller, RE/MAX Gold Laguna
Diana Miller, Connect Realty.com Inc.
Laura Miller, Century 21-Noel David Realty
Margaret Moore, Century 21 M & M and Assoc.
William Moore, Market Realty, Inc.
James Naulley, Newport Realty Services
Reuben Nazareno, Real Estate America

Join the Housing Opportunity Committee on May 8 for a lunch and learn, “Guts & Glory: The Story of Inventory.”

Panelists will discuss ways to create inventory when it seems there are no houses for sale. Open houses can be a useful tool to get new buyers thinking about getting into the market.

Open houses may seem old-fashioned in today’s market. However, the National Association of REALTORS® recently released interesting statistics in conjunction with Nationwide Open House, which was April 20 and 21. From the NAR annual profile of home buyers and sellers:

• Repeat buyers are more likely to find their home from an open house than first-time buyers and repeat buyers use open houses more frequently.

• Mid-income buyers, those with income between $35,000 and $75,000, are most likely to find their home through an open house compared to other incomes. However, as income increases the use of open houses actually increases as well. So higher income buyers are walking into open houses, but not finding their home through them.

• Older buyers, 65 years and older, are more likely to find their home through an open house than other age groups. As age increases the likelihood of using open houses as a search tool increases to 56% of buyers aged 65 to 64 used open houses, compared to only 28% of buyers aged 18 to 24.

• Buyers of new homes use open houses much more frequently than buyers of previously-owned homes.

• Married couples and unmarried couples are more likely to walk through open houses than single buyers.

• Buyers whose primary language in the home is not English are more likely to use open houses—44% of buyers whose primary language is English use open houses, compared to 59% who use a language other than English in the home. Similarly, buyers who were born in the U.S. are more likely to use open houses as a search tool—43% of those who were born in the U.S. use open houses compared to 57% of those who were not born in the U.S.

The last point, concerning buyers whose native language is not English, may be especially useful in a market as ethnically diverse as Sacramento’s.
Sacramento Commercial Real Estate is Back in the Game

Home to the California State Capital and rich with history and a sense of community, the Sacramento Region is also known for its growing business opportunities and one of the strongest economies in California. We’ve survived a number of years of a struggling commercial real estate market but analysts say much better days are ahead in 2013 and beyond for the Sacramento region.

Fourteen financial analysts from California State University, Sacramento recently unveiled their overall economic picture for the Sacramento Valley in a recent edition of the Sacramento Business Review. The experts agreed that the local economy and real estate market is improving.

Analysts attribute a large part of the economic improvement to growth in the regional population which positively affects the real estate market. According to a report recently released by TD Economics, all indications show that a recovery in our housing market foreshadows continued improvement in commercial real estate over the next two years.

“With population growth, you always see the service sector industry expand,” Sacramento State College of Business Dean Sanjay Vardhan recently said. “Once again, you are seeing the people spending on restaurants and retail on buying new cars and buying new televisions.”

Despite challenges – including gradually rising interest rates and government spending cuts – TD Economics says the outlook for commercial real estate is positive. The U.S. economy is expected to grow by 1.9% in 2013 and accelerate to 2.8% in 2014. This growth will spur the creation of jobs over the next two years. As job growth accelerates, so too will demand for commercial real estate, leading to continued improvement in vacancy rates.

According to the Sacramento Business Review, the retail industry alone is expected to see a 3% increase last year.

There is every reason to believe that this upward transition in our market will take place. At the Sacramento Association of REALTORS® and within our Commercial Division, we’re already seeing signs of better times. Our commercial real estate classes are once again filling up, transactions are being completed and there is an excitement and participation in the industry that we haven’t seen in quite a while.

So dust off your HP10BII calculator and love your region. Sacramento commercial real estate is back in the game!

Show Me the Money!

As the real estate market evolves, so must REALTORS®. And, SAR strives to produce topical seminars where Members can stay ahead of the curve. Enter Show Me the Money.

Show Me the Money is the brand of seminar that is engineered by the SAR Housing Opportunity Committee. Taking place biannually, these seminars have evolved over the years from a more formal 3-hour class to a 1.5-hour lunch & learn where Members can enjoy a bite to eat and learn about new tools to add to their repertoire.

The Housing Opportunity Committee, led in 2013 by Chair Barbara Lebrecht and Vice-Chair Mary Willett, is a well-versed group that is adamant about one thing—creating opportunities for housing. This coming seminar is titled “Guts & Glory: The Story of Inventory” and is focused on how REALTORS® can create more inventory in a market where there really isn’t any. Join us May 8th from 12noon—1:30pm and learn how you can step up your game in 2013.

Register online (ims.sacrealtor.org) or call Brian (916-417-1210) or Tony (916-437-1205).

Seating is limited—please register early to ensure you receive a lunch. Walk-ins not guaranteed a lunch.
Foundation supports shelter and homeownership

Although the SAR Charitable Foundation is new, SAR has a long history of charitable involvement, both in terms of financial and volunteer support, and a proven track record. SAR volunteers carefully research the charities they support, to determine they are well-run and fit with our priorities.

The Foundation’s first priority is shelter, including organizations that support homeownership, affordable housing, housing rehabilitation, and homelessness.

The second priority is assistance to under-served, low-income communities and at-risk youth. This takes the form of programs supporting basic and urgent human needs, such as food and shelter; health; family support; education as it relates to basic human needs; and opportunities for at-risk youth such as leadership building and life skills programs.

Livable and sustainable communities are the third priority. Community-based programs that enhance safety, mobility, appearance and recreational opportunities may also receive Foundation support.

A gala is set for June 22 to introduce the SAR Charitable Foundation to the community.

The Charter Gala, “Moonlight and Melody” will be a special evening, featuring champagne, a “wine wall” for bidding, a seated dinner and dancing to the music of the John Skinner Big Band. Tickets will be $100 per person.

The range of sponsorship opportunities is $7500 for “Gold” to $1000 for the “Pearl” sponsor. A variety of benefits are offered at each level. Foundation Board members are currently contacting potential sponsors. Anyone who is interested should also contact Deborah Grinnell, SAR Director of Events and Marketing, at dgrinnell@sacrealtor.org, or Janelle Fallan, Chief Operating Officer for the Foundation, at jfallan@sacrealtor.org.

Support of the SAR Charitable Foundation will put sponsors in the company of those who see the benefit of channeling SAR’s strong tradition of giving through a single source. Donations to the Foundation are also tax deductible. More information about the Foundation is also available at www.sarcharitablefoundation.org.

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Home Values in the Circle Game...again!
By Larry Challis, Cherry Creek Mortgage

Remember Joni Mitchell’s lyrics of “We’re captive on a carousel of time. We go round and round and round in the circle game.” We are in the middle of another major real estate cycle. Arguably this one started back in the uncertain days following 9/11. Since 2001 we have ridden the merry-go-round to the record highs of early 2007, gut wrenching lows up until last spring and now, a full year of increasing, sometimes wildly appreciating home values.

The most common complaint that lenders hear is that bank appraisals are not keeping up with the multiple offers, low inventory selling realities of the current market. It’s easy to understand why all cash offers are attractive to sellers wary of waiting for the often lower than offered price bank appraisal. Why don’t the bank appraisals reflect the fair market values? The simple answer to a complex problem is that they can’t. The regulations make it next to impossible to stay up with the sales market. The real estate melt down of the recent past has radically changed the lending world.

Secondary market underwriting guidelines, including how the value of collateral is determined, are far more regulated and conservative than our pre melt down existence. REALTORS® determine the competitive market analysis (CMA) of a listing by using factors such as demand (multiple sales, days on the market), recent sales (including all cash offers), and supply (limited listing inventory) among other factors. Lenders, representing investors who will be buying the loans, have learned that buying frenzy and inventory shortages can be short-lived when the home value needs to cover a 15-30 year loan. They provide appraisers with strict, limiting guidelines on what is allowable when determining value. The market realities used for the CMA above are not the most important factors for lender’s appraisal. Lender appraisals give more importance to comparable properties equal weight (appraisals vs. CMAs) are vastly different and similar. It will be a lively and informative presentation. Short high-content updates from various affiliated services representatives will also be given. The meetings are short fun and done. See you there!

About the Market

Real Estate Appraisals vs. CMAs. (9:00-10:30am at SAR) We will provide a panel of seasoned real estate appraisers beside experienced REALTORS® who will help us all begin to understand how the two methods of determining value (appraisals vs. CMAs) are vastly different and similar. It will be a lively and informative presentation. Short high-content updates from various affiliated services representatives will also be given. The meetings are short fun and done. See you there!
### SAR Educational Offerings

**DATE** | **TIME** | **CLASS** | **COST** | **TOPIC** | **INSTRUCTOR**
---|---|---|---|---|---
May 17 | 9:00 – 12noon | BTI (Broker Training Institute) Sales & Marketing | $35 | **Topics Include:**
Discover creative and affordable ways to advertise and brand your company. Learn what some of the basic start-up issues are e.g. corporation vs. sole proprietorship, buy or lease furniture, where to locate your office, etc. | Bruce Slaton

May 22 | 9:00am – 1:00pm | Representing the Small or 1st Time Investor - Part I | $40 | **Topics:**
This class is designed to teach real estate investment fundamentals. Forms will be provided, and students should bring a calculator (financial preferred) to the class. | Gary Hancock

May 24 | 9:00am – 12noon | BTI (Broker Training Institute) Panel of Successful Brokers | $35 | **Local brokers address student questions and discuss key issues facing brokers in the Sacramento area.** | Panel

May 28 | 9:00am – 1:00pm | Representing the Small or 1st Time Investor - Part II | $40 | **Topics:**
- Apply what you learned in the first class. Please bring your personal laptop including the Windows Spreadsheet Application in EXCEL.
- Search MetroList for ACTIVE AND SOLD properties and complete the Annual Property Operating Data (APOD) Form in a group setting.
- Evaluate the impact of financing leverage options
- Practical application using the “unbuilt building” formula | Gary Hancock

April 15 | 12:00 – 1:30pm | Tax Strategies for the Real Estate Professional | $10 | **Topics:**
- 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. | Kelly Clark, Bradford and Company Inc.

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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 prices listed are based on SAR’s early bird fee.

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**AFFILIATES:**

Don’t miss this opportunity to improve your position and exposure to the Sacramento Area REALTORS®.
### JUNE CALENDAR OF EVENTS

<table>
<thead>
<tr>
<th>MONDAY</th>
<th>TUESDAY</th>
<th>WEDNESDAY</th>
<th>THURSDAY</th>
<th>FRIDAY</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
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<td>10</td>
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**Calendar Information**

*For Regional Meeting locations and times, visit www.sarcaravans.org or contact Tony Vicari at tvicari@sacrealtor.org or 437-1205.

Meetings subject to change.

- (A) Mack Powell Auditorium
- (B) Board Room, 2nd Floor
- (T) Training Room, 2nd Floor
- (U) Upstairs

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**Sacramento Branch manager**

- Dave Mendoza: (916) 977-1227, DRE#01000837 NMLS #243859
- Brent Wilson: (916) 765-0009, DRE#01102706 NMLS #297693
- Brad L’Engle: (916) 977-1291, DRE#01389930 NMLS #249309
- Terry Moore: (916) 977-1287, DRE#01449526 NMLS #249305
- Brad Wiese: (916) 977-1248, DRE#00305741 NMLS #305741
- Steve Germoles: (916) 977-1232, DRE#00861155 NMLS #299002
- Doug Hallstrom: (916) 977-1236, DRE#01013621 NMLS #296948
- Geoff Black: (916) 486-6558, DRE#01362321 NMLS #303376
- Anthony Bartone: (916) 977-1245, DRE#01386513 NMLS #297490
- Scott Filby: (916) 732-4333, DRE#00908377 NMLS #312773
- Paul Anderson: (916) 486-6580, DRE#01168746 NMLS #297646
- Valerie Dreher: (916) 847-3278, DRE#01029416 NMLS #252974
- Troy F. Bird: (916) 977-1234, DRE#01125227 NMLS #277770
- Jennifer Gonzales: (916) 486-6582, DRE#01219856 NMLS #305526
- Roy Macy: (916) 977-1223, DRE#0114364 NMLS #249110
- Jon Kaempfer: (916) 216-5499, DOC, NMLS #275861
- Jeannie Gardner: (916) 705-9428, DOC, NMLS #281697
- Monty Maxwell: (916) 769-2383, DRE#01214591 NMLS #280914
- Kris Karge: (916) 215-2419, DOC, NMLS #319429

**Roseville Branch Manager**

- Thomas C. Putnam: (916) 367-7123, DOC, NMLS #634515
- Jeff Tarbell: (916) 367-7148, DRE#01053700 NMLS #249176
- Jeff Compton: (916) 367-7135, DRE#01016005 NMLS #298897
- John Foderaro: (916) 295-5168, DRE#01370467 NMLS #305090
- Mike Ferreira: (916-367-7125, DOC, NMLS #448587

**Natomas Branch Manager**

- Cara Mengali: (530) 753-8980, DRE#01355810 NMLS #298113
- Scott McLallen: (530) 400-0670, DRE#01320106 NMLS #298107

**Elk Grove Branch Manager**

- Jim Hanson: (916) 226-6866, DRE#01020858 NMLS #254554

**Davis Branch Manager**

- Vince Kaleel: (916) 575-9740, DOC, NMLS #707755
- Dan Tharp: (916) 257-1470, DRE#01736464 NMLS #280913
- Cara Mengali: (530) 753-8980, DRE#01355810 NMLS #298113
- Scott McLallen: (530) 400-0670, DRE#01320106 NMLS #298107

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March brings highest median sales price since August 2008

Month-to-month the median sales price increased 7.8% from $203,000 to $218,750 (the August 2008 median was $218,000). This is the highest month-to-month increase in median sales prices since April – May 2009 where the increase was 7.72% from $167,100 to $180,000. The current number is 31.9% above the $165,900 median sales price of March 2012.

An increase in sales volume brought the total number of closed escrows to 1,420, 20.5% and 231 units higher than the 1,189 units sold in February. The breakdown of sales for March was 146 REOs (10.3%), 380 short sales (26.8%) and 894 conventional sales (63%). This is the highest percentage of conventional sales recorded since SAR started keeping track over 5 years. “The influx of conventional (or equity) sales in the market shows a trend of homeowners jumping back into the market,” said 2013 SAR President Chris Little.

Homes priced between $200,000 and $299,999 accounted for 17.7% (251) of the 1,420 sales this month. Homes between $100,000 and $199,999 totaled 513 (36.1%) units and homes $99,999 and under totaled just 91 units (6.4%). A year ago, homes under $100,000 accounted for 16.7% of all home sold.

Closed escrows from cash financing (563 units or 36.4% of all sales) decreased 7.8%, conventional buyers increased 4.3% (595 units/38.5%) and FHA financing increased 5.3% (272 units/17.6%) sales. These numbers include the 123 condo sales this month. The average amount of days spent on the market (from list date to opening escrow) decreased from 28 to 27 days; the median DOM decreased to 10. In a breakdown of length of time on market, 77.6% or 1,198 units sold in 30 days or less and 10.4% (161 units) sold between 31 and 60 days. The remaining 12% (187 units) sold in 61 days or more.

This information is available in full on the MLS Statistical Summary report featured at http://www.sacrealtor.org/public-affairs/statistics.html.

The active listing inventory increased for the month, rising 3.9% from 1,072 units to 1,114 units. The months of inventory, however, decreased from 9 to .8 because of the increased sales volume. This number explains the amount of time (in months) that it would take to deplete the current inventory at the current sales rate. Low inventory remains a serious issue for buyers, especially would-be first-time buyers.

Condominium Resale Market

Sacramento condominium sales decreased for March to 123 units. This figure is down 2.4% from the 126 units sold in February and down 20.1% from the 154 units sold in March 2012. REO property sales accounted for 13% (16) of all units sold, while short sales (30.1% or 37) and conventional sales (56.9% or 70) accounted for the remainder. The percentage of REO condo sales decreased 18.2% short sales decreased 11.7% and conventional sales increased 13.8%. The condominium median sales price increased 2.4% month-to-month, from $102,000 to $105,000. This current price is 31.3% higher than the March 2012 ($80,000) median sales price. Breaking down the Listing Inventory, there are 113 Active Condo Listings (includes 11 Active Short Sales) and 149 Pending Short Sale/Lender Approval. The Total Value of Closed Escrows was $15,831,339; this is up 6.2% from the February Total Value of $14,902,941.

S A R S C H O L A R S H I P

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MAY 2013

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Sacramento REALTOR®

MAY 2013

Sacramento REALTOR®
"Absolutely a five star rating! I'm impressed with your professionalism and promptness! When problems happen, I know that you will handle them in a timely fashion with knowledge based solutions. I totally trust all aspects of your management."
Pam in 1993

those who knew her.

words give you a more personal insight into what Pam meant to our organization and members from other Associations at her home in Newcastle, or overseeing Century 21-Select's either professionally or personally but busied herself making sure she did the best job possible. 

Whether Pam was a committee member or chairperson, whether she was hosting clients or gave to her committee efforts, her fellow committee members, the Salvation Army, and her office with the same pride I had heard from SAR's Executive Officer Jim Sandman.  Pam had us aware of the Christmas CanTree and all the hard work the REALTORS® do every year for the community through the Salvation Army.

Into our office came Pam Poore, explaining the annual event to me and everyone in our office with the same pride I had heard from SAR's Executive Officer Jim Sandman. Pam had us all excited about her efforts and soon left with cardboard apathy.

Over my 21+ years of working with Pam, I have appreciated the personal attention she gave to her committee efforts, her fellow committee members, the Salvation Army, and her Association. Pam was not one to take credit or inflate her status by announcing her efforts either professionally or personally but busied herself making sure she did the best job possible. Whether Pam was a committee member or chairperson, whether she was hosting clients or members from other Associations at her home in Newcastle, or overseeing Century 21-Select's annual Picnic in the Park, Pam always went the extra mile building the vision of the positive nature of the task at hand. I know of no one who personally quilts, sews or crafts more silent auction or raffle prizes that are more appreciated by their recipients than our own Pam Poore.

Ten years ago when my wife Lynn and I purchased our home in Orangevale, it was Pam Poore who made sure we were taken care of and had the house that we did not even know we were looking for.

Kathy Fox offered this perspective on Pam.

Pam is a classic and is deeply missed. More than anything, she knew who she was and was comfortable in her own skin.

Pam never aspired to publicity for herself. Whether it was professionally or in her home community, Pam worked tirelessly on behalf of others. Not only did she take the lead for the Christmas CanTree for many years, but she was even happier when she was just "one of the committee." Offering, not only her ideas, but making what became her famously sought-after, personally made aprons on behalf of the Christmas CanTree to be raffled off at the Regional Meetings, Pam could be counted on to extend "above the call of duty" efforts on the committee's behalf. And, how she loved to build the CanTree! She was always there enthusiastically encouraging the work crews and plunging in herself making sure that the presentation was all it could be.

Professionally, Pam worked tirelessly on her clients' behalf. She was always polite, always fair and always the consummate professional. When a problem came up in a transaction, Pam's experience was evident as she worked through the problem, making sure that all sides were treated well as she creatively expressed solutions. Agents never had to worry about approaching her when a situation came up because she could be counted on to deal with it creatively, appropriately and professionally. Her clients also recognized her professionalism as they referred their friends and family to her repeatedly.

Pam delighted in participating in her church's Vacation Bible Study and other activities. We often had conversations about getting more than we gave when we worked with kids and the miracle of seeing directions influenced and lives changed. Although Pam did not wear her faith on her sleeve, Pam had a quiet confidence in whose she was and where she was going.

When Pam got sick, she never expressed to me anger or frustration over her illness or the idea of why did it happen to her. She only expressed confidence that this was one of life's speed bumps and that she would fight the good fight for as long as she could. And she did.

When I think of Pam now, I remember her smile, her laughter and her deep concern that others are all right. She found her joy in serving others. Her legacy is wrapped up in her family and her community, and the knowledge that they will go on being the best that they can be, in part, because Pam was a strong, quiet and happy influence on their lives. Pam is a classic. She will never be replaced. She is remembered with great fondness and is deeply missed.

MetroList's Dave Howe had this to share:

Pam is known by all for being the most...giving, kind, ever smiling, helpful, generous, thoughtful, talented, smart, quick witted, trustworthy, well organized and reverent towards God! Last fall, I visited Pam at her home in Newcastle to check on her and how she was doing in her battle against her illness. We had a long conversation about the steps she had taken and the journey ahead. Pam admitted that she tired easily and was not looking forward to her treatments... six months of them! After a nice visit and far reaching conversation, I asked her if she needed anything? Pam's response was simple "If it turns out that I have to go, I have no problem going, because I know where I'm going and have deep faith in heaven above...my biggest concern is for those I will leave behind." That's Pam ALWAYS putting those around her first! To me Pam is an angel of hope whose spirit seeks to find those in need and help them.
C.A.R. Ethics and Professionalism Task Force

After many months of meetings and discussions the C.A.R. Ethics and Professionalism Task Force issued their final report. It contained many recommendations for action to attempt to improve the professionalism of the industry. Most of the recommendations require further action by C.A.R., many through legislation or through modification of NAR policy, before they can be fully implemented. The various action items contained in the report are as follows:

1. That C.A.R. explore, and if feasible implement, surveys to measure the current ethics climate of California licensees.
2. That C.A.R. explore, and if feasible implement, surveys to measure ethics awareness for individual measurement and aggregate analysis to determine ethics knowledge and that $26,500 be approved to implement this in 2013.
3. That local Associations be mandated to use the statewide ethics data base for (1) transfer and new applicants to their Association in accordance with NAR policy, and (2) implementing progressive discipline, and (3) use for publication by C.A.R., and that $20,000 be approved for software development for implementation in 2013.
4. That consistent with NAR policy, C.A.R. publish, as soon as practical and feasible, $20,000 be approved for software development for implementation in 2013.
5. That C.A.R. seek an NAR policy change that allows more frequent publication of the disciplinary actions reported by local Associations.
6. That C.A.R. explore, and if feasible implement, surveys to measure the current ethics climate of California licensees.
7. That C.A.R. seek a policy change from NAR that allows local Associations to impose fines of up to $15,000 per hearing on a par with currently allowable MLS fines.
8. That C.A.R. develop expanded disciplinary guidelines and educate panels to impose more significant penalties to assist in deterring unethical behavior.
9. That the Legal Action Fund develop a policy to address assistance to local Associations when threatened with lawsuits for appropriate enforcement of the Code of Ethics.
10. That, as soon as practical and feasible, C.A.R. amend its listing agreement to prominently include the essential elements of the new SEL form such as an explanation of the difference of private MLSs, the impact on the property value and include a place for seller’s and agent’s initials that all offers must be presented and that $20,000 be approved in order to amend the SEL and all listing agreements immediately.
11. That C.A.R. design an outreach campaign to inform members about the Ombudsman and Ethics Advocate services that are available and how they assist them in dealing with others that are in violation of ethics rules or lacking in professional courtesy.
12. That local Associations be required to advise all parties that Ombudsman and Ethics Advocate processes are available.
14. Every Association should strive to achieve timely ethics hearings scheduled in less than 45 days from filing. Tips for expediting processing will be shared with local Associations. The current C.A.R. Code of Ethics and Arbitration Manual will be reviewed for opportunities to expedite hearings within due process and NAR policy constraints.
15. That the C.A.R. Bylaws be amended to implement the mandatory sanctions listed in Section VII to compel local Associations to comply with policies as determined by the C.A.R. Board of Directors as mandatory.

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May 2013

Sacramento REALTOR®
How long have you been with SAR?
Two months

What is your position and job duties?
I am a Staff Accountant. I process payroll and manage time sheets, vacation and sick leave accounts. I also process accounts payable, receivable, monthly close and am responsible for monthly sales tax filings and quarterly returns.

What did you do before coming to SAR?
I worked for Presidio STX LLC for 8 years and I was a Staff Accountant. In this position, I responded to all vendor inquiries, reimbursement of travel expenses and all payments, prepared commission and other income reports for senior management, was responsible for monthly sales tax filings and quarterly returns and 1099's.

What have you enjoyed most during your short time at SAR?
Learning new stuff every day.

How long have you lived in the Sacramento area? Where have you lived before?
I have lived in the Sacramento almost 3 years and I lived in Milpitas before I moved here.

What do you like/dislike about Sacramento?
I like Sacramento’s weather.

What are your hobbies or other activities?
Anything outdoors and traveling.

What is your favorite vacation destination?
Japan - anywhere

Have you watched any good movies lately?
No, I haven’t watched any movies after I had my son.

Do you have a favorite restaurant in Sacramento?
No. We don’t eat out a lot because my son Stefan doesn’t like to eat out. We usually eat at home.

What would people be surprised to learn about you?
Most people would be surprised if they knew that my husband fills up my gas tank for me every week.
The Board of Directors of the California Association of REALTORS® meets three times per year to set policy and conduct the business of the Association. The most recent meetings were held May 1 – 4, 2013 at Sacramento, CA. Some of the more significant actions taken are as follows:

The appointment for Trustees for the two Political Action Committees for terms beginning in November 2013 were made. Trustees from Region 3 include:

CREPAC Trustees for 2013-2015 – Eva Garcia
CREPAC Alternate for 2013-2014 – Doug Covill
IMDAC Trustee for 2013-2015 – Paula Colombo
IMDAC Alternate for 2013-2014 – Kim Tucker

The Membership Committee proposed that C.A.R. urge NAR to modify the dues formula related to real estate licensees working exclusively as MLOs. This recommendation will be forwarded to NAR for consideration.

The Professional Standards Committee proposed that C.A.R. support a position that local associations must notify the broker of salesperson complainant about an ethics complaint being filed provided confidentiality can be ensured. This recommendation will be forwarded to NAR for consideration.

The Ethics and Professionalism Task Force wrapped up their work after many months of meetings. See the results of their efforts in a separate report.

Several recommendations for legislative action at the federal and/or state level were made.

1. That C.A.R., in conjunction with NAR, SUPPORT the expansion of FHA 203(k) program to investors.
2. That C.A.R. OPPOSE the implementation of CalEnviroScreen.
3. That C.A.R. OPPOSE AB 667 and SB 673 which would require local agencies to complete an economic impact report prior to permitting the construction of alteration of any project using public funds or subsidies.
4. That C.A.R. OPPOSE AB 543 which would require lead agencies to translate CEQA documents and notices when the affected community has a “substantial” number of non-English speaking people.
5. That C.A.R. WATCH AB 145 which would consolidate drinking water programs within the Department of Public Health and the State Water Board.
6. That C.A.R. SUPPORT legislation which would reduce the amount of the fire fee, while maintaining C.A.R. policy in opposition to the fee, and to emphasize that the funds must be directed to fire districts rather than being placed in the general fund.
7. That C.A.R. OPPOSE AB 561 which would impose a documentary transfer tax upon a 100% change of ownership.
8. That C.A.R. OPPOSE SB 391 which would impose a fee of $75 to record every real estate instrument not part of a sales transaction to fund affordable housing.
11. That C.A.R., in conjunction with NAR, OPPOSE a reduction in the FHA 100 percent guarantee.
13. That C.A.R. SUPPORT AB 1220 which enables consumers denied credit to receive the same credit report provided to the denier of credit.
14. That C.A.R. OPPOSE SB 630 which would overturn the agreement reached by the multi-state Tahoe Regional Planning Agency in order to appease two environmental groups unhappy with the original agreement.
15. That C.A.R. SPONSOR legislation in 2014 to specifically address unlawful occupation of residential property by squatters.

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Home Energy Conservation Program improves housing stock, air quality

The Sacramento Association of REALTORS® is working on a very exciting coalition project with the Sacramento Metropolitan Air Quality District, Rebuilding Together Sacramento, Habitat for Humanity, and UC Davis.

Two years ago, the City of Sacramento attempted to require that all homes receive an energy audit before close of escrow as part of the City’s climate action plan, in hopes of reducing CO2 emissions. A program such as this would achieve very few greenhouse gas reductions, and dramatically hinder the real estate market and the regional economy at large. SAR opposed this aspect of the plan, and worked with the Air Quality District to create a proactive, voluntary approach. In doing so, SAR and the Air Quality District were successful in working with the City of Sacramento on a climate action plan that did not include point-of-sale mandates. Two years later and with additional coalition partners, the “Home Energy Conservation Program” has upgraded over 65 homes throughout the Sacramento region for low-income homeowners, free of charge. Improvements in the homes were made based on a comprehensive analysis by the Air Quality District on what individual upgrades removed the most greenhouse gas from the atmosphere for the least cost. This strategic analysis enabled the group to create a program that can treat homes for under $200 per home on average. Upgrades include window caulking, door weather stripping, installing electrical gaskets, replacing standard light bulbs with compact fluorescent, wrapping hot water heaters, insulating hot water pipes, and installing low-flow showerheads. Program partners Rebuilding Together Sacramento and Habitat for Humanity are responsible for finding homeowners, qualifying them for the program and completing the upgrades.

The coalition estimates these simple upgrades will remove between one and three metric tons of greenhouse gas emissions per home per year, as well as saving homeowners up to $360 per year on utility bills. Coalition partner UC Davis is studying the homes before and after upgrades are completed testing the estimations greenhouse gas emissions removed as well as utility bill savings. This analysis will be helpful to SAR if and when other local jurisdictions want to implement greening through point-of-sale mandates. We will have scientific data on how much CO2 our voluntary program has removed from their jurisdiction.

The SAR Charitable Foundation contributed $22,000 to fund the pilot project effort that paid for the upgraded homes thus far, and the SAR Masters Club contributed an additional $3,000. SAR also won a “game changer” grant from the National Association of REALTORS® in the amount of $25,000. There is a lot of interest and excitement developing about the Home Energy Conservation program in the green community. And it’s a great opportunity for SAR to show its commitment to greening, so long as it’s not free of charge. Improvements in the homes were done on a point-of-sale basis.

This program is a win-win for the local REALTOR® community. Directly because of this program, REALTORS® do not have to deal with an onerous point-of-sale energy audit. And the program furthers SAR’s goals of helping low income homeowners in need, and improving regional housing stock.