



# SACRAMENTO REALTOR®

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

JANUARY 2011

A PUBLICATION OF THE SACRAMENTO ASSOCIATION OF REALTORS®

## All Aboard The CanTree Dedication

Celebrating its 28th consecutive year of giving to Sacramento's needy, the 2010 Christmas CanTree once again lived up to its promise of hope. Mayor Kevin Johnson praised the volunteerism of SAR REALTORS® and Affiliates, as well as the work of the Salvation Army as he addressed the audience prior to lighting the Christmas Tree at the December Main Meeting. Other officials in attendance were Mayor of the City of Elk Grove Sophia Scherman and firefighters from the Sacramento Metro Fire Department.

The audience in the packed auditorium stood and cheered as a check for \$80,000 - raised entirely from SAR Member contributions and events - was presented by Christmas CanTree Committee Chair Tim McGuire to the Salvation Army. With the dedication and hard work of the event sponsors (listed below) and volunteers, the fundraising target of \$65,000 was far exceeded.

As always, there was some friendly competition between offices in the fundraising efforts this year and awards were distributed to the top offices in the Corporate, Affiliate and REALTOR® office category as follows:

### The 2010 SAR Christmas CanTree Corporate Sponsorship Award went to MetroList.

In the Affiliate Office category the winners were

**4th Place Donor – Comstock Mortgage**

**3rd Place Donor – Coastal Pacific Mortgage**

**2nd Place Donor – Big Valley Mortgage**

**1st Place Donor – American Pacific Reverse Mortgage Group**

The REALTOR® Office category winners were

**4th Place Donor – Exit Realty West**

**3rd Place Donor – Century 21 – Select**

**2nd Place Donor – Coldwell Banker – Sacramento Metro**

**1st Place Donor – Lyon Real Estate – Fair Oaks**

**Congratulations!!**

The real winners of our annual CanTree benefit are the thousands of needy Sacramento families who are fed during the Christmas season and throughout the year by the Salvation Army. SAR offers a warm "Thank You" to the Salvation Army and to our generous 2010 sponsors!

### "In-Kind" Donations

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Top Affiliate Offices – Des Lenz, Big Valley Mortgage; David Boliard, Coastal Pacific Mortgage, Dan Starelli, Comstock Mortgage



Top REALTOR® Offices – Mike Lippi, Coldwell Banker – Sac Metro; Dan Eveland, Century 21 Select; Sally Dunbar, Lyon Real Estate – Fair Oaks; Jeff Dominguez, Exit Realty West



Salvation Army representative Major Jeanne Stromberg accepts SAR CanTree contribution presented by CanTree Committee Chair Tim McGuire



Sacramento Mayor Kevin Johnson lights the Christmas Tree at the CanTree Dedication

## Sacramento Association of REALTORS®

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*The mission of the Sacramento Association of REALTORS® is to enhance the ability of its Members to practice their profession ethically and effectively, to serve the community and to protect private property rights.*

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2011 PRESIDENT

DOUG COVILL



## PRESIDENT'S PERSPECTIVE

# Join me on the Bridge to Success

When the Marketing Task Force presented the list of benefits to the Board of Directors last year, even many of us were surprised by the extent. If you're not sure what you're getting for your money, I encourage you to look at the list on the SAR website. (benefits.sacramento.org)

Goals for 2011 include much more outreach to Member offices. You can help – every time you come to a program or class at SAR, share the information with your office.

Another goal promotes green issues – working with the Sacramento Tree Foundation and SMUD, more eco-sensitive products in our retail center, and promoting energy efficiency of older homes.

Increasing the diversity of SAR leadership is another goal. SAR built a Bridge to Success for many Members when

it started the Leadership Academy in 2008. Becoming a leader at SAR may take serious effort, and the bridge of the Leadership Academy will definitely get you on your way.

Organizations such as Realtists and the Sacramento chapters of the National Association of Hispanic Real Estate Professionals (NAHREP) and Asian Real Estate Association of America (AREAA) are also important to our leadership development. I look forward to working with them this year, getting to know more of them, and getting them more involved in SAR.

Every good business person should reinvest in their business. SAR is the perfect way to do that.

I am so thankful for the opportunity to serve you this year and walk on the Bridge to Success with you.

SAR, simply put, is your bridge to success – but only if you take it.

Many of you who read this newsletter already walk the SAR Bridge to Success, but what about your fellow REALTORS®?

SAR has so much to offer you, but you do have to take advantage. I am surprised (but maybe I shouldn't be) when long-time Members don't know about basic benefits like the Broker Tuition card, group health insurance, free legal advice from C.A.R. attorneys or discounts on color printing.

Those are just a few of the tangible benefits, and there are so many other steps on the SAR Bridge to Success.

## February Main Meeting

Tuesday, February 1 (9:00-10:30am) Speaker: Carole Rodoni

**The 2011 Real Estate Market--will it rebound, retrench or re-dip?**

- The 2011 Real Estate market
- From the foreclosures and short sales markets to the luxury market-- which are hot, which are not and why
- There is a New Wave of Real Estate-- yes it's here, will it cause a tidal wave, a ripple or a tsunami

**Come find out, you may be surprised!**

Carole Rodoni is a renowned speaker on the economy and real estate and is currently President of her own consulting company, Bamboo Consulting. She was formerly President of Fox and Carskadon Real Estate, Chief Operating

Officer of Cornish and Carey Real Estate, and President of Alain Pinel REALTORS®.

Carole has shared her experience and knowledge with REALTORS®, brokers and managers all over the state. She writes for the *Wall Street Journal* and has been a guest columnist for the *San Francisco Examiner*. She also is a frequent guest speaker on several radio and TV programs across the Bay Area. In addition she has been a speaker and consultant for First American Title Company for many years.

Carole has been featured in *USA Today*, *The Hawaii Star Bulletin*, *The Wall*

*Street Journal*, *The Philadelphia Inquirer* and *The District 5 Diary* just to name a few. Carole personally owned Krames Communications for 11 years, selling it to Grolier Publishing in 1989 for \$27 million.

Carole is definitely a workaholic. She is results-oriented, bottom-line driven and has spent her career turning troubled companies around and returning them to profitability. She builds teams of bright, competent professionals willing to take risks, accept challenges, question, stretch, dare and dream.



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### Sacramento REALTOR® Newsletter

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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. 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.



I am looking forward to a new and exciting year in the real estate industry.

This area leads the nation in Energy Efficient Mortgages. This is something we should all be incredibly proud of. As our industry embraces the enhanced environmental awareness of our clients, we must embrace all the great new opportunities that are becoming available. Programs like the Energy Efficient Mortgage give our clients the opportunity to increase the *comfort, affordability, and dependability* of their homes. This presents a tremendous opportunity to make a positive difference for our clients, while also benefitting the community as a whole.

I for one have made some significant adjustments to support the benefits to my clients and community that these opportunities provide. Most of you know Kevin Nunn at Comstock Mortgage. Kevin and I were very busy last year working on projects supporting and promoting energy efficiency and enhancing the understanding of these opportunities within this industry and region. We developed some innovative concepts in this area and I have decided to coordinate my efforts with him more directly on these projects. I am joining Kevin and Comstock Mortgage to promote energy efficiency financing awareness and opportunities throughout this region. Our mission is to support the real estate community with all the great tools available – such as special financing, utility rebates, tax incentives and home ownership is essential for healthy communities. Good air quality and affordable energy are also very important. Creating structures that support all of these goals is something that our local region and industry are better qualified to pioneer than anyone, anywhere in this nation. I will be sharing these new concepts and approaches as 2011 unfolds.

The federal government has set aside billions of dollars to promote energy efficiency for existing home owners. There are some unique opportunities to integrate this into the purchase process for your buyers. Not only can this allow them to increase the *comfort, affordability, and dependability* of the home they buy, but it can even allow them to receive thousands of dollars in rebates after closing.

December 2010 saw many changes to lending:

#### 1) Cal PERS (the Public Employee's Retirement System)

CalPERS decided to suspend the PERS home loan program. Not enough members used this program. CalPERS had implemented some changes in October of 2009 that significantly reduced the advantages of this program.

#### 2) FHA Condos

December 7th was the date when pre-2008 condo approvals would expire, a last minute change by HUD allowed the expirations to be phased out between

## Welcome to 2011

December 2010 and March 31, 2011. Your loan professional can check to see if the condo your client is considering is on the list. If not – you will need to get it approved. Please note: inclusion on the list is only one of the criteria that must be met to qualify a condo for FHA financing.

#### 3) Fannie Mae

Fannie Mae implemented a number of changes over the weekend of December 11th, 2010.

a) Rounding up LTV's. Fannie Mae used to look at six decimal spaces. Now only two decimal spaces are rounded up to the next whole percent. This can create many issues with pricing and loan structuring if not fully understood.

b) If a borrower wants to pay off a debt to qualify but does not close the account, FNMA still requires the payment to be included in the debt ratios based on the most recent credit report.

c) Gifts are now allowed on Owner Occupied (one unit) purchases without the borrower investing five percent of their own funds, even when the down payment is less than 20 percent. (*Do you think they are trying to compete with FHA here?*)

d) PMI (Private Mortgage Insurance) has started to loosen their grip on what they will allow and not allow. They are still applying tighter rules than FNMA. It is encouraging though, that they appear to be loosening up a little.

e) Short Sales – the Desktop Underwriting, an automated approval, cannot currently differentiate between a foreclosure and a short sale, so the underwriter will need to manually underwrite the loan and validate that it was a short sale, not a foreclosure. Manual underwriting is not something all lenders allow or provide due to increased liability. The important take-away is a short sale generally allows a buyer to purchase again sooner than a foreclosure.

Lenders are now requiring a functioning kitchen (stove has to be present and working) on a conventional loan; owner occupied or non-owner occupied (rental) – sounds like Fannie Mae is taking

*continued on page 3*



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We've been talking about how SAR "Has Your Back" in these challenging times and how we are committed to helping you succeed.

The California Association and the National Association of REALTORS® have the same goal in mind for you. And we'd like to point out a few of their initiatives that are supporting you in your businesses right now.

#### Two Free Tools Added by C.A.R.

Beginning this month, C.A.R. is offering two free member benefits: zipLogix Digital Ink™ electronic signatures and zipVault™ document storage.

zipLogix Digital Ink™, which is free to C.A.R. Members, is a digital signature solution for signing both C.A.R. forms and non-C.A.R. documents within zipForm® 6. Electronic signatures facilitate quick, easy interaction between REALTOR® and client, and encourage a paperless transaction. zipLogix Digital Ink™ works seamlessly with zipForm® 6, and lets REALTORS® eliminate the need to print, fax, or drive across town to get paper copies signed.

Features of the zipLogix Digital Ink™ program include:

- The ability to sign and upload non-zipForm® documents
- Text boxes that allow clients to insert additional information on forms
- Address book which stores client information
- Pre-defined signature, initial and date fields for ease of signing

Also available now at no charge to C.A.R. Members is zipVault™, a free document storage feature in zipForm® 6. This new Member benefit allows you to store unlimited transactional documents online for up to five years within zipForm® 6 Professional transactions. Some of the capabilities include document upload and delivery via web, e-mail, fax or scanning directly to a specific transaction.

zipVault™ serves as a digital repository to save files for a specific transaction and includes the following benefits:

- Related transaction documents can be stored with forms for 24/7 access
- Ability to specify a date-certain retention/deletion time
- May be used as a DRE compliance tool

#### Two Core Housing Issues Addressed by NAR

"As the leading advocate for housing and home ownership issues, NAR firmly believes that the mortgage interest deduction (MID) is vital to the stability of the American housing market and economy.

"The Mortgage Interest Deduction (MID) must not be targeted for change" states 2011 President Ron Phipps. "NAR is actively engaged on behalf of the nation's 75 million home owners and 1.1 million Realtors® to ensure that the current deduction is not modified as was recommended in the Deficit Reduction Commission report recently released.

"Recent progress has been made in bringing stability to the housing market and any changes to the MID now or in the future could critically erode home prices and the value of homes by as much as 15 percent, according to our research. This would negatively impact home ownership for millions of Americans, including those who own their homes outright and have no mortgage.

"Any further downward pressure on home prices will hamper the economic recovery, raise foreclosures and hurt banks' abilities to lend and likely tip the economy into another recession resulting in further job losses for the country. It will effectively close the door on the American dream," concludes Phipps.

On another vital front, NAR is urging the mortgage lending industry to reassess and amend their policies so more qualified home buyers can become home owners.

"REALTORS® believe in a responsible, sustainable model for home ownership, and current credit policy restrictions are not conducive to that model," said Vicki Cox Golder, outgoing President of NAR.

"The Federal Housing Administration, Fannie Mae and Freddie Mac have a mission to provide mortgage liquidity to qualified home buyers, including low- and moderate-income families and first-time home buyers. That mission is being impaired by unnecessarily restrictive limits on the availability of credit, and these extremely tight credit policies are significantly delaying a housing market and economic recovery."

Currently, FHA, Fannie Mae and Freddie Mac account for more than 90 percent of the mortgage market. Lenders refuse to make loans unless FHA will insure them or the GSEs will buy them. Stricter FHA and GSE underwriting rules eliminate many buyers with credit scores as high as 750, and lenders are imposing credit overlays of their own, restricting the availability of credit.

As part of its credit policy to increase mortgage lending to qualified borrowers, NAR is developing educational materials for REALTORS® and consumers about credit issues, including the importance of good credit, lender credit policies, and how to find a fair and affordable mortgage.

continued on page 5

## MAKE THE RIGHT MOVE IN 2011



### OUR VALUES

Innovation • Life Balance • Teamwork • Positive Work Environment • Accountability • Social Responsibility • Respect • Integrity

Here's to our shared success in 2010. In 2011, our strategy is to continue exceeding your expectations, by delivering the highest level of customer service.

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## Welcome to 2011

continued from page 3

a play out of the FHA playbook. Check with your loan professional if you have a transaction like this.

### Rates:

Wow, did we experience a roller coaster on rates in December? One good outcome from this spike is that a lot of the "fence sitters" jumped into the market, creating a nice start to 2011.

Rob Chrisman, who spoke at the December Real Estate Finance Forum, stated that since October 2010, the 10-year US Treasury yield has gone up about 85 basis points (from 2.4 to 3.35). The crisis in Europe and the Fed's \$600 billion bond-purchasing program typically would move rates lower. But a pick-up in world economic indicators, along with concern over a growing US defi-

cit has instead produced the opposite result: bond buyers now want a higher return to mitigate the risk of future inflation and/or a weak dollar. Companies from PIMCO to Goldman Sachs are raising their GDP estimates for 2011.

The FHA waiver for "Less than 90-day flips" will expire in February 2011. This was a one-year waiver. At the time of

this writing, no extension rumors were floating from HUD. Make sure your investors and home buyers are aware of the potential expiration of this waiver.

If you have any questions or comments, you can email me: Scott Short, Comstock Mortgage at: scott.short@comcast.net or call: 916-421-8559.

## License Renewal Programs are Changing

You may have heard rumors that DRE has changed its licensing renewal regulations. To put your mind at ease, DRE has not added any more hours to the 45 required to renew your license every four years. Most of the changes are designed to increase the difficulty of continuing education correspondence courses. These changes will take place in early 2011.

Below is a brief list of what you can expect the next time you take a home study or online course.

1. All continuing education exams will contain 90% multiple choice questions and no more than 10% true/false questions. Previously, the tests were composed of mostly true/false questions.
2. Time limits on exams will be rigidly enforced.
3. The practice questions included in your home study materials will differ from those used for the final exam.
4. You must plan further ahead when ordering your home study materials. You will need to have the 45-hour course material six days ahead of the test dates.

5. You will no longer be able to take short cuts or jump ahead when reading the online course material. Courses will be designed to require you to read and test for no less than 45 clock hours.

6. If you do not pass a course exam, you

will have only one chance to retest. The questions in the second exam will be different from those in the first. If you fail the second exam, you must retake the course.

Since the real estate schools are required to revise and lengthen their

courses, you can expect the cost of renewal packages to increase. If you plan ahead and allow sufficient time to complete your home study or online course, the impact of these changes should be minimal.

## EVP Exchange

continued from page 4

NAR is also working with FHA, the GSEs, lenders and federal regulators to encourage them to assess their credit policies on a regular basis, and will urge them to re-evaluate their policies regarding which home owners can qualify for loan modifications, short sales, or deeds-in-lieu of foreclosure to help more home owners keep their homes or, when that is not possible, help them begin to rebuild their credit.

The three-tiered REALTOR® federation is working overtime – just as you are – on behalf of you and your buyers and sellers.

We've got your back.

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# SAR EDUCATIONAL OFFERINGS

DATE	TIME	CLASS	COST	TOPIC	INSTRUCTOR
February 18	9:00 – 11:30am	<b>Broker Price Opinions</b>	\$30	<ul style="list-style-type: none"> <li>• What is a BPO and how are they used</li> <li>• Why should you do BPOs and how to get started</li> <li>• Finding BPO companies</li> <li>• General BPO guidelines</li> <li>• How to process once assigned a BPO</li> <li>• Much more</li> </ul>	Bob Barrie
February 22	1:00 – 4:00pm	<b>Electronic Signatures</b>	\$20	<ul style="list-style-type: none"> <li>• Electronic signatures</li> <li>• Legally binding for most real estate transactions</li> <li>• Requires minimal computer savvy from clients</li> <li>• Agents and clients can send from remote locations</li> <li>• Works with zipForm and any type of uploaded document</li> </ul>	David Lovenvirth
February 24	9:00am – 1:00pm	<b>US Bank and Freddie Mac Presentation</b>	Free, pre-registration requested	Details available at <a href="http://www.sacrealtor.org">www.sacrealtor.org</a> .	
March 21-22	8:30am – 5:00pm	<b>Certified Negotiation Expert*</b>	\$169	<ul style="list-style-type: none"> <li>• <b>Professional Negotiators</b> – what to do differently vs. average negotiators and how they get better results for their clients and themselves</li> <li>• <b>Competitive Bargaining</b> – understand the “tough” approach to negotiating, when to use it, and how to handle that highly competitive hard bargainer across the table</li> <li>• <b>Collaborative Negotiating</b> – learn collaborative negotiation techniques and why this “win-win” approach leads to better outcomes for both parties</li> <li>• Much more!</li> </ul> <p><b>DRE Credit: 15 hours</b></p>	Jeffrey Raskin

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 **Chris Ly** 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 SAR's early bird fee

## MANY MORE CLASSES LISTED AT [WWW.SACRAMENTO.ORG/EDUCATION](http://WWW.SACRAMENTO.ORG/EDUCATION)





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# FEBRUARY CALENDAR OF EVENTS

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
	1 Main Meeting (A) 9:00 – 10:30am Community Outreach Committee (B) 10:30 – 11:30am	2 Preventing Problematic Commercial Purchase Agreements (A) 8:30 – 10:00am New Member Orientation (B) 8:30am - 12:30pm Tax Strategies for RE Professionals (A) 1:00 – 3:00pm	3 Real Estate Finance Forum (A) 9:00-10:30am CanTree Committee (B) 10:15-11:30am	4 Masters Club Roundtables (A) 8:00am – 12noon
7 MetroList Prospector – Course 1 (T) 9:00am – 12noon MetroList Prospector – Course 2 (T) 1:00 – 4:00pm	8 Regional Meetings* 8:30-9:30am National Association of Hispanic RE Professionals (A) 11:30am – 2:30pm	9 Lunch & Learn – Electronic Signatures (A) 12:00 – 1:30pm	10 GRI (A) 8:00am – 5:00pm Realtist (A) 9:00 – 11:00am Equal Opportunities/Cultural Diversity Committee (B) 11:30am – 1:00pm	11 SAR Closed – Staff Meeting (B) 7:30 – 8:30am
14 Education Committee Meeting (B) 9:00 – 10:00am	15 Regional Meetings* 8:30-9:30am NorCal Real Estate Expo Committee (B) 2:00 – 4:00pm	16	17 Young Professionals Council Forum (A) 9:00 – 10:00am Women's Council of REALTORS® Luncheon (A) 11:30am – 1:30pm Asian Real Estate Professionals of America (A) 11:30am – 3:30pm	18 Broker Price Opinions (A) 9:00 – 11:30am Public Issues Forum 9:30 – 10:30am
21 SAR Closed – President's Day	22 Regional Meetings* 8:30-9:30am e-Signatures class (A) 1:00 – 4:00pm	23 SAR Closed – Staff Development 1:00 – 2:00pm Housing Opportunity Committee (B) 2:30 – 4:00pm	24 US Bank Presentation (A) 9:00am – 1:00pm	25 Industry Update (B) 9:00 – 10:00am
28 MetroList Prospector – MetroList Pro (T) 9:00am – 12noon MetroList Prospector – MetroList Pro (T) 1:00 – 4:00pm	<div style="background-color: #FFD700; padding: 10px; border: 1px solid black;"> <h2 style="color: #0056b3; margin: 0;">SAVE THE DATES</h2> <p style="margin: 0;"><b>Masters Club Roundtables: Friday, February 4, 2011</b></p> <p style="margin: 0;"><b>CanTree Crab Fest: Saturday, February 5, 2011</b></p> </div>			

\*For Regional Meeting locations and times, visit [www.sacaravans.org](http://www.sacaravans.org) or contact Tony Vicari at [tvicari@sacrealtor.org](mailto: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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by Larry Lenhart, Masters Club Steering Committee Member

## Member Profiles

This month we are profiling two very successful Masters Club Members, Tom Reilly and Jeremy Tuchsén of Kraft Real Estate. Both of these REALTORS® have been friends as well as Masters Club members for many years.

Tom is a native Sacramentan, a REALTOR® for 13 years and a Masters Club member for eight. He has worked at Kraft for the last 10 years. Tom and Jeremy are REO specialists with the majority of their business derived from handling foreclosed properties. As with any long-term REALTOR®, Tom and Jeremy both enjoy a loyal client base who provide them with more traditional transactions amid the hustle and bustle of the REO world.

Jeremy hails from the Monterey Bay area and moved to Sacramento 16 years ago to begin a real estate career. He mentored under Tom Reilly for a few years and soon joined him as a partner in 2004. Their REO business took off in 2008, and they now both put in an average of 60-70 hours weekly to meet the needs of their clients.

Tom is an avid golfer, skier, wind surfer and mountain bicyclist. He enjoys both domestic and international travel with his wife. Jeremy, too, is an avid golfer and mountain bicyclist, and prefers snowboarding.

Tom and Jeremy, with Jason Bolton and Justin Russo, recently took home top honors for the second year in a row as the winning team at the recent Masters

Club Golf Tournament held at Northridge Country Club on October 11.

Pearls of wisdom from Tom and Jeremy to other REALTORS® include making sure you have a willingness to work hard. Both have had excellent mentors who taught and coached them through their early real estate years. In the REO business they find too many fellow REALTORS® not communicating as often and in as detailed a fashion as the transaction requires. The REO process of working with asset managers and non-local escrow and title firms requires understanding the details of the paperwork and making sure all the T's are crossed and I's are dotted. Inaccurate and incomplete paperwork, coupled with lender issues are the biggest headaches they deal with on a day-to-day basis. Tom and Jeremy are

long-term SAR Members who exemplify the professional and ethical code of conduct required of all REALTORS®.

## Special Events

The Masters Club Breakfast held at the Del Paso Country Club on November 19th was a whopping success with over 165 attendees. Geoff Petrie, general manager of the Sacramento Kings, was the guest speaker who shared the challenges and rewards of managing a professional NBA Basketball team. Masters Club officers and sponsors presented over \$12,000 in funds raised by the Masters Club Golf Tournament to three very deserving charities: The GreenHouse, Moral Values Program and Wellspring Women's Center.

Please be sure to attend the Annual Educational Roundtables coming up on February 4th from 8:00 a.m. - 12

noon. If you are not already a Master Club Member, and you qualify for 2010, please consider joining and being a part of this highly professional group of dedicated REALTORS®. All qualification requirements and forms can be found on line at <http://www.sacrealtor.org/masters-club/application-process.html>.



Luci Htain, Erin Attardi and Linda Wood visit at the annual Masters Club breakfast

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<sup>1</sup> The summary is provided as a convenience, does not serve as a substitute for a borrower's actual loan documents, and is not a commitment to lend.

Borrowers should become fully informed by reviewing all of the loan and disclosure documentation provided.

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## NOVEMBER 2010 DATA FOR SACRAMENTO COUNTY AND THE CITY OF WEST SACRAMENTO

### MLS STATISTICS for November 2010 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
New Listings Published	2,091		2,198	-4.9%		1,521		37.5%
Active Listing Inventory †	5,225		5,319	-1.8%		5,096		36.0%
Active Short Sale Contingent *	1,704		1,740	-2.1%		n/a		
Number of New Escrows	1,278		1,305	-2.1%		1,247		2.5%
Number of REO Sales	551	42.3%	537	2.6%	40.0%	579	40.2%	-4.8%
Number of Short Sales	294	22.6%	315	-6.7%	23.5%	309	21.5%	-4.9%
Conventional Sales	457	35.1%	489	-6.5%	36.5%	551	38.3%	-17.1%
Total Number of Closed Escrows	1,302	100.0%	1,341	-2.9%	100.0%	1,439	100.0%	-9.5%
Months Inventory	4 Months		4 Months	0.0%		3.5 Months		14.3%
Dollar Value of Closed Escrows	\$267,678,888		\$275,395,707	-2.8%		\$303,477,291		-11.8%
Median	\$180,000		\$179,500	0.3%		\$187,000		-3.7%
Mean	\$205,591		\$205,366	0.1%		\$211,482		-2.8%
Mode	\$200,000 - \$249,999		\$200,000 - \$249,999			\$200,000 - \$249,999		
<b>Year-to-Date Statistics</b>	01/01/10 to 11/30/10 SAR monthly data, compiled		01/01/10 to 11/30/10 MetroList YTD data			1/1/2009 11/30/2009		Change
Number of Closed Escrows	15,923		16,595			18,343		-13.2%
Dollar Value of Closed Escrows	\$3,321,022,034		\$3,439,018,812			\$3,666,952,491		-9.4%
Median	\$184,900		\$184,000			\$175,000		5.7%
Mean	\$208,568		\$207,232			\$199,910		4.3%

#### CONDOMINIUM RESALES

Monthly Statistics	Current Month	% of Total	Last Month	Change	% of Total	Last Year	Change
New Listings Published	201		198	1.5%		128	57.0%
Active Listing Inventory †	547		526	2.0%		495	44.6%
Active Short Sale Contingent *	169		176			n/a	n/a
Number of New Escrows	99		108	-8.3%		100	-1.0%
Number of REO Sales	65	56.0%	55	18.2%	49.1%	58	12.1%
Number of Short Sales	27	23.3%	27	0.0%	24.1%	31	n/a
Conventional Sales	24	20.7%	30	-20.0%	26.8%	28	n/a
Total Closed Escrows	116	100.0%	112	3.6%	100.0%	117	-0.9%
Dollar Value of Closed Escrows	\$11,172,717		\$11,271,383	-0.9%		\$13,529,072	-17.4%
Median	\$85,250		\$88,750	-3.9%		\$100,000	-14.8%
Mean	\$96,317		\$100,637	-4.3%		\$116,630	-17.4%
Mode	\$50,000 - \$59,999		\$50,000 - \$59,999			\$120,000 - \$139,999	
<b>Year-to-Date Statistics</b>	01/01/10 to 11/30/10 SAR monthly data, compiled		01/01/10 to 11/30/10 MetroList YTD Data			1/1/2009 11/30/2009	Change
Number of Closed Escrows	1,319		1,374			1,241	6.3%
Dollar Value of Closed Escrows	\$131,513,989		\$150,018,248			\$147,252,701	-10.7%
Median	\$88,000		\$88,000			\$99,444	-11.5%
Mean	\$109,184		\$109,184			\$118,656	-8.0%

† Includes: Active, Active Release Clause, Active Short Sale, Active Court Approval and Active Court Contingent Listings

### MLS STATISTICS for November 2010

#### Data for Sacramento County and the City of West Sacramento

#### SALE PRICE BRACKET BASED ON FINAL SALES

Selling Price	Single-Fam Res.	% of Total	Condo/PUD	% of Total	Res. Incme.	Res. Lots/Land	Other Res.*
\$29,999 and under	4	0.3%	2	1.7%	0	2	1
\$30,000 - \$39,999	3	0.2%	11	9.5%	0	0	1
\$40,000 - \$49,999	12	0.9%	9	7.8%	0	0	2
\$50,000 - \$59,999	22	1.7%	14	12.1%	0	1	1
\$60,000 - \$69,999	28	2.2%	5	4.3%	3	1	3
\$70,000 - \$79,999	35	2.7%	12	10.3%	1	1	2
\$80,000 - \$89,999	39	3.0%	9	7.8%	2	0	2
\$90,000 - \$99,999	42	3.2%	8	6.9%	4	0	3
\$100,000 - \$119,999	97	7.5%	13	11.2%	4	0	0
\$120,000 - \$139,999	117	9.0%	12	10.3%	8	0	4
\$140,000 - \$159,999	119	9.1%	8	6.9%	5	0	3
\$160,000 - \$179,999	121	9.3%	4	3.4%	6	0	1
\$180,000 - \$199,999	91	7.0%	3	2.6%	4	0	2
\$200,000 - \$249,999	227	17.4%	4	3.4%	8	0	3
\$250,000 - \$299,999	135	10.4%	0	0.0%	6	0	1
\$300,000 - \$349,999	81	6.2%	1	0.9%	1	0	0
\$350,000 - \$399,999	47	3.6%	1	0.9%	0	0	1
\$400,000 - \$449,999	25	1.9%	0	0.0%	1	0	0
\$450,000 - \$499,999	18	1.4%	0	0.0%	0	0	2
\$500,000 - \$549,000	10	0.8%	0	0.0%	0	0	0
\$550,000 - \$599,000	8	0.6%	0	0.0%	1	0	0
\$600,000 - \$999,999	19	1.5%	0	0.0%	2	1	2
\$1,000,000 and over	2	0.2%	0	0.0%	1	0	0
<b>Total</b>	<b>1,302</b>	<b>100%</b>	<b>116</b>	<b>100%</b>	<b>57</b>	<b>6</b>	<b>34</b>

Type of Financing	Current Month		Previous Month		LENGTH OF TIME ON MARKET				
	# of Units	% of Total	# of Units	% of Total	(SFR & Condo) Days on Market	# of Units	% of Total		
(SFR, condo, PUD only)									
Financing Method						Current Month	Last 4 Months	Last 12 Months	
Cash	417	29.4%	378	26.1%	0 - 30	564	39.8%	42.4%	50.5%
Conventional	477	33.6%	515	35.5%	31 - 60	275	19.4%	20.1%	17.6%
FHA	399	28.1%	438	30.2%	61 - 90	214	15.1%	12.6%	10.5%
VA	42	3.0%	35	2.4%	91 - 120	144	10.2%	9.0%	6.9%
Other †	83	5.9%	84	5.8%	121 - 180	126	8.9%	9.3%	7.6%
<b>Total</b>	<b>1,418</b>	<b>100.0%</b>	<b>1,450</b>	<b>100.0%</b>	<b>181+</b>	<b>95</b>	<b>6.7%</b>	<b>6.6%</b>	<b>6.9%</b>
					<b>Total</b>	<b>1,418</b>	<b>100.0%</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: 42  
Average DOM: 66.8  
Average DOM 1 - 180 Days: 52  
Average DOM 181+ Days: 273

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

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**Renee Cabral** - South East Sacramento (zip codes 95828, 95829, Elk Grove 95624) 916-923-6181x152

**Joe and Susie Cabrillo** - Sacramento (zip codes 95829, 95828, 95827) 916-213-8526

**Cathy Galligan** - Carmichael, Fair Oaks, Orangevale 916-923-6181x168

**Jim Hall** - South Sacramento - (zip codes 95823, 95832, 95831) (Greenhaven/Pocket), Land Park (zip code 95818), Mid-Town (zip codes 95816, 95814), West Sacramento (zip codes 95691, 95605) 916-923-6181x122

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## 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 #12-13: Advertising Including Information Based on Other Brokers' Transactions

(Adopted November, 1994, Revised November, 1997.) Reprinted with permission from the National Association of REALTORS® Code of Ethics and Arbitration Manual.

Shortly after mailing his "Homeowners Neighborhood Newsletter" to local residents, a complaint was filed against REALTOR® B alleging he had engaged in deceptive advertising in violation of Article 12's "true picture" mandate. The complaint was reviewed by the Grievance Committee which determined that a hearing should be held. Appropriate notices were sent and a hearing was convened.

REALTOR® A, the complainant, provided panel members with copies of REALTOR® B's "Homeowners Neighborhood Newsletter" noting that REALTOR® B had compiled a list of 20 homes in an exclusive area of town, titling the list "Recently Sold." REALTOR® A, the listing broker for two of those properties, stated that he believed that readers could conclude that REALTOR® B, in advertising this way, had constructively claimed to have listed and sold all of the properties on the list and that such claims violated Article 12.

In his defense, REALTOR® B acknowledged that his "Homeowners Neighborhood Newsletter" was, in fact, primarily an advertising vehicle and that it did not have a regular publication schedule. While it included news and information, including tips on how to make residential property more readily saleable and information regarding products and services offered by REALTOR® B's firm, its primary purpose was to generate business for REALTOR® B's firm.

REALTOR® B defended inclusion of the "Recently Sold" list, pointing out that all of the properties on the list were the subject of recent sales transactions; that the period of time during which the transactions had closed was clearly stated; that the fact that the information was taken from the local MLS compilation of historical data had been duly noted; that a footnote at the bottom of the page clearly indicated that the properties on the list had been listed

and sold by various participants in the MLS; and that such use was consistent with the local MLS rules and regulations.

The Hearing Panel accepted REALTOR® B's defense, holding that reasonable readers would conclude that most newsletters were, in reality, promotional advertising pieces and, in any case, that REALTOR® B's newsletter had included some items of "news". Moreover, they noted that if REALTOR® B had simply listed the 20 transactions, titling them as "recently sold" and had done nothing

more, then a reasonable reader might have concluded that he was claiming to have listed and sold those properties. However, since REALTOR® B had included a footnote pointing out that the properties on the list had been listed and sold by various participants in the MLS, the fact that REALTOR® B had not included the names of each listing broker could not be construed as REALTOR® B claiming to have been the listing broker in each instance or to have "sold" each of the properties.

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Registration deadline: January 28, 2011

Questions: contact Lilly at 916.437.1212 or [lmishchuk@sacrealtor.org](mailto:lmishchuk@sacrealtor.org)



Allison Couchman and Doug Covill represented SAR at a recent luncheon at which the Sacramento Business Journal recognized 21 local businesses for their philanthropic efforts. Doug is President of SAR and Allison is Chair of the Community Outreach Committee. SAR was recognized for the funds it donates to charity; for the philanthropic efforts of Masters Club, CanTree and Young Professionals; for Members' active involvement in the community on their own and through organizations like Rebuilding Together, and for support of staff by matching employees' donations and allowing time off for charitable activities.

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**Assessment Questions?**

The Sacramento Association of REALTORS® has worked to develop and maintain relationship with the County Tax Assessor's office. In the past, SAR has enjoyed good professional relationships with County Assessors Roger Fong and Ken Stieger. Mr. Stieger finished his term in 2010 and retired after working in the Assessor's office since 1985, and serving as the county's elected Assessor since 1999. He was accessible and helpful to SAR, coming to the Association a few times each year to update Members on assessment issues.

Upon the announcement of his retirement, Assistant Assessor Kathy Kelleher filed to run for the office in a field crowded with several other candidates. While she was clearly the most qualified, she didn't consider herself a politician and cautiously sought the support from

politically savvy groups such as SAR. She easily won.

Ms. Kelleher began in the Assessor's office as a college intern and worked her way up. Her interest in assessment issues and knowledge of the process instantly comes across when speaking to her.

Assessment issues are integral to the real estate community. Over the years REALTORS® have dealt with assessment increases and decreases and have struggled along with the Assessor's office over reporting methodology. Access to the most up-to-date information from the Assessor's office is vital to Members being knowledgeable on property tax issues affecting their clients.

Incoming Sacramento County Assessor Kathy Kelleher is excited about

her new job and she plans to work closely with the Sacramento Association of REALTORS®. She hopes to communicate more directly with REALTORS®, who will in turn be able to pass this information on to homeowners.

Ms. Kelleher's first move to better communication was to invite SAR to a stakeholders meeting on how to improve the Assessor's website for REALTORS®, buyers and sellers. The Assessor's office already has one of the best assessment websites in the area, but they want to make it better. The meeting was very valuable. Participants discussed the value REALTORS® find in social media like Facebook and Twitter and suggested many applications the Assessor's office could use to distribute information to the real estate community. We also spent time brainstorming

the top ten assessment related questions REALTORS® get from clients.

Ms. Kelleher and her staff implemented some of the ideas just days after the initial meeting. Next time you log into Facebook be sure to "like" the new "Sacramento County Assessor" page and you can stay up-to-date with the latest tax assessment issues.

The meeting generated many ideas, and we would like to enhance those ideas with your input. We want to hear from you. What are the most common assessment related questions you hear from your clients? Ms. Kelleher would like to add a new section to the website addressing these questions. Email your thoughts on this, and other thoughts on improvements to the Assessor's website to Caylyn Brown at [cbrown@sacrealtor.org](mailto:cbrown@sacrealtor.org).

**NOVEMBER 2010**

**New REALTOR® Members**

- Shelli A. Beck**  
*Lyon RE Downtown*
- Jason S. Berry**  
*Avalar R.E. & Mortgage Network*
- Sarah I. Bixby**  
*Miller Realty Network*
- Heidi A. Bixby**  
*Woods of California Real Estat*
- Gary Bradley**  
*Lyon RE Natomas*

- Shakira Brewer**  
*Rick Otto and Associates*
- Keveron L. Bryant**  
*Sara Gonzalez Realty Group*
- Manuel L. Cardoza**  
*Lyon RE West Sacramento*
- Dora L. Carrion**  
*Coldwell Banker-Res R E Srv*
- Othneil Cash**  
*BHG Mason-McDuffie Real Estate*
- Shalee B. Coleman**

- Coldwell Banker-Res R E Srv*
- Kevin Conroy**  
*Cornerstone R E Brokerage*
- Bridget H. Dempsey Bertera**  
*BHG Mason-McDuffie Real Estate*
- John G. Gage**  
*Lyon RE Sierra Oaks*
- Elizabeth T. Grijalva**  
*Guardian Home Brokers Inc.*
- DeWana L. Hale**  
*Code 3 Realty & Mortgage, Inc*
- Jennifer Hayden**  
*Security Pacific Real Estate*
- Gilbert J. Herrera**  
*Keller Williams Realty*
- Mary Hohenbrink**  
*California Regency Realty*
- Ronald J. Howard**  
*Pinnacle Real Estate Group*
- Patrick S. Libbee**  
*Coldwell Banker-Res R E Srv*
- John J. Luebbert**  
*Century 21-Noel David Realty*
- Steve M. Neves**  
*Lyon RE Roseville*
- Adam W. Odabashian**  
*Tri-Star Home Realty*
- Felipe Olvera Jr**  
*Lyon RE Downtown*
- Igor Pekelis**  
*Advanced Global Real Estate*
- Aaron A. Pina**  
*Woods of California Real Estat*
- Maria C. Sario-Reyes**

- Majestic Corporation*
- Kishore K. Sherchand**  
*Connect Realty.com Inc.*
- Joshua Van Horn**  
*Odama Realty*
- Brent Vockrodt**  
*RE/MAX Gold Fair Oaks*
- Sandy J. Wesley**  
*Prudential NorCal Realty*
- Shirley E. Won**  
*Realty Executives Galster Grp*
- Julie A. Worden**  
*Guardian Home Brokers Inc.*

**New Designated REALTORS®**

- Harminder K. Chahal**  
*Center Point Brokerage*
- Shane P. McAdams**  
*Turtlestone Realty*
- Pete H. Schwieder**  
*Pete H. Schwieder*

**New Affiliate Members**

- Randy Dobbins**  
*Sign UP Sacramento*
- Matthew Miller**  
*The Premier Lending Network*
- Ji Moore**  
*Wells Fargo Home Mortgage*

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## Commercial classes planned in 2011

One of SAR's most popular commercial division instructors, attorney Bill Hunter, will cover more aspects of leasing in 2011.

No two Bill Hunter courses are alike, so commercial practitioners will always benefit. Also, each course stands alone, so it is never necessary for a commercial REALTOR® to have taken other Bill Hunter leasing classes.

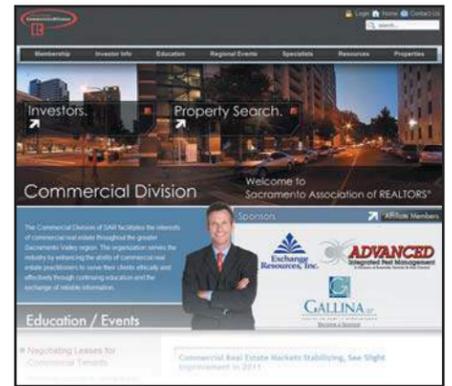
In January, he will offer "Negotiating Leases for Commercial Tenants." Students will learn how to effectively negotiate their commercial leases, given the current state of the business and protect their side at the bargaining table.

The current recession has changed the dynamics between commercial landlords and tenants. Tenants are concerned about potential landlord defaults, including foreclosures. They want greater assurances that their interests will be protected and that they will receive the "benefits of their bargains." The impact of the recession will soon include new accounting standards for tenants respecting commercial leases. How can a broker survive and collect commissions for its services when the FASB Exposure Draft will significantly change "generally accepted accounting principals?"

In February, Mr. Hunter will cover "Top 10 Purchase Agreement Traps for the Unwary."

Registration for all courses is at [www.saccommercial.org](http://www.saccommercial.org) or [www.sacrealtor.org](http://www.sacrealtor.org).

The latest issue of Commercial Connections from NAR guides commercial REALTORS® on efficiently running their business. Gain tips on building profitable relationships; benchmarking; and anticipating and surviving the changes in the commercial landscape at [http://www.realtor.org/commercial/rca\\_publications](http://www.realtor.org/commercial/rca_publications)



Visit [www.saccommercial.org](http://www.saccommercial.org) for classes and current information on the commercial real estate market

## November closes with decreased sales, increased cash buyers

A seasonally normal trend shows decreased market activity, with monthly sales volume dropping 2.9% from 1,341 units to 1,302 units. Making up these sales were 551 REOs (42.3%), 294 short

sales (22.6%) and 457 conventional sales (35.1%). These numbers have changed slightly month-to-month with REOs up 5.7% and short sales and conventional sales both down by 3.8%.

The median home sales price showed little movement, increasing 0.3% from \$179,500 to \$180,000. Compared with the same month last year (\$187,000), the number is down 3.7%. The \$200,000

-\$249,999 price range mode still accounts for a majority (17.4% or 227 units) of the 1,302 total sales this month, while homes under \$100,000 totaled 185 (14.2%) units. Conventional financing continued as the primary source of all home and condo sales (477, 33.6%) with cash (417, 29.4%) and FHA financing (399, 28.1%) making up the two other large categories. Conventional and FHA financing both decreased, dropping 5.3% and 6.9%, respectively. Cash financing, however, increased 12.6%, possibly from an increase in investor activity during the holiday season. VA loans (42, 3%) and other financing (83, 5.9%) rounded out the remainder. The other category includes CalVet, contract of sale, creative, farm home loan and owner financing. The median amount of days spent on the market (from list date to opening escrow) was 42 – up from the 41 median DOM of sales in October.

Active Listings numbered 5,225 properties and Active Short Sales Contingent showed 1,704. Active Short Sale Contingent properties are short sale properties on which initial offers have been made and are not entirely "active." The Housing Market Supply figure for November was four months – the same as October. This figure represents the amount of time – in months – it would take to deplete the Active Listing Inventory (5,225) given the current number of closed escrows (1,302). According to MetroList® MLS data, the average home was 1,755 square feet. Of the 1,341 sales this month, 114 (8.7%) had 2 bedrooms or fewer, 684 (52.5%) had 3 bedrooms, 404 (31%) were 4 bedroom properties and 103 properties (7.9%) had 5+ bedrooms.

### Condominium Resale Market

Sacramento condominium sales increased for the month to 116 units. This figure is up 3.6% from the 112 units sold in October and down .8% from the 117 units sold last year. REO property sales accounted for 56% of all units sold while short sales (23.3%) and conventional sales (20.7%) accounted for the remainder. REO condo sales increased 14% this month, while short sales and conventional sales decreased, 3.3% and 22.7%, respectively. The increase in REO sales and decrease in conventional sales again points to the seasonal trend of decreased seller activity and increased investor buying. The condominium median sales price is down month-to-month with a 3.9% decrease from \$88,750 to \$85,250. This current level is down 14.8% from the \$100,000 median sales price of November 2009. The total listing inventory decreased 2% month-to-month from 702 listings to 716 listings. Of these 716 listings, 169 (23.6%) were listed as Active Short Sale Contingent, leaving the actual Active Listing Inventory at 547 units.

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Ben Ludington  
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Anthony Nunez  
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Gene Oxley  
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Ricardo Pacheco  
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Jessica Pantages  
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Mari Parisi  
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Malyna Pham  
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Nathan Sibbet  
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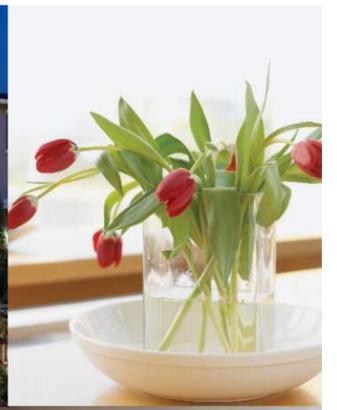
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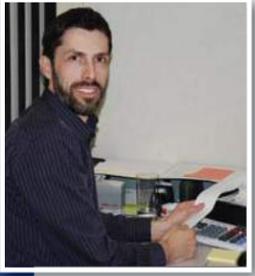


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## STAFF MEMBER OF THE MONTH

AARON TRUBY



### How long have you been with SAR and what is your position?

I am the Staff Accountant and I have been employed here for coming up on 10 years.

### What did you do before you were hired at SAR?

I attended community college in Eureka and Santa Rosa before moving

on to Sac State where I graduated with a degree in accounting. I was working at the Census Bureau before being hired at SAR.

### Why did you decide to pursue accounting?

I liked the structure that mathematics provided and seemed to be able to follow it fairly easily in high school and college. I also had an inclination toward something business-oriented. Accounting just seemed like the right fit for me.

### What do you like best about working for SAR?

I like that we are a smaller office and that we have an excellent tight-knit group from top to bottom.

### How long have you lived in Sacramento?

I've been in Sacramento for 17 years. I grew up in Willits, California, home of the Skunk Train and Seabiscuit.

### Favorite restaurant: in Sacramento? Outside Sacramento?

I'd have to say that since I enjoy pizza so much—Chicago style to be specific, that my favorite place to eat in Sacramento is Zelda's and outside of Sacramento is Zachary's.

### What do you like/dislike about Sacramento?

What I don't like, that's easy—allergy season!!! Other than that, I like the diversity of people and cultures in our city.

I also enjoy Sacramento's proximity to the ocean and mountains.

### Hobbies or other activities?

I've recently been introduced to the exciting world of RPM Indoor Kart Racing – I highly recommend everyone try it. I also go to the gym a lot to stay physically active. Anyone wanna box? – Let's spar.

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

I just learned how to swim. Actually, don't throw me in the water quite yet as I'm still learning.

## TECHNOLOGY TIP

### Get Quick Responses with QR Codes

A QR Code (which stands for "Quick Response") is a 2D barcode that has been gaining a lot of popularity thanks to smartphones. The code consists of black modules arranged in a square pattern on a white background and is designed to be decoded at high speed. Smartphone users with a correct reader application can scan the image of the QR Code to display text, contact information, connect to a wireless network, or open a web page in the phone's browser.

Why is this important? You can actually generate and print your own QR Code for others to scan and use by visiting one of several free QR Code generating sites (such as <http://www.qrstuff.com/>). These sites allow you to create your own QR Code on the fly that you can then print for such things as:

- A simple message is displayed
- Send people automatically to your website when they scan the code
- Create an SMS Message they can send to you
- Have an email message ready to go that they can just send you
- People can add your contact details to their phone (VCARD)
- They can add an event to their calendar (VCALENDAR)
- Pop up a location in Google Maps

- Android phone users can login to your WiFi network (complete with password)
- Have a Paypal "Buy Now" link for people to make a quick purchase or donation
- Direct links to your social networking profiles
- A direct link to a YouTube video (great for showing an open house video at a property)

The good news is that all of the technical specifications are standardized so the QR codes can be read the same all over the world and on all of the capable smartphones. To make things even easier, the QR Code also contains its own error correction data and orientation calibration, which means it doesn't matter which direction that the QR code is scanned from, the code can still be read.

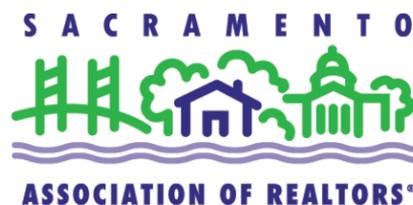


## SAR Member Benefit of the Month

The SAR Real Estate Library is one of our most underused resources. In fact, you may not be aware of its existence – so here's an update.

The library is located at the end of the hall on the second floor and recently underwent a complete face lift. It was moved from a different room, recategorized and reorganized. New books and CDs have been added including "Getting to Yes," "The Five Dysfunctions of a Team," and "The Joy of Selling". Authors include the popular Danielle Kennedy, Roger Butcher and Tom Hopkins.

Take advantage of all that the library has to offer. Just bring a business card to check out these valuable materials. You can borrow books and CDs for three weeks at a time. Watch for our online list of library materials in the very near future.



# SAVE THE DATE

## April 6, 2011





### 2011 NorCAL Real Estate Expo

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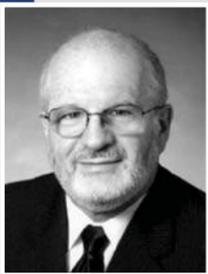
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**New Laws Passed in 2010**

by Dave Tanner, Real Estate Broker/Attorney, Hanson Law Firm

DAVE TANNER



The Legislature fell far short of the onslaught of new real estate laws passed in 2009 but they did their best to keep us on our toes. There are a couple of laws that will change how we do business and a few that are just interesting to note.

Senate Bill 183 establishes a requirement for carbon monoxide detectors to be installed in all residential dwellings. They must be installed in single family residences before July 1, 2011 and in all other dwelling units by January 1, 2013.

That same law also modified the TDS and MHTDS in several ways. On page one it added CO detectors and a place to designate the number of remote controls in the list of items included in the sale. On page two it added a comment about installed CO detectors not necessarily being up to current code. It also added two items at the bottom of page two. One is the smoke detector certification and the other is the water heater certification. The new form is required for all transactions closing after January 1, 2011. For transactions where the new

form is used the separate water heater and smoke detector forms will not be required. On page three a box is added for a broker to check referring the buyer to the attached form AVID. In my opinion that is the only entry a broker should make on the form itself.

Senate Bill 931 provides that effective January 1, 2011 where a lender approves a short sale on a first deed of trust secured by residential property, no deficiency judgment is possible. The exceptions are whether the seller committed loan fraud or committed waste regarding the property.

Assembly Bill 1762 clarified the interpretation of advance fees to eliminate potential problems that could have

arisen with last year's bill prohibiting advance fees. The law now makes clear that entering into a listing agreement or a buyer representation agreement will not violate the law as long as the broker gets paid at close of escrow.

Assembly Bill 2325 deals with the problem of people advertising "Forensic Loan Audits" for a fee. This new law makes any audit of existing loan documents an activity covered by the Foreclosure Consultant Act. Violating that law can result in criminal penalties.

Senate Bill 1137 makes it a crime for a broker to allow salespersons to originate loans without having the appropriate endorsement on their license. Each salesperson must also notify DRE within

30 days of when they start originating loans. The broker must do the same.

Assembly Bill 1800 makes it a misdemeanor punishable by a fine of up to \$2,500 plus up to one year in prison for each violation, to rent or lease to a third party a property owned by another without the owner's consent.

Assembly Bill 1809 allows home inspectors to include a HERS rating in their report if requested by the person ordering the report.

Approximately 20 other laws were passed that may affect real estate or real estate transactions but are likely of less impact to most brokers than the laws described here.

**Young Professionals Council: Featured Committee of the Month**

The Young Professionals Council, or YPC, has quickly become a driving force behind many SAR events and fundraisers. From barbecues to bowling, the YPC combines fun activities with worthwhile charities to make these events as memorable as ever. This group consists primarily of REALTORS® and Affiliates in their 20s and 30s, but welcomes all SAR Members who are "young at heart." Your time spent with this group will seem more like fun than volunteer work – just see for yourself!

In 2010, the YPC raised over \$14,000 for different local charities. The **BBQ/Vendor Show** raised \$4,500 for the SAR Scholarship Trust and Moral Values Project. The **Sacramento RiverCats July Mixer** gathered over \$2,000 for Baby Elle and the **Bowling for the American Dream** raised \$3,100 for the C.A.R. Housing Affordability Fund. The YPC also orchestrated the **2nd Annual Gala** which raised nearly \$4,800 for the Christmas CanTree. In addition, this group has been instrumental in many other SAR events, lending a helping hand wherever and whenever needed.

With another year underway, the YPC will no doubt be as busy as ever with plans to trump last year's events. Find out how you can be a part of the planning by attending the monthly YPC Forums, which feature a spotlight speaker and announcements of upcoming volunteer opportunities. These forums convene on the 3rd Thursday of every month at 9:00am in the SAR Mack Powell Auditorium. Contact Liliya Mishchuk at (916) 437-1212 or [lmishchuk@sacrealtor.org](mailto:lmishchuk@sacrealtor.org) for more details about becoming a part of this great group.

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# SACRAMENTO REALTOR®

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

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## Masters Club Annual Educational Roundtables

The 32nd Annual Educational Roundtables are scheduled for February 4, 2011. The morning event will begin with a lavish catered breakfast at 8:00 a.m. and will conclude with a panel discussion at noon. Sponsored by **The SAR Masters Club**, this event is open to all SAR Members and provides innovative education and tools to help you be successful in an ever-changing market.

This year's theme is **Building Your Foundation for 2011 and Beyond!** A new decade is upon us, and this is a great time to reevaluate our strategies and hone our skills for building strong future success.

Don't miss these informative breakout sessions presented by SAR top producers:

**Leigh Rutledge® - Getting Involved in Organized Real Estate**

**Gina Borges-Valdez - Short Sales**

**Steve Ostrom - SmartPhone Applications for REALTORS®**  
**Elizabeth Axelgard - What kind of birds are we anyway? Quick and better ways to connect and relate.**

The morning will conclude with a presentation by a group of successful Masters Club Members discussing how they built their businesses. They will share their tips for success and ideas you can use immediately to build for the best 2011 and beyond.

Space is limited. Register now and take advantage of the early-bird fee of \$10. For your convenience, you may sign up at [ims.sacrealtor.org](http://ims.sacrealtor.org) or complete the registration form available at [www.sacrealtor.org](http://www.sacrealtor.org). For more information, please call Lilly at 916.437.1221.

## MASTERS CLUB EDUCATIONAL ROUNDTABLES

Friday, February 4, 2011

8:00am - 12noon (program at 8:20am)

SAR Mack Powell Auditorium

\$10 if paid by Jan. 28; \$15 after Jan. 28

Includes delicious catered breakfast

For more info call Lilly at 437.1212 or visit [www.sacrealtor.org](http://www.sacrealtor.org) for event flyer.

Space is limited. Please register early.

ALL SAR MEMBERS WELCOME!

YOUR FOUNDATION

FOR 2011 & BEYOND