



SACRAMENTO REALTOR®

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

DECEMBER 2012

A PUBLICATION OF THE SACRAMENTO ASSOCIATION OF REALTORS®

2012 was Focused on Collaboration



Installation

Immediate Past President Doug Covill installed friend and colleague Patrick Lieuw as the 2012 SAR President. Hundreds attended the installation luncheon to help celebrate the beginning of a memorable year with Patrick's theme "Focus On Collaboration" setting sights on future accomplishments. Now, at the end of the year, Patrick can reflect on the many ways he led the Association in being more collaborative.



Little Saigon Parade

In a continuing effort to reach out to the diverse Sacramento community, the SAR Equal Opportunity Committee invited all Members to participate in the Greater Sacramento Vietnamese American Chamber of Commerce (GSVACC) Little Saigon Parade. SAR's parade entry promoted diversity as well as home ownership.



CrabFest

The CrabFest achieves two major accomplishments each year -- it satisfies the crab cravings of its many attendees and raises money for the SAR CanTree. Held at the new Citrus Heights Community Center, this event was enjoyed by over 400 people and raised \$6,400. The CanTree Committee works tirelessly each year to plan and execute this popular annual fundraiser.



Multi-Chamber Mixer

Connecting diverse local community leaders provides exposure for REALTORS® and makes for one fun evening. The Multi-Chamber Mixer, hosted by the SAR Equal Opportunity Committee, featured scrumptious food donated by local restaurants. Also, nearly 20 local businesses were featured as sponsors and had an opportunity to connect with the hundreds of people who attended.



Scholarship Awards/June Main Meeting

2012 marked SAR's 50th year of awarding scholarships to deserving Sacramento area students. The Scholarship Fund was initially a \$600 program that provided \$100 to \$200 scholarships for Sacramento students attending ARC, SCC and CSUS. The scholarship program now supports students pursuing real estate, business, and a variety of other fields at many different institutions across the U.S. Many of the students who have received SAR Scholarships are the children or SAR Members. This year the SAR Scholarship Foundation awarded \$38,250 to 30 outstanding local students. Remember to keep this in mind for any college-bound students you may know.



NorCal RE Expo

The Sacramento Convention Center was the perfect location for the 2012 NorCal RE Expo and hundreds of attendees showed it. The top floor of the convention center housed all things real estate -- with 60 vendors showcasing their products. Attendees flocked to each booth for great information. Educational sessions with outstanding presenters proved quite popular, as well as a fashion show and special luncheon with guest speaker Steve Sax. This event just gets better & better!



Farewell to Nelson Janes

SAR's well respected and esteemed CEO Nelson Janes announced in May that he was leaving after 10 years of dedicated service. Nelson accepted the CEO position at the Greater Las Vegas Association of REALTORS®. He will be remembered as a great leader who listened intently and whose wisdom helped successfully direct the Association. SAR staff and Members will miss his calm demeanor and knowledgeable guidance. In his place, long-time attorney and broker Dave Tanner was hired on as CEO in June, picking up where Nelson left off, keeping SAR pointed in the right direction.



E-Waste/Shred Day/Scholarship Luncheon

SAR is strengthened by the many selfless Members who donate not only money, but also their time and skills towards the benefit of the SAR Scholarship. This year featured a special e-waste pick up and shred day where Members could bring their obsolete hardware and sensitive documents. Also, in a tag team effort, there was a special fiesta luncheon, complete with carnitas, cerveza and all the fixings to make this day truly a success. Thank you to the SAR Scholarship Trustees and all volunteers!



Sip & Support

About 250 attendees sipped and supported during SAR's annual Sip and Support fundraiser for CanTree. The Christmas CanTree Committee hosted this popular event on August 10th in the SAR Mack Powell Auditorium. Committee Members (aka event hosts) dressed in sailor attire to reflect the "Come Cruise with Us" theme. The evening included wine tasting, appetizers, dancing, a silent auction and raffle. KFBK real estate radio show host Terry Knight was the entertaining emcee and Rico Rivera was an enthusiastic DJ. The total support generated that night was \$6,400.

There are more great moments continued on page 4

**Sacramento Association
of REALTORS®**

2003 Howe Avenue, Sacramento, CA 95825
(916) 922-7711
Fax (916) 922-1221 or Fax (916) 922-3904

MetroList

1164 W. National Dr. Suite 60
Sacramento, CA 95834
(916) 922-2234 or (916) 922-7584

2012 SAR Board of Directors

Patrick Lieuw President
Chris Little President-Elect
Paula Swayne Secretary/Treasurer
Doug Covill Immediate Past President

Barbara Harsch
Past President

Directors

Greg Bisi	Deniece Ross-Francom
Kevin Cooper	Erin Stumpf
Judy Covington	Kellie Swayne
Ron Greenwood	Marty Swingle
Michelle Lehman	Mary Willett
Rob McQuade	Linda Wood
Jennifer Odama	JaCi Wallace

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.

Here to Serve You

SAR Staff

Feel free to call us direct.

- Dave Tanner - 216.1941**
Chief Executive Officer
- Daniel Allen - 437.1225**
Manager of Information Technology
- Caylyn Brown - 437.1227**
Government Affairs Director
- Brian DeLisi - 437-1210**
Education Coordinator
- Janelle Fallon - 437.1208**
Director of Public Affairs/Commercial
- Devyn Henry - 437.1226**
Administrative Project Manager
- Deborah Grinnell - 437.1209**
Director of Meetings & Events
- Pat Lowell - 437.1206**
Director of Professional Standards
- Chris Ly - 437.1210**
Staff Accountant
- Liliya Mishchuk - 437.1212**
Meetings & Events Coordinator
- Vladislav Tsykosh - 437-1229**
IT Assistant
- Tony Vicari - 437.1205**
Public Affairs Project Manager
- Judy Wegener - 437.1207**
Director of Education/Communications

SAR Member Services

MetroList Administrative Center

- Nancy Manly - 916.437.1217**
Director of Member Services
- Lyndsey Harank - 916.437.1221**
Member Services
- Robin Mayer - 916.437.1216**
Member Services
- Denise Stone - 916.437.1219**
Member Services
- Amelia Warrington - 916.437.1218**
Member Services

SAR Retail Center

- Carl Carlson - 916.437.1223**
Director of Retail Operations
- Doreen Lambrite - 916.437.1224**
Retail Center Specialist
- Kimberly Mar - 916.437.1222**
Retail Center Assistant

Monday - Friday 7:30 am - 4:30 pm
Saturday 9:00 am - 2:30 pm



2012 PRESIDENT



PATRICK LIEUW

PRESIDENT'S PERSPECTIVE

This is my final letter to you. The year has just zoomed by. Where do I begin? It is our tradition to thank committee chairs and vice-chairs, and we have 250 volunteers this year whom I wish I had the space to recognize. When you are President, you really see just how much everyone contributes to making this one of the best associations.

We lost one of our busiest volunteers this year. No, no one died. But when **Dave Tanner** took the place of Nelson Janes as CEO, many other Members stepped in to fill his volunteer positions.

One of our most important efforts for looking to the future is our Leadership Academy, led this year by **Deniece Ross-Francom** and **Linda Wood**.

Education is one of our most valuable services to Members. Thanks to the leadership this year of **Sue Frost** and **Frank Garcia**, on-line video classes are now offered.

When 30 area students received college scholarships from the Sacramento Association of REALTORS® on June 5, they joined a group of students reaching back 50 years. Under the unflagging leadership of **Perry Georgallis**, the Scholarship Trustees gave out \$38,250.

Judy Covington and **Leon Williams** hit a home run with the "Spring Training" NorCal Real Estate Expo in May, attracting more than 30 REALTOR® associations from throughout Northern California.

SAR's new charitable foundation received IRS approval this year. Our charitable and fundraising activities are moving under the umbrella of the foundation, which will mean more recognition for all the good you do in the committee. **Charlene Singley** has chaired the Foundation; **Steve Galster** will take over in 2013.

SAR continues to be recognized for its charitable contributions. **Jenifer Miller** and **Jennifer Odama** led the Community Outreach Committee in 2012. With fewer dollars to distribute, committee members shifted their efforts to developing relationships with the charities SAR Members support. You might be interested to know that for the five-year period of 2008-2011, SAR has been responsible for more than \$720,000 in charitable giving. That's impressive!

The Can Tree Committee under **Bobby Campbell** and **Jodi Ash** put on the Crab Fest and Sip & Support and has just finished building two Can Trees. Thirty years and going strong! Their efforts contribute to SAR's charitable giving.

The Government Relations Committee under **Doug Covill** kept a watchful eye on area politics. Point-of-sale proposals remain a serious concern, followed closely by business licensing issues. A weatherization program developed with Rebuilding Together, Habitat for Humanity, the Air Quality District and funded by the SAR Charitable Foundation not only demonstrates REALTORS®' commitment to voluntary energy efficiency and conservation efforts, it is removing greenhouse gases from our atmosphere and improving the livability of recipients' homes.

The REALTOR® Action Fund Committee, chaired by **Erin Stumpf**, provides crucial support for the Political Action Committee. Led by **Rich Wilks** and **Charlene Singley**, the PAC trustees make important, well-studied decisions on candidates and issues.

The Young Professionals, led by **Jessica Lombardo** and **Nikki Nguyen**, put on forums and fundraising events: the Vendor Faire, the RiverCats Game and the After-Halloween Party. They are an important source of funds for the SAR Charitable Foundation and CanTree.

The Marketing and Communications Committee, under **Kellie Swayne's** guidance, aims to further improve communications with Members. The committee develops the membership survey, which is highly informative for staff and volunteers alike.

Masters Club, helmed by **Erin Stumpf**, put on many events and mixers including the golf tournament. They gave a total of \$18,000 to Quinn Cottages, Habitat for Humanity and the Housing Affordability Fund of C.A.R. Impressive!

Led by **Stephen T. Webb** and **Tong Veu**, the Equal Opportunity Committee organized outreach efforts including a float in the Little Saigon Festival parade and our participation in the Hmong New Year celebration.

The Housing Opportunity Committee, led by **Scott Short** and **Charlene Singley**, continued to educate Members on sources of funding for buyers, through their ever-popular "Show Me The Money" events.

With **Paula Swayne** in charge, the Budget Committee kept us on a straight financial path.

continued on page 3



Specializing in:

- FHA / VA / Conventional • CalHFA
- HomePath • FHA 203K • USDA
- Down Payment Assistance Programs

916.852.0000 • 2339 Gold Meadow Way, Suite 225 • Gold River, CA 95670

This is intended for real estate and mortgage professionals only and is not intended for distribution to consumers or other third parties. Licensed by the Dept. of Corporations under the California Residential Mortgage Lending Act. Universal American Mortgage of CA, dba Eagle Home Mortgage of Gold River. NMLS License #804943

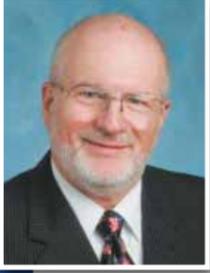
Sacramento REALTOR® is published monthly by the Sacramento Association of REALTORS® for the benefit of its Membership. Advertisements and statements of fact and opinion are the responsibility of the authors alone and do not imply an opinion or endorsement on the part of SAR officers, Members or staff. All material copyright 2012, Sacramento Association of REALTORS®. All rights reserved.

Sacramento REALTOR® Newsletter

Editor: Judy Wegener
Publisher: Ned Foley, Foley Publications
Design & Layout: Scott Arnold, Foley Publications
To Advertise: Foley Publications - 1-800-628-6983

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.



This has been a full year with many changes both within SAR and in the real estate community as a whole. Here of some of the highlights from my perspective.

January brought us the installation of our new officers and directors. Patrick Lieuw took the helm of the good ship SAR and encouraged all of us to Focus on Collaboration.

February highlight was the extremely successful Crab Fest fundraiser for CanTree. SAR also participated in the Little Saigon Street Festival.

President's Perspective

continued from page 2

The Grievance Committee and Pro Standards Committee help uphold the Code of Ethics that defines us as REALTORS®. Grievance was ably led this year by **Christopher Briggs** and **Randall Hom**. **Richard Kotowski** led Pro Standards.

All Members should come to at least one of our three forums, which are open to all Members. Public Issues, led by **Andy Thielen**; Industry Update, chaired by **Chris Little**, and Real Estate Finance, chaired by **Greg Bisi**, meet every month and will provide you with valuable information.

Bill McKnight and **Kathie Bell** kept the Regional Meetings on track this year. The six caravans are an important service to our Members.

The Technology Advisory Committee, led this year by **Jennifer Odama** and **Steve Ostrom**, provides tech tips in the newsletter and on the website.

Before I join the ranks of esteemed past presidents, I must extend my special thanks to the members of our staff, the Executive Committee and the Board of Directors. Yes, there have been some passionate discussions, which is to be expected among dedicated professionals, but in the end we have managed to reach a consensus. I would also like to thank the Asian Real Estate Association of America, the National Association of Hispanic Real Estate Professionals, the Realtist Association, the Women's Council of Realtors, and all of our affiliates for all they have done with the SAR this year. I am most proud of the collaboration we have achieved.

Even with a change in staff leadership this year, with Nelson Janes departing for the Greater Las Vegas Association of REALTORS® and Dave Tanner coming on board, our staff never missed a beat. At NAR and C.A.R., I meet presidents from associations twice our size who don't offer a fraction of what we do. Sure, there's always room for improvement but at SAR, we are so, so fortunate. You are the best.

Thank you, one and all!

A Look At 2012 In The Rear View Mirror

March featured the Masters Club Luncheon with the installation of officers for 2012-13.

April brought the semi-annual participation in Rebuilding Together. It also saw the initiation of the Conservation For Comfort program supported by the SAR Charitable Foundation.

May featured the NorCal Expo. This year's event was a great success and resulted in an early sellout of all exhibitor space. We also participated in the C.A.R. Legislative Day events.

June saw the SAR Scholarship Foundation award an impressive number of scholarships to deserving future college students. It also saw

Dave Tanner move from SAR Director to become the new CEO of SAR.

July brought us IRS approval of the new SAR Charitable Foundation, the final hurdle in getting the Foundation fully up and running.

August saw the ratification of the election of officers for 2013. Chris Little will be President, Paula Swayne will be President-elect and Ron Greenwood will be Secretary/Treasurer.

September was highlighted by the second weekend of participation in Rebuilding Together for 2012.

October presented us with the first month in over five years in which closed escrows of properties other than REOs and short sales exceeded

50 % of the total sales. This is further indication that the long awaited recovery of the local housing market has begun.

November featured SAR participating in the Hmong New Year Festival. We also attended the WCR Installation of 2013 Officers.

December saw the dedication of our Christmas CanTree and our annual contribution in support of the Sacramento Area Salvation Army.

As the year comes to an end we look back with pride at what was accomplished. But we also look forward in anticipation of the great things ahead in 2013.



Coming Soon...

"On-Time" Close Guarantee!

At Big Valley Mortgage, we guarantee your close of escrow date will be hit... every time!

Call us today for more details!

3000 Lava Ridge Court, #220
Roseville, CA 95661
916.791.3760

2365 Iron Point Road, #230
Folsom, CA 95630
916.631.0300

9250 Laguna Springs Drive, #220
Elk Grove, CA 95758
916.670.6500

B | V | M
BIG VALLEY mortgage
A Division of American Pacific Mortgage

CA DRE #01215943 | NMLS #185016095

Licensed by the Department of Corporations under the California Residential Mortgage Lending Act

www.bigvalleymortgage.com

GREG BISI



Recent Survey Shows Younger Generation Not Fazed by Housing Crisis

Gen X and Y Members Say They're More Knowledgeable About Homeownership

A recent survey of Americans 18-35 years old indicates that the housing downturn hasn't deterred them from wanting to buy a home. In fact, Gen X and Y members feel that the housing crisis has forced them to learn more about homeownership. Conducted by Wakefield Research, the online survey of 1,001 members in July 2012 shows a 69% of respondents with a key "readiness indicator" that they

are ready to buy a home. For 61% of respondents, the indicator is that they've landed a secure job.

The top areas they research before buying:

- 59% Home prices in a desired neighborhood
- 58% Interest rates
- 51% Ability to secure a loan

Many said they were willing to adjust their lifestyle to save for a home loan:

- 62% Eat out less
- 40% Work a second job
- 23% Move back home with their parents

The survey also shows that just as the 1970's oil crisis influenced the thinking of Baby Boomers (age 55-65 years old), the current housing downturn has helped Gen X and Gen

Y members come to believe that the details, risks and rewards of home buying are integral to their planning. The facts reveal how important it is for real estate professionals to understand generational differences and be able to adapt their business to best serve these two generations that will drive the economy in the future.

For questions about Mortgages please call Greg Bisi at Mountain West Financial 916.923.5900 ext. 232

2012 was Focused on Collaboration

continued from page 1

May BBQ/YPC

Following another great monthly Main Meeting, the SAR Young Professionals Council hosted the 5th annual Vendor Fair and BBQ in the back parking lot of SAR. More than 50 vendors set up booths to showcase the finest in real estate products and services and hundreds more attended. All enjoyed a YPC-prepared all-you-can-eat BBQ lunch and the sunshine as they browsed the vendor booths. They raised over \$4,000 for the SAR Scholarship Fund.



MC Golf Tournament

The 33rd Annual Masters Club Golf Tournament took place on Columbus Day – this year with beautiful skies – following the theme The Great Gatsby Golf Tournament. The great weather beckoned golfers to Northridge Country Club for a day of fun that raised \$18,000. After a putting contest, shotgun scramble start and 18 holes playing best balls, participants enjoyed a Speak Easy Cocktail Party, awards banquet, raffle and silent auction. Net proceeds from this event went to the SAR Charitable Foundation for the benefit of a few outstanding charities: Cottage Housing, Inc., Habitat for Humanity and the C.A.R. Housing Affordability Fund (HAF).



CanTree Builds

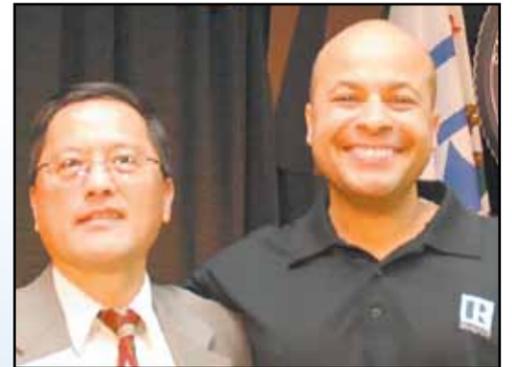
It's CanTree season and SAR Members let everybody know by building massive replicas of Christmas trees – entirely out of canned food. This is quite the undertaking, but skilled volunteers make short work of this long-time SAR tradition. This marks the 30th year of the SAR Christmas CanTree giving season. The actual CanTrees were constructed this year at two different locations: the Secret Garden in Elk Grove and in the Sunrise Mall. Both locations offer great exposure to the public, helping SAR and the CanTree Committee spread the word about their mission, as well as raise community awareness of local hunger and homelessness issues.



Main Meetings

The first Tuesday of each month has long been etched into the calendars of SAR Members. Starting promptly at 9am is the monthly Main Meeting. This is THE meeting to attend to keep yourself up to speed with all things SAR and hear from some great speakers with interesting topics. Among the outstanding presenters we heard from this year were the following:

- Dr. Sanjay Varshney, Dean of the College of Business Administration, CSUS
- Internationally known speaker Terry Watson
- C.A.R. Assistant General Counsel & Staff VP Gov Hutchinson
- NAR Chief Economist and Sr. VP Lawrence Yun
- CEO & Founder of ForeclosureRadar.com Sean O'Toole
- Andrew Wooten, Crime Prevention Practitioner, S.A.F.E.



The December Main Meeting features the CanTree dedication and presentation of the check to the Salvation Army – truly a heartwarming meeting to attend. The first Main Meeting of the New Year is actually the 2013 Installation, set on the calendar for Tuesday, January 8th. Don't be stranger to these meetings for 2013!



\$400 REFERRAL FEE PER PROPERTY MGMT. ACCOUNT CALL/EMAIL ICPM TODAY!

Property Management the Way it Should Be.

Thomas R. Martin
Broker/Owner, ICPM
DRE#01124954
INFO@INVESTORSCHOICEPM.COM

*18+ Years of Experience
24-Hour Emergency Svs.
Reliable Communication
Personalized Services
Flexible Agreements
No Repair Markups
No Hidden Fees*

INVESTORS CHOICE PROPERTY MANAGEMENT (ICPM) PAYS AMONG THE HIGHEST REFERRAL FEES IN THE AREA FOR PROPERTY MANAGEMENT ACCOUNTS. MORE IMPORTANTLY, WE DO **NO SALES** AND WILL GLADLY REFER YOUR CLIENTS BACK TO YOU FOR ANY FUTURE SALES ACTIVITY. WITH A PHONE CALL, YOU CAN PROVIDE YOUR CLIENT(S) WITH A VITAL SERVICE AND EARN A \$400 REFERRAL FEE, WHILE BUILDING A CLIENT BASE OF FUTURE SALES LEADS. YOUR CLIENTS WILL ENJOY OUR PERSONALIZED APPROACH TO PROPERTY MANAGEMENT, WHICH VALUES CONSISTENCY AND QUALITY OVER PORTFOLIO SIZE.

-PROUD MEMBER-
NARPM- NATIONAL ASSOC. OF RESIDENTIAL PROPERTY MANAGERS

-PROUD AFFILIATE-
SAR- SACRAMENTO ASSOCIATION OF REALTORS

POB 417667, Sacramento, CA 95841 - 3017 Douglas Blvd. #300, Roseville, CA 95661

916-770-9707
www.investorschoicepm.com

Invest in RAF and WIN!

The REALTOR® Action Fund is an investment to protect you and your business from onerous government regulations like point of sale requirements.

We are bringing back fundraising contest. Each office that invests the most dollars per agent will be recognized at March's Main Meeting and receive an award. To have your investment in RAF count towards the contest it must be made by Friday, February 1, 2013.

For this contest, offices will be divided based on size:

- 1-4 Agents
- 5-10 Agents
- 11-24 Agents
- 25-50 Agents
- 51+ Agents





Insurance: D&O Coverage Can Save Your Hide

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

Most brokerages have "E & O" (errors and omissions) insurance. Some corporate brokerages have the "other" kind of insurance as well, "D&O" (for directors and officers). While it might be considered a luxury, or an unnecessary expense to many, D & O insurance can also be a financial lifesaver.

Consider this recent ruling by a Puerto Rico federal court:

In *W Holding Co., Inc. v. Chartis Ins. Co.*, P.R., No. 3:11-cv-2271, (D.P.R. Oct. 23, 2012), a Puerto Rico federal district court has declined to apply a D&O policy's "Insured versus Insured" exclusion to a suit brought by the Federal Deposit Insurance Corporation (FDIC) against former directors and officers of a failed bank.

The FDIC became receiver of a failed Puerto Rico bank in 2010. It filed suit against the bank's former directors and officers. Pursuant to Puerto Rico's direct action statute, the FDIC also sued four insurers that issued D&O policies to the bank's holding company. The insurers moved to dismiss, citing the "Insured versus Insured" exclusion in the primary D&O policy, which barred coverage for any claim "which is brought by, on behalf of or in the right of, an Organization or any Insured Person other than an Employee of an Organization, in any respect and whether or not collusive."

The court denied the insurance company's motion. The court declared the exclusion to be ambiguous as applied to a suit by a regulatory agency.

The court acknowledged that the policy language at issue specified that the exclusion applied to claims "whether or not collusive" but nevertheless stated that the "obvious intent" of the exclusion was to protect carriers from collusive suits. It rejected the notion that the suit by the FDIC was a collusive suit. The court also noted that the FDIC's complaint alleged that it was suing on behalf of "depositors, account holders, and a depleted insurance fund." The court stated that the FDIC's regulatory role sufficiently distinguished it from "those whom the parties intended to prevent from bringing claims under the Exclusion."

So what's that all mean?

It means that the insurance company had to defend and indemnify the corporation's officers and directors from direct personal liability to the Feds for the actions of the bank they ran.

And why is that important to you?

Think of it this way ... If (when?) the Feds come knocking at your door to recover from those loans that went bad (and they ARE coming a knocking), and if you are the designated broker, or the president of the corporate brokerage, and you have D & O coverage, the carrier is going to pick up the tab for the defense costs, and potentially for any liability owed the Feds.

That means YOU don't have to fork out all the costs of defense -- or repay those bad loans. (Well, that presumes you were faultless in the whole thing too... I'm just sayin'...)

Is the insurance carrier going to be happy about that? Oh. Hell. No. Will they come up with all kinds of reasons why they shouldn't have to defend you and pay all those attorney fees? Oh, hell yes. Can you defeat their claims of "exclusion" from coverage? Sometimes. Maybe. This case just gave you another arrow in your quiver.



ONE TEAM
ONE VISION

Serving the greater Sacramento community for more than 25 years!

As a proud supporter of SAR and local Realtors® for the past two decades, we believe the dream of homeownership is alive and well – and we are here to help homebuyers realize that dream!

Proud supporter of local charities:



BUILDING A
FOUNDATION
for the future

2013 SAR OFFICER & DIRECTOR
INSTALLATION & AWARDS
BREAKFAST

Tuesday, January 8, 2013
9:00 - 11:00am
SAR Mack Powell Auditorium
\$30 per person*

Paid reservations required by Wednesday, January 2, 2013.
*Special online discount: \$30 per person if you pay at
ims.sacrealtor.org by January 2; \$40/person after January 2.

To RSVP, please register online by visiting ims.sacrealtor.org.
If you have any questions, contact Lilly at 437-1212.

Contact VITEK Today!

(916) 486-6900

TeamVITEK.com

Connect with us on:



VITEK Mortgage Group is licensed by the Department of Corporations under the California Residential Mortgage Lending Act. NMLS # 37408

REALTORS® shall avoid exaggeration, misrepresentation, or concealment of pertinent facts relating to the property or the transaction. REALTORS® shall not, however, be obligated to discover latent defects in the property, to advise on matters outside the scope of their real estate license, or to disclose facts which are confidential under the scope of agency or non-agency relationships as defined by state law. (Amended 1/00)

CASE INTERPRETATION: Case #2-4: Obligation to Ascertain Pertinent Facts

Revised Case #9-10 May, 1988. Transferred to Article 2 November, 1994.) Reprinted from the Ethics and Arbitration Manual with permission from the National Association of REALTORS®.)

Shortly after REALTOR® A, the listing broker, closed the sale of a home to Buyer B, a complaint was received by the Board charging REALTOR® A with an alleged violation of Article 2 in that he had failed to disclose a substantial fact concerning the property. The charge indicated that the house was not connected to the city sanitary sewage system, but rather had a septic tank.

In a statement to the Board's Grievance Committee, Buyer B stated that the subject was not discussed during his various conversations

with REALTOR® A about the house. However, he pointed out that his own independent inquiries had revealed that the street on which the house was located was "sewered" and he naturally assumed the house was connected. He had since determined that every other house on the street for several blocks in both directions was connected. He stated that REALTOR® A, in not having disclosed this exceptional situation, had failed to disclose a pertinent fact.

REALTOR® A's defense in a hearing before a Hearing Panel of the Professional Standards Committee was:

- (1) that he did not know this particular house was not connected with the sewer;
- (2) that in advertising the house, he had not represented it as being connected;
- (3) that at no time, as Buyer B conceded, had he orally stated that the house was connected;
- (4) that it was common knowledge that most, if not all, of the houses in the area were connected to the sewer; and

(5) that the seller, in response to REALTOR® A's questions at the time the listing was entered into, had stated that the house was connected to the sewer.

The panel determined that the absence of a sewer connection in an area where other houses were connected was a substantial and pertinent fact in the transaction; but that the fact that the house was not connected to the sewer was not possible to determine in the course of a visual inspection and, further, that REALTOR® A had made appropriate inquiries of the seller and was entitled to rely on the representations of the seller. The panel concluded that REALTOR® A was not in violation of Article 2.

home lending, locally grown

good neighbors make great lenders



Umpqua's home lenders are local experts equipped with an array of options for your purchase, refinance or new construction. Plus, we'll stick with you every step of the way—because that's what good neighbors do.

Loan Programs:

Conforming / Non-Conforming
Fixed-Rate / ARMS¹
First-Time Homebuyer
Jumbo Loans

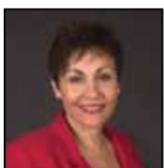
Government / FHA / VA
Bond Programs²
USDA Rural Housing²
Residential Custom Construction¹

Investment Property
Manufactured Homes
HomePath® Mortgage³

Contact your friendly, local Home Lender today.



Dan Starelli
VP/Area Manager
NMLS # 297718
916-803-8623



Lynn Pini
AVP/Sales Manager
NMLS # 500711
916-300-0667



Jeffrey Stevens
Sales Manager
NMLS # 274488
916-563-1006



Michael Bettencourt
Mortgage Loan Officer
NMLS # 238181
916-337-2159



George Castillo
Mortgage Loan Officer
NMLS # 809234
916-714-8301



Vicki Fenner
Mortgage Loan Officer
NMLS # 501200
916-517-5308



Danica Halverson
Mortgage Loan Officer
NMLS # 486218
916-939-1326



Frank Huck
Mortgage Loan Officer
NMLS # 459457
916-677-0619



Steven C. Justeson
Mortgage Loan Officer
NMLS # 191066
916-740-5371



David Osborn
Mortgage Loan Officer
NMLS # 708652
916-747-7027



Tom Pifer
Mortgage Loan Officer
NMLS # 500655
916-300-0769



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



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



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



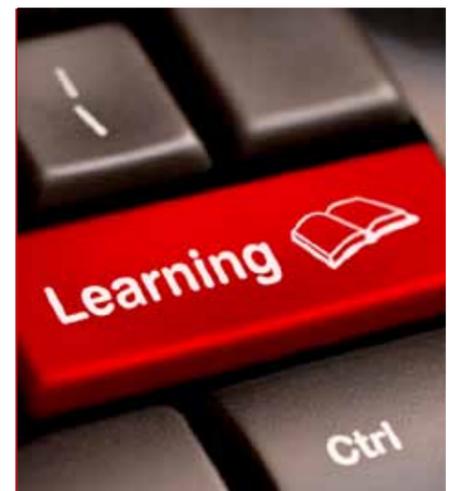
Jane Elkins
Mortgage Loan Officer
NMLS # 557052
775-284-2149



Andy McInnes
Mortgage Loan Officer
NMLS # 500780
775-284-2140

1-866-4UMPQUA (1-866-486-7786) www.umpquabank.com Member FDIC Equal Housing Lender

¹Annual Percentage Rate (APR) for Variable rate products may increase after consummation. ²Loan programs subject to agency availability and funding. ³HomePath is a registered trademark of Fannie Mae. Loan products subject to credit approval. Other terms, conditions, restrictions & fees may apply. Full documentation, title & property insurance required. Flood insurance required if property is located in a Special Flood Hazard Area.



online education

For more information: Brian at 437-1210 or bdelisi@sacrealtor.org

www.sacrealtor.org

By Patti Martinez

'Tis the season indeed... the holidays are a time of joy and good cheer and especially a time to reflect on how grateful we are for family and good friends. We're very fortunate that many of our clients also become lifelong friends as well. We have much to be thankful for during this wonderful time of year.

At a time when many people are experiencing financial and emotional hardships, REALTORS® in our community stood up this past year and answered the call to assist. Not just during this winter season, but throughout the year many real estate offices held their own charitable fundraisers in order to give to those charities in desperate need. National statistics show major charities are way down in contributions, and we know that trickles down and affects our local charities as well. At a time when many people are struggling to make their mortgage payments, they're not as financially able to make the contributions they might otherwise have made in a better economy. But REALTORS® dug deep and had benefit art shows, garage sales, chili feeds and coat drives.

The proceeds from the Masters Club Golf Tournament were awarded to three deserving charities last month: Habitat for Humanity, Quinn Cottages and the C.A.R. Housing Affordability Foundation. Each charity received \$6,000 and this

was a result of the enormous efforts derived from the major fundraisers sponsored by the Masters Club.

In addition to the REALTORS® contributing monies to these charities, contributions were made to the SAR Scholarship Trust. What an inspiration it was to see those deserving high school seniors accept their awards.

Better Homes and Gardens Mason-McDuffie has a number of continuously-running fundraisers with recipients like outstanding teachers and needy children for example.

Lyon Real Estate had their annual coat drive and this donated 5,000+ coats to more than 25 deserving non-profit groups who serve those in need. Many Lyon offices donated hundreds upon hundreds of coats – and this was just a month-long drive!

Dunnigan is a donation center for KCRA's Coats for Kids program and also collects items for the "Moral Values Program."

The giving absolutely does not stop with just the companies listed above. Many, many offices have their own fundraisers and contribute to a number of non-profit groups throughout the year. We as REALTORS® can be very proud of the efforts put forth by our peers. We are a group of individuals who get actively involved in our community whether it's with Habitat for Humanity,

assisting with the homeless on Monday evenings like Pam Petterle has done for many years, or working at Loaves and Fishes like hundreds of us have done during the past 15 years. We all have causes that are dear to our hearts and we participate regardless of any personal recognition. REALTORS® just like "to serve" the community. And for that, you should be proud.

Upcoming Masters Club events:

Volunteer at Loaves and Fishes

Monday, December 31st

Prep and Serving shifts are both available. To sign up as a volunteer for one of these days, please contact Susan Harrold at sharrold@golygon.com

Educational Roundtables sponsored by the Masters Club

8:00-Noon, Friday, February 8, 2013

SAR Mack Powell Auditorium
Registration will be open soon!

MORE THAN A PROFESSIONAL GOAL



Are You on Target?

Visit www.SARMastersClub.com to find the current Club Criteria.

HAPPY HOLIDAYS, FROM OUR FAMILIES TO YOURS!



YOUR DIRECT LENDER
A mortgage banker with the ability to broker.
www.comstockmortgage.com



Sacramento



Dave Mendoza
Sacramento Branch Manager
(916) 977-1227
DRE#01090617 NMLS #243899



Brent Wilson
Mortgage Strategist, CFP®
(916) 765-0009
DRE#01102706 NMLS #297985



Brad L'Engle
Senior Mortgage Consultant
(916) 977-1291
DRE#01349916 NMLS #249599



Brad Wiese
Senior Mortgage Consultant
(916) 977-1248
DRE#01097411 NMLS #198741



Terry Moore
Mortgage Consultant
(916) 977-1287
DRE#01449526 NMLS #249395



Geoff Black
Senior Loan Consultant
(916) 486-6558
DRE#01362321 NMLS #193374



Anthony Bartone
Mortgage Planner
(916) 977-1245
DRE#01061813 NMLS #297499



Steve Germeles
Certified Mortgage Planner
(916) 977-1232
DRE#01081175 NMLS #299602



Thomas C. Putnam
Roseville Branch Manager
(916) 367-7123
DOC, NMLS #164315



Jeff Tarbell
Broker
(916) 367-7148
DRE#01052799 NMLS #218176



Doug Hallstrom
Certified Mortgage Planner
(916) 977-1236
DRE#01102162 NMLS #299848



Scott Filby
Senior Loan Consultant
(916) 732-4333
DRE#01090837 NMLS #312775



Paul Anderson
Senior Loan Consultant
(916) 486-6580
DRE#01104701 NMLS #295446



Roy Macy
Mortgage Consultant
(916) 977-1223
DRE#01140614 NMLS #261110



Pat Driver
Senior Loan Consultant
(916) 732-4333
DRE#01080284 NMLS #234008



Troy F. Bird
Mortgage Consultant
(916) 977-1234
DRE#01125227 NMLS #277770



Jon Kaempfer
Mortgage Consultant
(916) 216-5499
DOC, NMLS #279861



Valerie Dreher
Senior Loan Consultant
(916) 847-3278
DRE#01102416 NMLS #252974



Jeannie Gardner
Senior Loan Consultant
(916) 705-9428
DOC, NMLS #201187



Jeff Compton
Senior Loan Consultant
(916) 367-7135
DRE#01100805 NMLS #298897



John Foderaro
Mortgage Consultant
(916) 295-5168
DRE#01070467 NMLS #309599

Davis



Cara Mengali
Davis Branch Manager
(530) 753-8980 (530) 400-0670
DRE#01558108 NMLS #291113



Scott McLallen
Senior Loan Consultant
(916) 575-9740 (916) 400-0670
DRE#01330066 NMLS #280007

Natomas



Vince Kaleel
Natomas Branch Manager
(916) 575-9740 (916) 400-0670
DOC, NMLS #177795



Jose Garcia
Senior Loan Consultant
(916) 575-9740 (916) 400-0670
DOC, NMLS #256878



Dan Tharp
Senior Loan Consultant
(916) 575-9740 (916) 400-0670
DRE#01346464 NMLS #280011



Monty Maxwell
Mortgage Loan Originator
(916) 257-1470 (916) 769-2383 (916) 215-2419
DRE#01039811 NMLS #280014



Kris Karge
Mortgage Loan Originator
(916) 257-1470 (916) 769-2383 (916) 215-2419
DOC, NMLS #319429

Elk Grove



Jim Hanson
Elk Grove Branch Manager
(916) 226-6866
DRE#01102090 NMLS #254954

El Dorado Hills



Dana Reed
El Dorado Hills Branch Manager
(916) 768-4298
DRE#01216253 NMLS #210995

REAL ESTATE MARKETING

We offer various marketing pieces that can be done at very competitive prices. Please contact one of our loan consultants for more information.



THE REGION'S PREMIER MORTGAGE LENDER WITH OVER 100 PROFESSIONALS IN 7 OFFICES TO SERVE OUR LOCAL REALTORS.

3626 FAIR OAKS BLVD., #100 SACRAMENTO, CA 95864 | 3001 LAVA RIDGE CT., #160 ROSEVILLE, CA 95661 | 3840 EL DORADO HILLS BLVD., #101 EL DORADO HILLS, CA 95762 | 404 SECOND STREET DAVIS, CA 95616 | 2250 DEL PASO RD., STE. A SACRAMENTO, CA 95834 | 8788 ELK GROVE BLVD., BLDG 3, STE 15 ELK GROVE, CA 95624 | 4211 FREEPORT BLVD. SACRAMENTO, CA 95822

In house Underwriting, Docs & Funding = **Fast Closings**



Find Us On:
ComstockMortgage.com

SAR EDUCATIONAL OFFERINGS

DATE	TIME	CLASS	COST	TOPIC	INSTRUCTOR
December 12	9:00am – 2:30pm	Transaction Coordination	\$79	<p>This class is for agents as well as non-licensed assistants who want to understand the process of the real estate transaction.</p> <ul style="list-style-type: none"> • How the Residential Purchase Agreement lays the foundation for the transaction • Set-up timelines for contractual obligations and contingency removals • Identify what paperwork is required from each party • Understanding disclosures and when and why to use them • How to escrow and lending process work together to close the transaction • Complete the documentation required in order to submit a completed file 	Wendy Molina, C.A.R. Instructor
December 19	9:00 – 11:00am	ZipForm® 6 Professional	\$20	<p>Topics:</p> <ul style="list-style-type: none"> • Updating C.A.R. forms • Accessing forms from any computer • Import/export transactions <p>Learn about all these and other features.</p> <p>*E-Signatures included RELAY is a web-based transaction management system that provides you access to your transactions 24/7 - easy integration with zipForms® 6 Professional</p> <ul style="list-style-type: none"> • Upload documents including company-special forms and reports • Create communication logs • Manage multiple-offer situations • Many additional features <p>In addition, use of the following will be covered: RELAY, ePUBS, DocuSign, Forms Advisor and Forms Tutor.</p>	David Lovenvirth C.A.R. Accredited ZipForm® Instructor
December 19	12Noon – 2:00pm	Making Electronic Signatures Work for You	\$20	<p>Topics:</p> <ul style="list-style-type: none"> • The difference between DocuSign & Digital Ink and the value of each • Overview of how to use each application • How do I authenticate a signer? Multiple signers? • What forms/applications can these programs be used with? • How to monitor transactions • Signing and initialing signatures including client options • Legal definitions & requirements of electronic signatures • Accessing • Sequencing signers 	David Lovenvirth, Lovenvirth Realty <i>Mr. Lovenvirth is a C.A.R. Certified ZipForm 6 and Relay instructor.</i>

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

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

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

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

Large Acreage
FHA
Local Bank
Construction loans
Jumbo Financing
Hobby farms
Unwarrantable condos
VA
Investors loans with Multiple financed properties

THE CHALLENGE:
Client is a surgeon
Who needs a second home with 20 acres of alfalfa and a large arena to pursue their passion for training show horses.

Needs an \$800,000 residential mortgage.

WE HAVE THE SOLUTION.
Not just mortgages.
Residential lending solutions.

MEMBER FDIC LENDER

www.goldenpacificbank.com
877.421.0322

 GOLDEN PACIFIC BANK
NMLS ID #000091



Thank You SAR!



- Years of signing experience as local Escrow Manager and Notary.
- REO, Short Sale, & Refi knowledge of escrow and loan documents.
- Available to Sacramento and most Placer, El Dorado, & Yolo locations.
- Approved for major title companies.
- Friendly and helpful to your clients.

"It's a great sign"

Choose Experience First!

Mark Davidson Signing Service
(916) 494-2048 Salesmark@Comcast.Net

Free Rent Survey



We provide a quarterly survey of asking rents for the Greater Sacramento area including Sacramento, Yolo, Placer, and El Dorado Counties. You can log on to our website and click on Owner Services or email us at info@HomePointe.com in order to be put on our quarterly emailing of the Survey. Many real estate agents refer their clients to HomePointe for property management and are rewarded with generous referral fees.

(916) 429-1205
Visit us for a list of services,
FREE information & rental listings
www.HomePointe.com



HOUSES - DUPLEXES - CONDOS - APARTMENTS

THREE CONVENIENT LOCATIONS!

5896 South Land Park Dr. Sacramento, CA 95822 (916) 429-1205	8856 Greenback Ln. Ste. B Orangevale, CA 95662 (916) 988-5300 (530) 677-7917	1220 Melody Lane, Ste. 110 Roseville, CA 95678 916-781-7075
--	---	---

JANUARY CALENDAR OF EVENTS

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
	1 SAR Closed for Holiday	2 New Member Orientation (B) 8:30am – 12:30pm	3 Real Estate Finance Forum (A) 9:00am – 10:30pm	4
7	8 SAR Installation 9:00 - 11:00am	9 Asian Real Estate Association of America & National Association of Hispanic Real Estate Professionals (A) 11:00am – 2:00pm	10 Tax Strategies (A) 10:00am – 12Noon Realtist (A) 11:00am – 1:00pm	11 Office Closed – Staff Development 7:30 – 8:30am
14	15 Regional Meetings* (A) 8:30 – 9:30am	16	17 Young Professionals Council Forum (A) 10:00 – 11:00am WCR Luncheon (A) 11:00am – 2:00pm	18 Public Issues Forum (B) 9:30 – 10:30am SAR - Tech U – Series (A) 9:00am – 12Noon
21 SAR Closed for Holiday	22 Regional Meetings* (A) 8:30 – 9:30am	23 The Art of a Short Sale (A) 9:00am – 3:00pm	24 Seller Financing (A) 9:00am – 1:00pm	25 Industry Update (B) 9:30 – 10:30am SAR - Tech U – Series (A) 9:00am – 12Noon
28	29 Regional Meetings* (A) 8:30 – 9:30am	30 Office Closed – Staff Development 1:00 – 2:00pm	31	

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



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

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

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

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

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

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

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

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

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

We do.

Lending solutions ... that’s what we do. In

addition to having extremely competitive rates and fees on Conforming, Jumbo, FHA and VA loans, we also have solutions for unique property issues. Because we are a local, portfolio lender, we can create solutions for most situations.

What can we do for you?

Julie Yarbrough
Vice President
Mortgage Division Director
o. 916-640-1504
m. 916-508-5626
NMLS # 288648
jyarbrough@fivestarb.com



FIVE STAR BANK

fivestarb.com



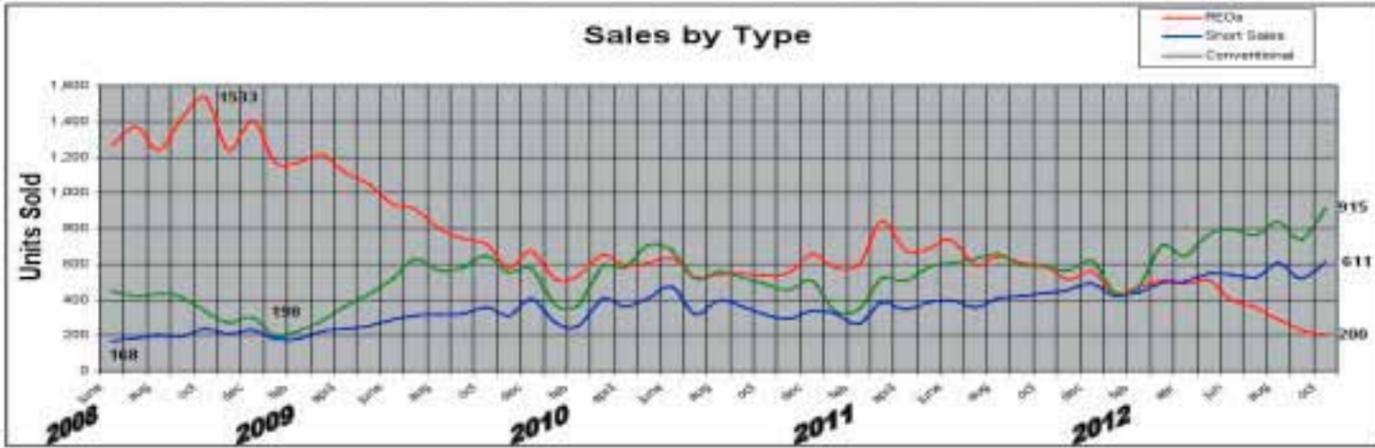
Conventional sales continue increase; now represent over half of home sales

Conventional sales accounted for more than half of all sales in October. Since June 2008, SAR has kept track of three types of sales (REO, short sale, conventional).

This began when the MLS allowed advanced search criteria to include these types of sales. REO sales reached their highest point in October 2008 when

they accounted for 1,533 (or 67.2%) sales, compared to 168 (8.9%) and 450 (23.9%) for short sales and conventional sales, respectively. The breakdown of sales for

this month was 200 REOs (11.6%), 611 short sales (35.4%) and 915 conventional sales (53%). Conventional sales have nearly doubled since January 2011 when they accounted for only 27.4% (340) of sales. The graph below highlights this occurrence.



Sales increased 16.5% for the month to 1,726 units sold, up from 1,482 in September. Year-to-year closed escrows are up 6.9% from the 1,614 units sold October 2011. The total value of all single family home closed escrows was \$373,546,698, up 20% from \$311,305,286 in September.

The median home sales price increased to \$189,000, 5% higher than \$180,000 in September. Year-to-year, this figure is up 14.6% from the \$164,900 median sales price of October 2011. The \$200,000 - \$249,999 price range accounts for 17.1% (294) of the 1,721 total sales this month. Homes under \$100,000 totaled 191 (11%) units. Closed escrows from conventional financing (673 units or 36.4% of all sales) increased 1.3%, cash buyers increased 2.7% (682 units/36.9%) and FHA financing decreased 5.8% (359/19.4%) sales. These numbers include the 129 condo sales this month. The average amount of days spent on the market (from list date to opening escrow) decreased from 46 to 38 days; the median DOM decreased from 17 to 13.

Zip Code of the Month

SAR highlights area zip codes that have shown notable trends

The Sacramento/Arden/Arcade Creek zip code of 95864 showed the highest ratio of conventional sales to total sales. Of the 40 sales in the 95864 zip code this month, 32 (80%) were conventional sales. The rest were 3 REOs and 5 short sales. The current median sales price for this zip is \$316,250 which is 67.3% higher than market median price of \$189,000. The median sales price for conventional sales is \$385,250. The average lot size was .297 acre and the average price per square foot was \$205. The average DOM was 58 days. Only 3 other zip codes (95608, 95628, 95662) showed conventional sales accounting for 70% or more of all sales. Full SAR Zip Code Report available at <http://www.sacrealtor.org/public-affairs/statistics.html>.

Condominium Resale Market

Sacramento condominium sales increased for the month to 129 units. This figure is up 24% from the 104 units sold in September and up 4% from the 124 units sold in October 2011. REO property sales accounted for 17.1% (22) of all units sold, while short sales (39.5% or 51) and conventional sales (43.4% or 46) accounted for the remainder. The percentage of REO condo sales increased 11%, short sales decreased 8.7% and conventional sales increased 5%. The condominium median sales price decreased 7.2% month-to-month, from \$91,625 to \$85,000. This current price is 21.5% higher than the October 2011 (\$69,950) median sales price. Breaking down the Listing Inventory, there are 129 Active Condo Listings (includes 21 Active Short Sales) and 237 Pending Short Sale/Lender Approval. The Total Value of Closed Escrows was \$13,330,257; this is up 19.9% from the August Total Value of \$11,114,335.



We make closings easier and new beginnings happier.

With on-time closings, choices of solutions and expert loan officers, we offer a streamlined, flexible and more enjoyable path to homeownership, which is exactly how it should be.

Specializing in: FHA & 203K, VA, HomePath®, Conventional and Jumbo



Give our team a call today and we'll help your clients find the right solution and help you secure more sales.

Servicing the Silicon Valley
(916) 746-8400
 3013 Douglas Blvd., #205
 Roseville, CA 95661

Rates, terms and loan program availability are subject to change without notice. Consumer is subject to specific program qualifications. This is not an advertisement to extend consumer credit as defined by section 226.2 of Regulation Z. Licensed by the California Department of Corporations CRMLA 4130969. All rights reserved 08/2012. imortgage NMLS ID 3096. 09/2012.

OCTOBER 2012 DATA FOR SACRAMENTO COUNTY AND THE CITY OF WEST SACRAMENTO

MLS STATISTICS for October 2012 Data for Sacramento County and the City of West Sacramento

SINGLE FAMILY HOME RESALES

Monthly Statistics	Current Month	% of Total Sales	Last Month	Change	% of Total Sales	Last Year	% of Total Sales	Change
Listings Published this Month	1,786		1,751	2.0%		2,051		-12.9%
Active Listing Inventory †	1,376		1,319	4.3%		3,477		-60.4%
Active Short Sale (included above)	170		153			N/A		
Pending Short Lender Approval	2,232		2,316			2,162		3.2%
Pending Sales This Month	1,204		1,088	10.7%		1,544		-22.0%
Number of REO Sales	200	11.6%	229	-12.7%	15.5%	590	36.6%	-66.1%
Number of Short Sales	611	35.4%	516	18.4%	34.8%	436	27.0%	40.1%
Conventional Sales	915	53.0%	737	24.2%	49.7%	588	36.4%	55.6%
Total Number of Closed Escrows	1,726	100.0%	1,482	16.5%	100.0%	1,614	100.0%	6.9%
Months Inventory	0.8 Months		0.9 Months	-11.1%		2.2 Months		-63.6%
Dollar Value of Closed Escrows	\$373,546,698		\$311,305,286	20.0%		\$301,906,652		23.7%
Median	\$189,000		\$180,000	5.0%		\$164,900		14.6%
Mean	\$217,052		\$210,341	3.2%		\$187,520		15.7%

CONDOMINIUM RESALES

Monthly Statistics	Current Month	% of Total	Last Month	Change	% of Total	Last Year	Change
Listings Published this Month	169		135	25.2%		174	-2.9%
Active Listing Inventory †	129		108	19.4%		318	-59.4%
Active Short Sale (included above)	21		15			N/A	
Pending Short Lender Approval	237		218			199	19.1%
Pending Sales This Month	74		72	2.8%		89	-16.9%
Number of REO Sales	22	17.1%	16	37.5%	15.4%	58	-62.1%
Number of Short Sales	51	39.5%	45	13.3%	43.3%	30	70.0%
Conventional Sales	56	43.4%	43	30.2%	41.3%	36	55.6%
Total Closed Escrows	129	100.0%	104	24.0%	100.0%	124	4.0%
Dollar Value of Closed Escrows	\$13,330,257		\$11,114,335	19.9%		\$10,629,379	25.4%
Median	\$85,000		\$91,625	-7.2%		\$69,950	21.5%
Mean	\$103,335		\$106,869	-3.3%		\$85,721	20.5%

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

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.sacramento.org/publicaffairs/statistics

Based on Multiple Listing Service data from MetroList. © 2012 SAR. Compiled monthly by Sacramento Association of REALTORS® www.sacrealtor.org (916) 437-1205

MLS STATISTICS for October 2012

Data for Sacramento County and the City of West Sacramento

BREAKDOWN OF SALES BY PRICE

Selling Price	Single-Fam Res.	% of Total	Condo/PUD	% of Total	Res. Incme.	Res. Lots/Land	Other Res.*
\$29,999 and under	2	0.1%	1	0.8%	0	1	0
\$30,000 - \$39,999	4	0.2%	10	7.8%	0	1	0
\$40,000 - \$49,999	12	0.7%	8	6.2%	0	1	1
\$50,000 - \$59,999	15	0.9%	13	10.1%	0	0	1
\$60,000 - \$69,999	27	1.6%	11	8.5%	0	0	2
\$70,000 - \$79,999	36	2.1%	18	14.0%	1	0	5
\$80,000 - \$89,999	49	2.8%	8	6.2%	0	1	1
\$90,000 - \$99,999	46	2.7%	8	6.2%	2	0	3
\$100,000 - \$119,999	106	6.2%	12	9.3%	4	1	7
\$120,000 - \$139,999	164	9.5%	15	11.6%	6	1	4
\$140,000 - \$159,999	160	9.3%	8	6.2%	9	0	5
\$160,000 - \$179,999	159	9.2%	2	1.6%	8	1	2
\$180,000 - \$199,999	153	8.9%	3	2.3%	3	0	0
\$200,000 - \$249,999	294	17.1%	7	5.4%	9	0	0
\$250,000 - \$299,999	190	11.0%	3	2.3%	5	1	3
\$300,000 - \$349,999	96	5.6%	1	0.8%	4	0	0
\$350,000 - \$399,999	81	4.7%	0	0.0%	1	0	1
\$400,000 - \$449,999	43	2.5%	1	0.8%	1	0	0
\$450,000 - \$499,999	31	1.8%	0	0.0%	1	0	0
\$500,000 - \$549,000	18	1.0%	0	0.0%	0	0	1
\$550,000 - \$599,000	6	0.3%	0	0.0%	0	0	1
\$600,000 - \$999,999	24	1.4%	0	0.0%	0	0	1
\$1,000,000 and over	5	0.3%	0	0.0%	0	0	0
Total	1,721	100%	129	100%	54	8	38

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	Current Month	Last 4 Months	Last 12 Months
(SFR, condo, PUD only)									
Cash	682	36.9%	569	35.9%	0 - 30	1249	67.5%	61.2%	51.9%
Conventional	673	36.4%	569	35.9%	31 - 60	253	13.7%	13.7%	15.7%
FHA	359	19.4%	327	20.6%	61 - 90	139	7.5%	8.0%	9.9%
VA	55	3.0%	42	2.6%	91 - 120	78	4.2%	5.4%	7.2%
Other †	81	4.4%	79	5.0%	121 - 180	58	3.1%	5.8%	7.7%
Total	1,850	100.0%	1,586	100.0%	181+	73	3.9%	5.8%	7.5%
Total					Total	1,850	100.0%	100.0%	100.0%

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

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

Median DOM: 13
Average DOM: 38
Average DOM 1 - 180 Days: 28
Average DOM 181+ Days: 289

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

Based on Multiple Listing Service data from MetroList. © 2012 SAR.

Compiled monthly by Sacramento Association of REALTORS® www.sacrealtor.org (916) 437-1205

Serving the Sacramento Region since 1980.

Phil Adams, Senior Property Manager
DRE#00829023
30 years with M&M
Folsom, Granite Bay, Loomis, Orangevale
Cell: 916-591-0124
phil@mmproperties.com

Mike Baumgartner
DRE#01817169
2 years with M&M
Elk Grove, Galt, Wilton
Cell: 916-798-1118
michael@mmproperties.com

Ernest Alexander
DRE#01447338
6 years with M&M
Natomas 95833, 95834, 95835
916-717-0232
elalexander@sbcglobal.net

Renee Cabral
DRE#01720303
6 years with M&M
Sac 95829, 95828, Elk Grove 95624
Cell: 916-281-7771
rcabral4@msn.com

George Dahdouh
DRE#01743736
5 years with M&M
Sac 95832, Laguna 95757, 95758
Cell: 916-271-3804
grdahdouh@yahoo.com

Cathy Galligan, Senior Property Manager
DRE#01196197
20 years with M&M
Carmichael, Citrus Heights, Fair Oaks
Sacramento 95628, 95842
916-923-6181 ext.168
cathyg@mmproperties.com

Jim Hall
DRE#01489815
6 years with M&M
Sac 95822, 95823, 95832
Cell: 916-716-3660
jim@mmproperties.com

Eric Kramer
DRE#01878520
2 years with M&M
Antelope, Roseville, Rocklin, Lincoln
Cell: 916-862-4181
E_Kramer@comcast.net

John Schenkenberger
DRE#01481301
3 years with M&M
Sacramento 95826, 95827, Rancho Cordova
Cell: 916-708-2065
john@mmproperties.com

Barbara Lemaster, Senior Property Manager
DRE#00984714
20 years with M&M
Apartments 16 units and greater
Cell: 916-833-9252
barbl@mmproperties.com

Jim Eitzen
DRE#01879149
3 years with M&M
Elk Grove and Laguna
Cell: 916-730-7498
jimeitzen@mmproperties.com

Joe Caballero
DRE#01870161
5 years with M&M
Speaks Spanish
Sacramento 95828, 95829, Elk Grove 95624
Cell: 916-628-5263
joecabo@yahoo.com

Susie Caballero
DRE#01744178
5 years with M&M
Speaks Spanish
Sacramento 95828, 95829, Elk Grove 95624
Cell: 916-213-8526
susie@mmproperties.com

Renea Negri
DRE#01254133
6 years with M&M
Rio Linda, Eleverta, North Highlands
Sacramento 94842, Antelope
Cell: 916-205-6415
reaneanegri@aol.com

Wes Ritchie
DRE#01724001
6 years with M&M
Sacramento 95815, 95821, 95825, 95841
Cell: 916-730-4533
wesrtch@gmail.com

Cathy Stratton, Senior Property Manager
DRE#00755858
25 years with M&M
Citrus Heights, Orangevale, Fair Oaks,
916-923-6181 ext. 120
cathystatton@bmarealor.com

Penny Jarrett
DRE#00899113
6 years with M&M
Carmichael, Sacramento 95864, 95825
Cell: 916-709-5930
pennyjarrett@comcast.net

Jan Windsor, Senior Property Manager
DRE#00904367
26 years with M&M
Carmichael, Fair Oaks, Sacramento 95864, 95825
Cell: 916-320-8408
windsorj@surewest.net

Geri Wells
DRE#00712747
6 years with M&M
Fair Oaks, Orangevale, Folsom
Cell: 916-849-5541
g.wells@comcast.net

Phillip Sparks
DRE#01125907
7 years with M&M
Laguna, Elk Grove, Sacramento 95823
cell 916-752-2086
papropertymanager@gmail.com

Jeff Huang
DRE#01882324
Speaks Chinese
Folsom, El Dorado Hills,
Granite Bay, Cameron Park
Cell: 510-461-7283
mystepingrocks@gmail.com

Teri Chikami
DRE#01296754
Sacramento 95814, 95816, 95819
95822, West Sacramento 95831
Cell: 916-949-5171
teri9884@att.net

Our sister management company, **Association Management Concepts (AMC)**, 1401 El Camino, Ste. 200, Sac Ca 95815, 916-565-8080. Specializes in managing homeowner associations throughout the Sacramento Region. Established in 1985. Brad Higgins, is the president. Feel free to contact him regarding any issues about HOAs. (managing homeowner associations does not require a real estate license)

Brad Higgins, President
Since 1990
Folsom, El Dorado County
Cell: 916-3337-5893
brad@assocmc.com

Scott Bland
7 years with AMC
Handles Sacramento Association South of HWY 80 to Elk Grove
916-565-8080 ext.322

Barbara Lemaster
20 years with AMC
North East of Sacramento, Placer County
916-565-8080 ext.128

Steve Raya
9 years with AMC
Sacramento, South East and Downtown
916-565-8080 ext.318

Chris Peters
4 years with AMC
Yolo County and Sacramento
916-565-8080 ext.306

Accounting Department: **Mary Cullen, Gretchen Burrill & Linda Nalbandian**
Administrative Support: **Cecia Dailey**
Maintenance Division: **Rolando Cuevas**

Receptionist for M&M and AMC **Olivia G.**
Customer services: **Leslie Chapman,**



BRUCE MILLS
DRE# 01100901
Work: 916-923-6183 ext. 110
Cell: 916-548-7712
bruce@mmproperties.com



www.mmproperties.com

Free Nuts & Bolts Property Management Class for all of your clients! Learn from 32 years of experience to reduce stress and keep a consistent cash flow. 2nd Tuesday of every month, but June 2012, at 5pm.

CALL 916-923-6181, ext. 110 TO RSVP

Let our qualified property managers make your life simpler and more cost effective!

Contact the Property Manager who lives closest today!

www.mmproperties.com
916-923-6183
1401 El Camino Ave., Ste. 200
Sacramento, CA 95815

Children's Home Supports Babies in Crisis Situations

By Sue Galster, Community Outreach Committee



One of the wonderful local organizations that SAR's Community Outreach Committee has donated to in 2012 is the Sacramento Children's Home and specifically their Crisis Nursery Program.

The Sacramento Children's Home combines child abuse prevention, intervention and intensive trauma care to strengthen families and give children safe, stable homes. One of the oldest charities in Sacramento, they've been a safe haven for children and families since 1867. They continue this tradition today through residential, community-based and educational programs that address the needs of children prenatal to age 22 and span a greater range of ages and a broader range of needs than any other agency in the region. Located on Sutterville Road in Sacramento, the Home has become a historic landmark representing the community's commitment to the most vulnerable children and families of the greater Sacramento region.

Sacramento Children's Home has nine programs – some at their Sutterville campus and some out in the community. Annually, they provide supportive services to over 5,100 children and 4,000 families in our area.

One such program, the Crisis Nursery, provides shelter and services to parents and caregivers in crisis where they can safely take their children age newborn to five for emergency day or overnight child care for up to 30 days. This program keeps little ones out of potentially unsafe environments, while giving parents time to deal with their issues.

There are many Crisis Nursery Program success stories and this one in particular is heartwarming. Macy was 5 years old when her mother brought her and two brothers, 3 years and 18 months, to the Sacramento Crisis Nursery. Their father had severe anger and substance abuse issues and was currently in jail. He was soon to be released, so Macy's mother made the hard decision to leave their violent and unsafe life while she could. Although she had no family or support system in Sacramento, she did have family in Oregon that she and her children could live with.

With nowhere else to turn, and very little time, Macy's mother came to

the Crisis Nursery looking for help. The case managers at the Nursery worked with Macy's mom to set up services in Oregon for both herself and her children, as well as find a home, get counseling and other support for victims of domestic violence.

Macy and her brothers were at the nursery for four days while their mom took the time to ensure that she had a plan to provide a "new life" for her children: one that was safe and stable, free from violence and fear. Without

the support and assistance from the Crisis Nursery Program, Macy and her family may have not been able to escape the violence.

More information on the Sacramento Children's Home, and how you can continue to support, can be found at www.kidshome.org

This gives a small glimpse into one of the local organizations that Sacramento Association of REALTORS® supports.

Wellspring Welcomes Women and Children

By Charlene Singley, Community Outreach Committee



Every morning at 7:30, women and children of all ages and backgrounds stream through the doors into a bright, cheerful room where they are welcome to eat a nutritious breakfast and sit and chat with their neighbors for as long as they wish.

With the exception of holidays, Wellspring is open every weekday from 7:30 a.m. until 11:30 a.m. Although no one is ever asked where she lives, or for that matter any personal questions, most of the women who come to Wellspring live in the surrounding neighborhood.

continued on page 13



From pre-approval to closing, we will guide you through the homebuying process.

Citibank offers you:

- Free pre-approval with SureStart®¹.
- Our On-Time Closing Guarantee so you can rest assured that your loan will close on time².
- Flexible credit guidelines
- Mortgage programs with low down payment requirements
- Down payment assistance programs

To learn more about working with Citibank, please contact:

Debra K. Winstead
916-622-2326
debra.k.winstead@citi.com
NMLS# 872351



Terms, conditions and fees of accounts, programs, products and services are subject to change. This is not a commitment to lend. All loans are subject to credit and property approval. Certain restrictions may apply on all programs. Offer cannot be combined with any other mortgage offer.

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

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



© 2012 Citibank, N. A. equal housing lender, member FDIC. Citi, Citibank, Arc Design and Citi with Arc Design are registered service marks of Citigroup Inc.

DAVE TANNER



How long have you been with SAR (as a staff member) and what is your position?

I have been a member since August 1995 and CEO since June 2012.

Wellspring Welcomes Women and Children

continued from page 12

Many of them are "regulars" and are there every day – or at least they have been there whenever I have volunteered – while some are newcomers.

Children of any age are welcome with their mothers; however, husbands, boyfriends or significant others may not enter. This is a warm and safe haven where the only males inside are the occasional male volunteers. Besides serving a nutritious breakfast, Wellspring provides a play area where the children can go to play games, listen to stories, or just play with the other children. A staff member is there to provide guidance and care for them while their mothers visit.

After the rush for breakfast, many of the ladies will sit, drink coffee, and visit with their neighbors – kind of like a Starbucks, but with the higher goal of providing a warm meal and a place to be safe and relaxed. In many instances, this is the only meal they will have for that day and without Wellspring, they would go hungry.

When I speak of breakfast being served, it truly is a "loaves and fishes" experience. There isn't even a stove at Wellspring, but some days the food just keeps on coming out of the kitchen. When I was there one Friday in October, after the cereal, oatmeal, fruit, and yogurt had been served, out came a veritable feast of beautiful salads and a delicious warm rice dish all made by volunteers. The ingredients are obtained from a variety of sources, such as Senior Gleaners, but often they come from the homes of the volunteer themselves. Many of the volunteers have been there almost as long as the Center. I visited with one long-time volunteer who comes from Cameron Park, she believes so strongly in the Center's work.

In addition to food and fellowship, Wellspring services include parenting classes, art therapy, referrals to other agencies and services and assistance with community resources, including Spanish translation services.

The center survives on donations from the community; it does not receive any type of government assistance. SAR, through the Community Outreach Committee and through Masters Club, has supported Wellspring through the years. To learn more about opportunities to volunteer or to donate, visit the website at www.wellspringwomen.org.

What did you do before coming to SAR?

Before I became the CEO, I was a real estate broker and real estate risk reduction attorney for over thirty years.

What do you like best about working for SAR?

The wide variety of things that the staff does to support the members. We have an incredible staff to work with. It seems that we are doing something different every day.

What frustrates you about the real estate business?

When I was doing transactions the most frustrating thing was dealing with agents that did not stay current on laws and forms.

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

I have lived in Elk Grove since August 1995. Before that I lived in San Jose for

eighteen years and active duty military for twelve years before that. While in the military I lived in Hawaii, Thailand and Viet Nam.

What do you like/dislike about Sacramento?

I like riding my bike along the American River. I think it is one of the most beautiful places in the world. When I was commuting from San Jose on weekends, I really hated the heat; but now that I live here, it does not bother me.

What are your hobbies or other activities?

Softball. I have been playing senior softball for over twenty years and hope to play at least another twenty. I also enjoy bike riding and skiing.

What is your favorite vacation destination?

Puerto Vallarta, Mexico. We try to go at least two weeks per year.

Have you watched any good movies lately?

I just saw Argo. I thought it was a really great movie. I remember the underlying true story and knew how it turned out, but it still kept me on the edge of my seat.

Do you have a favorite restaurant in Sacramento?

Centro at 28th and J St., part of the Paragary Group.

What would people be surprised to learn about you?

That we are expecting our fifth great-grandchild January 27, 2013.



Finance Your Home Purchase With Wells Fargo Home Mortgage

Rely on the strength and stability of a well-established lender.

- Trust our commitment to helping as many customers as possible enjoy the benefits of homeownership.
- Expect us to work closely with you to explore and explain options that are right for your budget and goals.
- Know we work hard to help customers stay in their homes in times of financial difficulty.

Shop With Reassurance

Make a standout bid on the home you want. Ease uncertainty with our solid **PriorityBuyer**® preapproval, backed by our **Wells Fargo Closing Guarantee**SM.1

Contact Wells Fargo Home Mortgage today!



Eric Engstrom
Branch Manager
916-480-2220



Gloria Mirazo Gregor
Sales Manager
916-955-3911



Hiroko Bowlin
916-524-4700



Joel Berliner
916-769-7370



Leo del Cid
916-548-7904



Ron Farrell
800-406-9999



Steve Fontenot
916-480-2216



Gary Hansra
916-743-5626



Michele Kesner
916-202-1495



Karin Kwong
916-834-1915



Ben Ludington
916-365-2209



Anthony Nunez
916-849-7772



Gene Oxley
916-601-4899



Jessica Pantages
916-397-8967



Malyna Phan
916-799-1561



Marv Poyser
916-485-5054



Adam Schaefer
916-480-2215



Nathan Sibbet
916-320-3952



Nick Smith
916-780-2132



Jacob Warren
916-234-0540

Capitol City Branch
591 Watt Avenue, Suite 120 Sacramento, CA 95864

Count On Us

Let Wells Fargo Home Mortgage help you find a financing solution that serves your immediate needs and sets the stage for long-term financial security.

1. Available on all qualified purchase transactions. Other terms and conditions apply. See a Home Mortgage Consultant for details. Credit is subject to approval. Some restrictions apply. This information is accurate as of date of printing and is subject to change without notice. Wells Fargo Home Mortgage is a division of Wells Fargo Bank, N.A. © 2008 Wells Fargo Bank, N.A. All rights reserved. #62015 10/08-1/09



OCTOBER 2012

New REALTOR® Members

Mario A. Baltodano
Exquisite Real Estate

Lori Blodgett
Atlantic & Pacific R.E. Inc.

Timothy W. Comstock
Vivaldi Real Estate

Robert J. Cunha
Coldwell Banker-Res R E Srv

Lori L. Deinhammer Schmidt
Odama Realty

John R. Diaz
Coldwell Banker-Res R E Srv

Larry A. Diaz
De Martino Real Estate

Lauren E. Doyle
Carlile Properties

Madesta E. Everhart
Lyon RE Fair Oaks

Andrew A. Gangnuss
Lyon RE Downtown

Christopher E. Gilles
Lyon RE Elk Grove

Desmond R. Hutton
Hutton & Associates

Clark A. Kayler
SacTown Real Estate

Jeffery S. Kessel
Lyon RE Natomas

Jason A. Magee
Redfin Corporation

Michael Masterson
Naidu Realty

Christina M. McAlpin
Keller Williams Rlty Elk Grove

Kevin J. Moorhouse
Cook Realty

Thomas Robert Morgan
Keller Williams Rlty Elk Grove

Wafiq M. Musallam
Keller Williams Realty

Lori Nguyen
Property Alliance

Tran N. Nham
Century 21 Landmark Network

Caitlin E. O'Neill
Lyon RE Fair Oaks

Brunella M. Palomino
Cara Milgate

Mona R. Ramirez
Keller Williams Rlty Elk Grove

Rob Rogers
JCL Realty, Inc.

Lai L. Saelee
Sacramento Realty Service

Jageet Tony Singh
American Real Estate Services

Jessica N. Smith
Keller Williams Realty

S Christine Smith
Lyon RE Elk Grove

Zhi Q. Song
Elite Realty Services

New Broker Associates

Travis M. Takeuchi
Century 21 M & M and Assoc.

Angela A Thomas
Coldwell Banker-Res R E Srv

New Designated REALTORS®

Cara L. Milgate
Cara Milgate

Garry Osipov
Alta Group Realty

Bernard C. Overbey
Mortgage Tree Capital Inc

Brodie W. Stephens
Realty World Platinum

Paul H. Whitman
W-Land

LaWanna L. Taylor
Dean Adams Residential R.E.

Guangping Peter Wu
1st American Realty

Gregory C. Youngquist
Lyon RE Fair Oaks

New Affiliate Members

Michael C. Barry
Farmers Insurance Group

Carolyn Durkee
Two Men And A Truck

Sharon Lange
Olsen & Fielding Moving Svcs

Eric E. Nelson
Jeff's Locksmiths

Reid Olsen
Olsen & Fielding Moving Svcs

Rose Olsen
Olsen & Fielding Moving Svcs

Brianna Waters
Academy Mortgage

Eric W. Withem
Pillar To Post

Foundation elects officers

New officers and directors have been elected to the Board of Directors of the SAR Charitable Foundation for 2013.

Steve Galster has been elected to chair the Foundation in 2013. The vice-chair will be **Francisco Cuellar**. **Leon Williams** will continue as secretary and **Paula Swayne** as treasurer. **Charlene Singley** was elected past chair.

The new board members are **Geoff Zimmerman**, Dunnigan REALTORS®, and **Kris Vogt**, Coldwell Banker. Other Foundation Board Members are: **Francisco Cuellar**, **Steve Galster**, **Barbara Harsch**, **Heather Pearce**, **Charlene Singley**, **Paula Swayne** and **Leon Williams**.

"We are very pleased to welcome both Geoff and Kris," Charlene said. "We know that with their vast philanthropic experience, they will be great additions to the Foundation Board."

Additional Members may be elected to the Board in 2013. Foundation directors are expected to make a personal contribution to the Foundation and commit to raising funds. Anyone who is interested in learning more about becoming a Foundation director should get in touch with Charlene at Charlene@charlenesingley.com or Janelle Fallan, SAR Director of Public Affairs, jfallan@sacrealtor.org.



ADVERTISE HERE!

Contact Foley Publications
about our monthly
advertising specials!
800.628.6983

GET FEATURED HERE!

foley Publications, Inc.

KEEP YOUR CARD HANDY

5-Step Guide to Instagram for REALTORS®

by NATIONAL ASSOCIATION OF REALTORS®

Sharing photos of your property listings is essential in real estate, and when it comes to photo sharing online, Instagram is perhaps the most talked about and exciting social media platform available. **Instagram** is a great way to connect with your real estate clients and to network with other **REALTORS®**, and with over 80 million users, Instagram has quickly become the platform of choice when it comes to simple edits like cropping and filtering.

If you have an **iPhone** or **iPad** you can download the Instagram application in the iTunes store, or for Android phone or tablet, download Instagram in Google Play. Once Instagram is installed, stand out from the crowd with this **5-step guide to Instagram photos for REALTORS®**.

1. Start sharing photos

Snap photos of your listings, and experiment with different angles and lighting. Part of the value of Instagram is that it's an on-the-spot photo service that even amateur photographers can use. It's okay if your photos aren't perfect, as long as you've taken the time to get your best shots. If you're not confident in your photography skills, make up for it with clever captions and creative uses of filters.

2. Add a filter that suits the house

Instagram filters add character to photos. Whether it's a unique light, giving it an old Polaroid look or adding a haze, Instagram filters can change the dynamic of a photo. The Sierra filter, for example, is high-exposure, low-contrast filter that adds a cloudy quality to a photo. The Lo-Fi filter's high saturation on the other hand adds vibrant colors and warmth to the photo. When shooting your properties, choose a filter that accentuates the best features, and that builds on the story that you're trying to tell about the house.

3. Take close-up shots of key features

Consider using Instagram for unique shots of the home. A photo of the entire house is great, but don't forget to focus on the details as well. Did the previous owners happen to have a large flower garden? Take a picture of the hydrangeas, filter the photo, and add a caption like, "Every house deserves a flower garden like this." Clever, pointed details are likely to capture the attention of your followers, and might entice them to take a closer look at the property.

4. Be active on Instagram

Follow other **REALTORS®** and real estate professionals. If you're already active on Facebook, you can export

your connections over to Instagram to build a foundation of people to follow. If you need to expand your network, follow real estate hashtags to find Instagram users who are active in the market, or follow hashtags from your local area to connect with potential customers. Within your Instagram feed, be sure to **LIKE** and comment on other users' photos. If you make the initial connection people will be more likely to reciprocate on your photos, thus putting more eyes on your property. As with most social platforms, the general rule of thumb is to be active and courteous.

5. Connect Instagram to your other social profiles

Part of the value of Instagram is that it can build on the photo functionality of your other social networks. If you're an active Twitter user in the real estate community, connect your Twitter and Instagram accounts and push your photos through Twitter to gain even more exposure. The same goes for Facebook, Tumblr and Flickr – the more eyes you can get on your property listings the better.

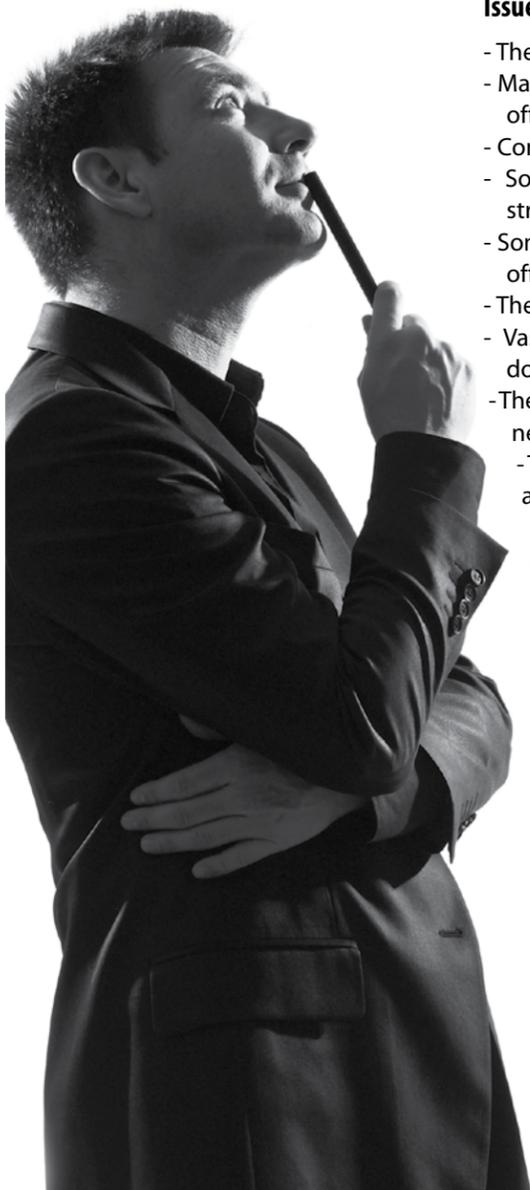
If you take a particularly good shot, don't hesitate to add the photo to your MLS and online listing. The level of engagement you put into Instagram is likely to reflect on the level of engagement you'll apply toward a home sale. Let your customers know that you're making the extra creative effort.

Are you using Instagram to share photos of real estate listings? Let us know what works and share your user name in the comments to connect with other REALTORS®.



Deep Appraisal Thoughts

By Ryan Lundquist – Certified Appraiser
ryan@LundquistCompany.com
www.SacramentoAppraisalBlog.com



Issues Appraisers are Facing Right Now

- The market is not easy to interpret
- Market value: Typical buyer vs. highest offer on the table
- Contract price vs. value
- Sometimes higher offers are about strategy instead of the market.
- Sometimes financing is causing higher offers (Is FHA higher?).
- The market is still distressed.
- Vast short sales can tend to weigh down prices.
- There are few recent sales, so appraisers need to know more on listings
 - The difference in roles: REALTORS® are advocates and appraisers are neutral

Questions to be prepared to answer for one of your listings:

- How many offers did you have on the property? (don't just say "multiple")
- What price levels were the other offers?
- What attracted the buyer to the property?
- Why did you accept the particular offer?
- What sales did you use to market the property? (opportunity to provide potential comps)
 - Were there any concessions in the purchase price?

- What have you noticed happening in the neighborhood market?

Tips for meeting and talking to appraisers during an inspection:

- Be conversational. Make a great impression on appraisers.
- Wait to talk on the phone and return emails until you've been able to talk with the appraiser.
- Be on time. If you are late, say sorry.
- Helpful statements: "I'm glad to help out where I can." "Let me know if you have any questions about the property or neighborhood." "Call me if you need anything."
- If you want, bring a list of potential comps and say, "Here are some sales I used to price the property."

You are not telling the appraiser what to do or even labeling these properties as comparable in any sense, but only saying "have a look if you'd like". A method like this might be particularly useful if you sense on the phone that the appraiser may not be in touch with the local market for whatever reason.

- Give a verbal or written list of all upgrades and repairs made.
- Consider letting appraisers know how many offers, showings and calls your listing had. This type of information is often useful. Please be honest and be careful not to steer a value conclusion with this information.

- Ask appraisers for any local market insight they might have, and feel free to share your understanding also. Both **REALTORS®** and appraisers have expertise when it comes to the real estate market, so sharing knowledge is a tremendous benefit for both groups. For example, if you are aware of upcoming new construction, a thriving neighborhood association, employment trends, eminent domain issues, a school opening or closing, or other aspects of real estate in the immediate neighborhood that might impact value somehow, speak on.

Things NOT to say to an appraiser during an inspection:

- Don't complain about HVCC. If it comes up, that's fine, but there are better things to talk about.
- Don't rant about another appraiser who "destroyed your last deal". Talking about another appraiser like he/she is some sort of village idiot does not leave a good impression.
- "Here are the best comps for you to use in your appraisal report" (this sounds like you are influencing an opinion of value).
- "Is this one going to come in at value?" "Is it going to appraise for at least the sales price?" "Do your best to get the value as high as possible". You definitely want to steer clear of value-pressuring questions or statements.



SACRAMENTO REALTOR®

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

A PUBLICATION OF THE SACRAMENTO ASSOCIATION OF REALTORS®

DECEMBER 2012

INSIDE THIS ISSUE

President's
Perspective

PAGE
2

About the
Market

PAGE
4

Legal
Update

PAGE
5

January
Calendar

PAGE
9

Tech Tips

PAGE
15

SAR WEBSITE:
www.sacrealtor.org

STABILITY SINCE 1887

Change is constantly happening all around us every day. It's nice to know that the lender you start your loan with today will be here to fund it at your closing...And be on time!



David Heard
NMLS# 2441146
Branch Manager
530.902.3725



Thomas Engwer
NMLS# 2406433
Branch Manager
916.532.8263



Suzanne Nunez
NMLS# 262435
Sr. Loan Officer - Roseville
916.300.7545



Beth Gewerth
NMLS# 246794
Loan Officer
916.730.2499



David Whiteside
NMLS# 247866
Loan Officer
916.730.8282



Ray Gin
NMLS# 246802
Loan Officer
916.207.6332



Chad Focht
NMLS# 247260
Loan Officer - Elk Grove
916.798.1234



Chris Opfer
NMLS# 256253
Loan Officer - Elk Grove
916.709.3257



Aaron Clowes
NMLS# 200900
Loan Officer
916.905.5958

FHA, FHA 203K, VA, USDA 100% Financing, CalSTRS, CalHFA,
CONVENTIONAL and JUMBOS

Mason-McDuffie
Mortgage Corporation
Since ~ 1887

916.929.2333

2033 Howe Avenue, Suite 110
Sacramento, CA 95825

We have over 107 Years of combined
lending experience



Licensed by the Department of Corporations under the
California Residential Lending Act NMLS# 1141

Contested Nature of 2012 General Election

The 2012 election cycle was the most contested the Sacramento region has experienced in several years. Regardless of which side of the aisle you identify with, or what candidates you support there are good indicators for democracy in highly contested races.

Months ahead of the primary election, City of Sacramento Councilmembers Rob Fong and Sandy Sheedy announced they would not seek re-election. The primary election in these two districts received great interest. Six people filed to run in District Two, Sandy Sheedy's seat covering Del Paso Heights and Hagginwood. Rob Kerth and Allen Wayne Warren emerged as the top two vote getters in the primary. Three weeks after the election, votes were still being counted in this race. Seven people filed to run in the District Four primary covering Land Park and Midtown, Rob Fong's seat. Joe Yee and Steve Hansen emerged from the primary to move onto the general election, but a winner had not been determined three weeks after the election.

In the 7th Congressional District, incumbent Congressman Dan Lungren faced physician opponent Ami Bera. Bera was declared the winner of the tight race on November 15 with approximately 51% of the vote to Lungren's 49%.

Highly contested elections show at least two important things in politics: qualified candidates and an engaged voting populace. While everyone who follows politics has "their" candidate they want to see win, if you can step back from that mindset it can be somewhat encouraging to see contested races. Many cities throughout the nation cannot find even one person to run for a city council or fire district seat. Yet, the City of Sacramento, Citrus Heights, Elk Grove, Folsom, and Rancho Cordova all had citizens who were

engaged and wanted to run for office, making contested races in all of these areas.

Highly contested elections show qualified candidates who are working hard for votes. If someone files paperwork to run for office, but does not put the significant work into knocking on doors and talking to voters they will not win that election. But on the same note, if someone files paperwork and does walk sidewalks with a message that voters do not agree with, they will also not win an election. So at the end of the day when at least two candidates receive close vote totals, it shows both candidates worked hard and that many voters in the district believe in their message.

Finally, contested races show an engaged voting populace. Many decry problems with perpetual low voter turnout. But, elections like what we experienced in the Sacramento region show that those who do decide to turn out and vote have done their homework, studied the candidates and selected the individual they believe is most qualified to do the job.

Elected representative government can be a messy process with many winners and losers. Yet, it is encouraging that in our region there are people who care enough about it to get involved. And, despite all of the downfalls with elected government is far better than the alternative.

