



SACRAMENTO REALTOR®

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MAY 2012

A PUBLICATION OF THE SACRAMENTO ASSOCIATION OF REALTORS®

Sacramento REALTORS® four-year charitable contributions top \$720,000

Sacramento REALTORS® and affiliates have donated nearly three-quarters of a million dollars to charities in the past four years.

“Our Members can be so proud of how they, both as individuals and as association Members, support the causes we all believe in,” Charlene Singley, chair of the SAR Charitable Foundation, said. “What is really exciting is beyond mere financial contributions, the Members of SAR roll up their sleeves and volunteer time and personal energy as well.”

The partnership between SAR and Rebuilding Together is a perfect example. SAR financially supports the activities of Rebuilding Together, and then more than 500 hours of volunteer time are donated by Members and staff toward fixing up one or more homes each year.

Each year, SAR donates one to three percent of its gross revenues to charitable causes. The Community Outreach Committee is responsible for deciding where the bulk of these funds will go. At the same time, Masters Club, Young Professionals Council (YPC), the CanTree Committee and the Scholarship Foundation also raise and distribute money.

The priorities of the Association that guide donations through the Community Outreach Committee, Masters Club and YPC, are:

- Shelter, including homeownership, affordable housing, housing rehabilitation and homelessness
- Community-based programs enhancing safety, mobility, appearance and recreational opportunities
- Organizations serve under-served or low-income communities and at-risk youth

Not surprisingly, most of the support goes to shelter-related organizations.

Totaling almost \$228,000 from 2008-2011, shelter-related recipient organizations included Rebuilding Together, St. John’s Shelter, Loaves & Fishes, Francis House, the Housing Affordability Fund of the California Association of REALTORS®, NeighborWorks and Stanford Settlement.

Under-served, low-income communities and at-risk youth received more than \$99,000 directly from SAR, YPC and the Masters Club. A few of the charities are: Moral Values Program, Sacramento Regional Conservation Corp, Wellspring Women’s Center, WIND Youth Services and several area food banks.

The American River Parkway Foundation (Mile 13 South) and the Sacramento Tree Foundation were the major beneficiaries in the category of community-based programs, which totaled over \$21,000.

During the years 2008 through 2011, the Scholarship Foundation received more than \$69,000 from SAR, YPC and Masters Club. This does not include the money the Trustees raised directly for scholarships.

The total for the four years analyzed is more than \$720,000. “The past four years have not been great for real estate as a profession, and yet look at how generous Members of the Association have been,” Charlene said.



2008 through 2011, the Scholarship Foundation received more than \$69,000.



More than 500 hours of volunteer time are donated by Members and Staff.



2012 St. Patrick’s Day Luncheon & Silent Auction

Sacramento Association of REALTORS®

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

Here to Serve You

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Feel free to call us direct.

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



2012 PRESIDENT



PATRICK LIEUW

This month's newsletter theme is Leadership, which is an important part of what SAR does for its Members.

One quality I especially admire in a leader is the ability to take a stand and to make difficult decisions for a better future, and that makes me think of my own parents. Living comfortably in Hong Kong in the 1960s, they faced the possibility of an imminent Communist takeover and looked to the United States for a brighter future for their seven children. It was very challenging for them to start a new life in a foreign country, but they took the risk they felt they had to for the sake of their family.

PRESIDENT'S PERSPECTIVE

Leaders teach by doing, not telling. That is the example my parents gave us.

Another leader who teaches by doing is our CEO Nelson Janes. Nelson does not say much in meetings, but he has helped build one of the best REALTOR® associations in the country. We will all miss his leadership when he becomes CEO of the Greater Las Vegas Association of REALTORS®.

Another characteristic of a great leader, in my opinion, is a broad point of view, and in that respect Benjamin Franklin comes to mind. Ben was a man of many talents: author of the Poor Richard's Almanac, statesman, scientist and inventor. Like my parents, he took a stand when he became one of the original Patriots against British rule of the American colonies. The quality that really stands out in my mind, though, is his wide range of skills. He didn't limit himself to a single

specialty. He had an inquiring mind and a very social disposition that led him to have a wide range of experiences. That kind of exposure is important, I think, in forging a wise leader.

Leadership is a lot more than being on the Board of Directors or chairing a committee. By getting involved at SAR, you develop your own leadership skills. The graduates of our Leadership Development program, for example, not only get more involved at SAR but can be more effective in their offices and neighborhoods.

SAR also leads by doing in the community. In another article in this newsletter, you can read how SAR Members have donated more than \$720,000 to the community just since 2008. The last five years have been very difficult for this profession, but you have all continued to give and give back.

CHIEF EXECUTIVE OFFICER



NELSON JANES

While the Code of Ethics and Standards of Practice of the National Association establishes objective, enforceable ethical standards governing the professional conduct of REALTORS®, it does not address issues of courtesy or etiquette. Based on input from many sources, the Professional Conduct Working Group of the Professional Standards Committee

CEO EXCHANGE

Pathways to Professionalism

developed the following list of professional courtesies for use by REALTORS® on a voluntary basis.

I. Respect for the Public

1. Follow the "Golden Rule" – Do unto others as you would have them do unto you.
2. Respond promptly to inquiries and requests for information.
3. Schedule appointments and showings as far in advance as possible.
4. Call if you are delayed or must cancel an appointment or showing.

5. If a prospective buyer decides not to view an occupied home, promptly explain the situation to the listing broker or the occupant.

6. Communicate with all parties in a timely fashion.

7. When entering a property, ensure that unexpected situations, such as pets, are handled appropriately.

8. Leave your business card if not prohibited by local rules.

9. Never criticize property in the presence of the occupant.

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Sacramento REALTOR® Newsletter

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Editorial Policy

The Sacramento Association of REALTORS® (SAR) welcomes articles of educational interest to its Members. Published articles will feature the author's name, title and company; however, no direct compensation will be paid to the author. SAR reserves the right to edit submitted articles for length, grammar and appropriateness.

Articles will be printed in SAR's publications on a space available basis. Attempt will be made to publish submitted articles in a timely manner; however, submission of an article does not guarantee when, or if, it will be published.

CEO Exchange

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10. Inform occupants that you are leaving after showings.
11. When showing an occupied home, always ring the doorbell or knock – and announce yourself loudly – before entering. Knock and announce yourself loudly before entering any closed room.
12. Present a professional appearance at all times; dress appropriately and drive a clean car.
13. If occupants are home during showings, ask their permission before using the telephone or bathroom.
14. Encourage the clients of other brokers to direct questions to their agent or representative.
15. Communicate clearly; don't use jargon or slang that may not be readily understood.
16. Be aware of and respect cultural differences.
17. Show courtesy and respect to everyone.
18. Be aware of – and meet – all deadlines.
19. Promise only what you can deliver – and keep your promises.
20. Identify your REALTOR® and your professional status in contacts with the public.
21. Do not tell people what you think – tell them what you know.

II. Respect for Property

1. Be responsible for everyone you allow to enter listed property.
2. Never allow buyers to enter listed property unaccompanied.

COMMITTEE SPOTLIGHT

Technology Advisory Committee

Real Estate practitioners are tied to technology. Like it or not, the smart phone, Internet, PDF documents and digital signatures are all now embedded in the daily lives of REALTORS®. Your Association recognizes that shift in how business is done and is engaged in maintaining a future technology focus. The Technology Advisory Committee chaired by Jennifer Odama assists in that task. The Committee meets every other month to discuss emerging technologies and how REALTORS® are putting them to use. They distill the important technological trends and write up a monthly column as well as produce monthly videos to disseminate information about new technologies to the greater Membership. This is an open committee, meaning any Member in good standing who has indicated interest may join.

Committee Members are: Jennifer Odama - Chair, Nicholas Altman, Gary Bradley, Rowland Fellows, Mahnaz Khazari, Patrick Lieu, Steve Ostrom, Huong Tran and Leon Williams

3. When showing property, keep all members of the group together.
4. Never allow unaccompanied access to property without permission.
5. Enter property only with permission even if you have a lockbox key or combination.
6. When the occupant is absent, leave the property as you found it (lights, heating, cooling, drapes, etc). If you think something is amiss (e.g. vandalism) contact the listing broker immediately.
7. Be considerate of the seller's property. Do not allow anyone to eat, drink, smoke, dispose of trash, use bathing or sleeping facilities, or bring pets. Leave the house as you found it unless instructed otherwise.
8. Use sidewalks; if weather is bad, take off shoes and boots inside property.

III. Respect for Peers

1. Identify your REALTOR® and professional status in all contacts with other REALTORS®.
2. Respond to other agents' calls, faxes, and e-mails promptly and courteously.
3. Be aware that large electronic files with attachments or lengthy faxes may be a burden on recipients.
4. Notify the listing broker if there appears to be inaccurate information on the listing.
5. Share important information about a property, including the presence of pets; security systems; and whether sellers will be present during the showing.
6. Show courtesy, trust and respect to other real estate professionals.

7. Avoid the inappropriate use of endearments or other denigrating language.
8. Do not prospect at other REALTORS® open houses or similar events.
9. Return keys promptly.
10. Carefully replace keys in the lockbox after showings.
11. To be successful in the business, mutual respect is essential.
12. Real estate is a reputation business. What you do today may affect your reputation – and business – for years to come.

These Guidelines are part of SAR's New Member Orientation and are reprinted here for the benefit of all SAR Members.

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The Perfect Loan File

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Mortgage consumers who enter the mortgage approval process ready to battle their chosen mortgage lender will come out with a nightmare story to tell. As the process, requirements, and guidelines are the same for everybody, your mindset is the game-changer. Accepting the never-ending documentation necessary for lender approval will make everyone's life easier.

When I was a kid, my mother occasionally issued directives that I naturally thought were superfluous, and when asked why I needed to do whatever it was she wanted me to do, her answer was often: "Because I said so." This never seemed to answer my question but

always left me without a retort, and I would usually comply. This is exactly what consumers should do during the mortgage approval process. When your lender requests what seems to be over-documentation and you wonder why you need it, accept the simple edict – "because I said so." You will find the mortgage approval process much less frustrating.

So, what's the perfect loan? Well, it's one that (a) pays back the lender and (b) pays back the lender on time. Underwriting the perfect loan is not the goal that mortgage lenders aspire to today. The real goal is the perfect loan file. Mortgage lenders have suffered staggering losses and gone out of business because of the dreaded loan repurchase. As mortgage delinquencies

increased, FannieMae and FreddieMac began to audit mortgage loans they had purchased and discovered substandard and fraudulent underwriting practices that violated representations and warranties made, stating these were high quality loans. Fannie and Freddie began forcing the originating lenders of these "bad" loans to buy them back. When a small correspondent mortgage lender is forced to buy back a single mortgage loan, this becomes a \$250,000 loss to a small mortgage business for a single loan, because it will never be repaid.

It doesn't take many of these bad loan buybacks to close the doors on many small mortgage operations. The lending houses suffered billions of dollars of losses repurchasing loans from Fannie and Freddie, and began to do the same thing for loans they had purchased from smaller originators. The small and medium sized mortgage originators that survived created underwriting guidelines and procedures to eliminate the threat of future loan repurchase losses.

The answer? The perfect loan file. It's no longer necessary to have excellent credit, a big down payment and stable employment with income sufficient to support your debt service to guarantee your loan approval. However, you must have a borrower profile that meets the credit underwriting guidelines for the loan you are requesting. And, more importantly, you have to be able to hard-copy-guideline-document your profile. Every nook and cranny of your financial life has to be corroborated, double and triple-checked, and reviewed again before closing.

This way, if the originating lender has created a loan file that is exactly consistent with published underwriting guidelines and has documented while adhering to those guidelines, the chances are that your loan will not be subject to repurchase. Borrowers also need to prepare for processing and underwriting. Processors and underwriters are the people trained and charged with gathering (processors) all of your required-for-approval financial documents, and then approving (underwriters) your loan. You can assume these people are well trained and very experienced, as they are tasked with assembling and approving a "high-quality-these-people-will-pay-us-back" loan file.

But just how do they go about that? The process begins with the loan originator (a.k.a LO, loan officer, mortgage consultant, mortgage adviser, etc.) – tasked to match the qualifications of a particular mortgage deal to the appropriate underwriting guidelines. It is the LO's job to determine if a loan scenario is approvable and to gather the documentation to support that determination. It is here, at the beginning of the approval process, where the deal is made or broken. The rest of the approval process is just papering the file. The LO determines whether the information provided by the borrower can be validated and documented.

This is simple, since most mortgages are approved by automated underwriting engines such as Desktop Underwriter, and the automated approval gener-

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About The Market

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ates a list of the documents needed to paper the loan file. An underwriter can, at this stage, request additional supporting documentation evidence at their discretion, as not all circumstances neatly fit into the prescribed underwriting box. If the LO creates a loan file with accurate information, then secures the documentation resulting from the automated underwriting findings, the loan will close uneventfully.

So, let's begin with the pre-approval call. Mortgage pre-approval is typically accomplished with a telephone interview. A prospective borrower calls a mortgage rep (LO), and the questions begin. There will be lots of questions as this critical phase of the process is akin to the discovery period in a trial – you'll need to disclose everything. Expect to answer queries on what you do for a living, how long you've been employed in your current field, and what your salary is. If there is a co-borrower, they will have to answer the same questions. Every dollar in checking, savings, investments and retirement accounts, also known as assets to close, as well as gifts from relatives and non-profit grants, has to be accounted for. Essentially everything appearing on a borrower's asset-radar-screen has to be documented and explained. If you were previously a homeowner and sold your home in a short sale, or if you own a home now and plan to keep it as an investment or rental property, there are new and spe-

cific underwriting guidelines created just for you.

In these cases, full disclosure of your credit and homeownership past can potentially eliminate unforeseen mortgage approval woes. For instance, FannieMae has a new underwriting guideline called "Buy-and-Bail," for current homeowners planning on keeping their existing home as an investment/rental property. Properties not meeting the 30% equity test for "Buy-and-Bail" result in additional asset requirements to purchase a new home. Buyers with a short-sale history may have to wait three years before they are eligible for mortgage financing again.

Full disclosure of your previous mortgage life will save you the dreaded we-have-a-problem call from your mort-

gage lender. It all comes down to your proof. If the lender asks for a specific document, give them exactly what they are asking for, not what "should be OK," – because it won't be. This is where the approval process tends to go off the rails, when the lender asks for specific documentation and the borrower supplies something else. Here, too, is where both sides get frustrated.

So if the lender asks for a bank statement and there are 5 pages for that bank statement, send them all 5 pages, and not just the summary. If you send them the summary page and they ask again, don't complain that the lender keeps asking for the same thing when you never sent it in the first place. This may sound elementary, but the vast majority of mortgage approval process woes

stem from scenarios just like this. The reason the mortgage approval process is now so rigorous is simple. Avoiding defaults and loan buybacks has become the primary goal of mortgage lenders.

Higher standards are reducing loan defaults, which should mean fewer foreclosures in the future. Government data shows that less than 2% of loans originated in 2009 that were resold to Freddie Mac and Fannie Mae went into default after 18 months, down from more than 22% default rates for 2007 loans. So when your lender requests specific documents from you, give them exactly what they ask for "because they said so."

You can thank my Mom for that.

March Public Issues Forum recap

The Public Issues Forum was honored to have Sacramento County Assessor Kathy Kelleher speak in March. Ms. Kelleher discussed many improvements she has brought to the Assessor's office and its website, making it more REALTOR® and consumer-friendly. This includes a faster response time for individuals asking for property re-assessments under Proposition 8. The Public Issues Forum is the third Friday of every month at 9:30am in the SAR Board Room. It is free and open to all SAR members.

2011 Annual Report Published

The 2011 Annual Report of the Sacramento Association of Realtors, Inc. has been published and is available on the SAR website as a PDF document. The annual report comprises the financial statements with independent auditor's report for the years ended December 31, 2011 and 2010.

Visit the Members' only section of the SAR website at www.sacrealtor.org for more information.



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MASTERS CLUB CORNER

World traveler George Mijares exudes community pride

the Sacramento Police Department. Overtime, it became difficult to balance two careers, so he became a full time REALTOR®. He loves the business of helping buyers and sellers with their home transactions.

George and his wife have been married since they met at Sacramento City College. They both are avid travelers and have been to all seven continents. Some of his favorite destinations are Dubai, Borneo, Antarctica and Alaska. He has seen the world but he still insists that Sacramento is the best place to live. This is a perfect example of a REALTOR® who has the enthusiasm for our community and with his years of experience we are not surprised he is an Outstanding Member of the Master's Club.

George Mijares, of Mijares Realty, is a longstanding member of the Master's Club (16 years) and a dedicated member of the Masters Club Steering Committee.

George began his real estate career in a very unusual way. He wanted to sell his home so he bought a sign and held open houses. He enjoyed the process so much that he decided to make a career change. He studied and passed the real estate exam, then worked part time as a REALTOR® and continued his full time job as a Lieutenant in

Mark your Calendar for these coming Masters Club events:

Masters Club Golf Tournament
Monday, October 8

Masters Club Annual Breakfast
Friday, November 16

Loaves and Fishes Volunteer days:

July 30th
October 29th
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@golyon.com

MORE THAN A PROFESSIONAL GOAL



Are You on Target?

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

New Masters Club Members

- Angie Acevedo, Keller Williams Realty
- Malik Ahmad, ZipRealty Inc.
- Lisa Auble, Lyon RE Sierra Oaks
- Navio Bains, Lyon RE Natomas
- Brenda Baker, Lyon RE Fair Oaks
- Christopher Barcnas, Realty World Platinum
- Jonathan Barnato, Keller Williams Realty
- Olga Basaraba, Advanced Global Real Estate
- Johnas Bell, Keller Williams Realty Elk Grove
- Ken Berry, Interwest Brokerage Group
- Patricia Brecht, Coldwell Banker
- Steffan Brown, Coldwell Banker
- Amber Brunton, Big C Realty
- Jonathan Burgess, Code 3 Realty & Mortgage, Inc
- Eric Campbell, Campbell Real Estate
- Colleen Coates, Lyon RE Roseville
- April Cooke, Lyon RE Elk Grove
- Allison Couchman, Dunnigan, REALTORS®
- Gina Crane, Coldwell Banker
- Jacob DaRosa, Golden State Realty Services
- Judith Defer, Marshall & Associates
- David Delihant, Coldwell Banker
- Leslie Dougherty, RE/MAX Gold Sacramento
- Jonathan Dresser, Regency Realty
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- Nicholas Kellogg, Lyon RE Fair Oaks
- Silke Kirkwood, RE/MAX Gold Natomas
- Ramen Lal, JST Real Estate

- Mary Lee, Prudential Dunnigan Real Estate
- John Leles, Lyon RE Sierra Oaks
- Terri Lindsey, Affiniti Reel Estate
- Anthony Lombardo, Lombardo Real Estate Inc
- Mikko Lopez, Lyon RE Downtown
- Fridaleen Lou, RE/MAX Gold Laguna
- Grady McFaddin, Coldwell Banker
- Casey McLoed, Atlantic & Pacific Real Estate Inc.
- Stephen McMullen, Lyon RE Natomas
- Nicole Montoya, Coldwell Banker
- Sara Moody, ZipRealty Inc.
- Vanessa Mosby, Coldwell Banker
- David Muraoka, Coldwell Banker
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- Renee Rhinehart, Praxis Realty
- Jamie Rich, Dunnigan, REALTORS®
- Jennifer Rigley, Keller Williams Realty
- Helena Riley, Keller Williams Realty Elk Grove
- Lisa Rothfels, Lyon RE Fair Oaks
- Nathan Sherman, Dunnigan, REALTORS®
- Brenda Siravo, Lyon RE Sierra Oaks
- Kristen Snedeker, Code 3 Realty & Mortgage, Inc
- Sheldon Steele, Steele Realty & Invest, Inc
- Jacklyn Steiner, Lyon RE Sierra Oaks
- Tracy Stewart, RE/MAX Gold Laguna

- Deborah Storey, Lyon RE Natomas
- James Swanson, BHGMason-McDuffie Real Estate
- Regina Szura, Coldwell Banker
- Gilbert Torres, Exclusive Realty and Mortgage
- Kelly Upchurch, Upchurch Properties Inc.
- Troy Valentine, Prudential NorCal Realty
- Nadia Varlamov, Advanced Global Real Estate
- Dona Walker, Coldwell Banker
- Timothy Warren, Warren Realty
- Elizabeth Welsh, Your Property Connection, Inc
- Toussaint White, BP Realty
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- Victoria Witham, Avaral Real Estate & Mortgage Network
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- Jacob Worley, Worley Real Estate

- Martin Swingle, Capital West Realty, Inc.
- Patricia Webb, Keller Williams Realty
- Cynthia Wickliffe, Quest Realty
- Cyndie Young, Sac City Real Estate

New Masters Club Outstanding Life Members

- Neal Alie, Prudential Dunnigan Real Estate
- Bernadette Augustine, Lyon RE Sierra Oaks
- Robyn DeLong, Coldwell Banker
- Jay Feagles, Lyon RE Sierra Oaks
- Susan Galster, Weichert REALTORS®-Galster Group
- Mona Gergen, Dunnigan, REALTORS®
- Kathleen Griffin, PDF Realty, Inc.
- Terri Higgins, Lyon RE Downtown
- John Kane, Kane Realty
- Diana Leles, Lyon RE Sierra Oaks
- Rebecca Lund, Lyon RE Fair Oaks
- Carolyn McConnell, Fusion Real Estate Network
- Jeff Morazzini, Lyon RE West Sacramento
- Jannay Murphy Hughes, Century 21 Select Real Estate
- Patrick O'Bryon, RE/MAX Gold Folsom
- Martin Pierucci, Martin Pierucci
- Thomas Reilly, Kraft Real Estate
- Wendi Reinl, Coldwell Banker
- Pam Robertson, P R Real Estate Co
- Bruce Slaton, Realty World eCurb REALTORS®
- Jack Smith, Lyon RE Elk Grove
- Curtis Tucker, Keller Williams Realty
- Marilyn Tucker, Keller Williams Realty

New Masters Club Life Members

- Erin Attardi, Dunnigan, REALTORS®
- Reed Block, Prudential NorCal Realty
- Gina Borges-Valdez, Coldwell Banker
- Jon Brodie, Keller Williams Realty
- Denise Calkin, Coldwell Banker
- Susie Dunning, Lyon RE Elk Grove
- Maic Friedrich, Keller Williams Realty
- Diane Johnson, Real Estate Masters
- Frank Kolafa, Lyon RE Downtown
- Claudia Roberts, Coldwell Banker
- Toddy Schultz, Lyon RE Fair Oaks
- Brandon Shepard, Prudential Dunnigan Real Estate
- Mark Solich, Lyon RE Folsom
- Steven Streng, Streng Realty



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Top-Two Primaries

This year's election cycle will be much different than those in years past, and it's leaving many people who watch politics closely wondering what will happen. This is the first time Californians will vote under the new "top-two" primary. It seems plausible that the new system will dramatically shake up California elections and politics, but have a lesser effect on policy.

Voters approved Proposition 14 in June 2010, which created this new "top-two" system. Elections in the past were separated by party, with a winner from each party moving on to the general election. This June, all candidates will be together on a single ballot, and the top two vote-getters will move on to the general election in November, regardless of party. Candidates will now be listed under their "party preference" or, they can also choose to have "no party preference". The new system applies to candidates for Congress, the Legislature, and other statewide offices like the Governor and Insurance Commissioner.

The Peace & Freedom, Libertarian, and Green Parties sued in *Rubin v Bowen*, stating that the top-two system violates the voting rights of minor party members, and voters, since they will in all likelihood not appear on any

general election ballot. The judge in the case did not issue an injunction, which allowed the June ballot to go forward under the top-two system.

This new primary system will have numerous impacts for those who follow politics closely. People tend to live in areas with like-minded people, which makes many districts a "Republican" or a "Democratic" seat. While there are some districts that are purposely drawn to favor one party or the other, known as gerrymandering, many districts can not be drawn to be competitive, because of how people live.

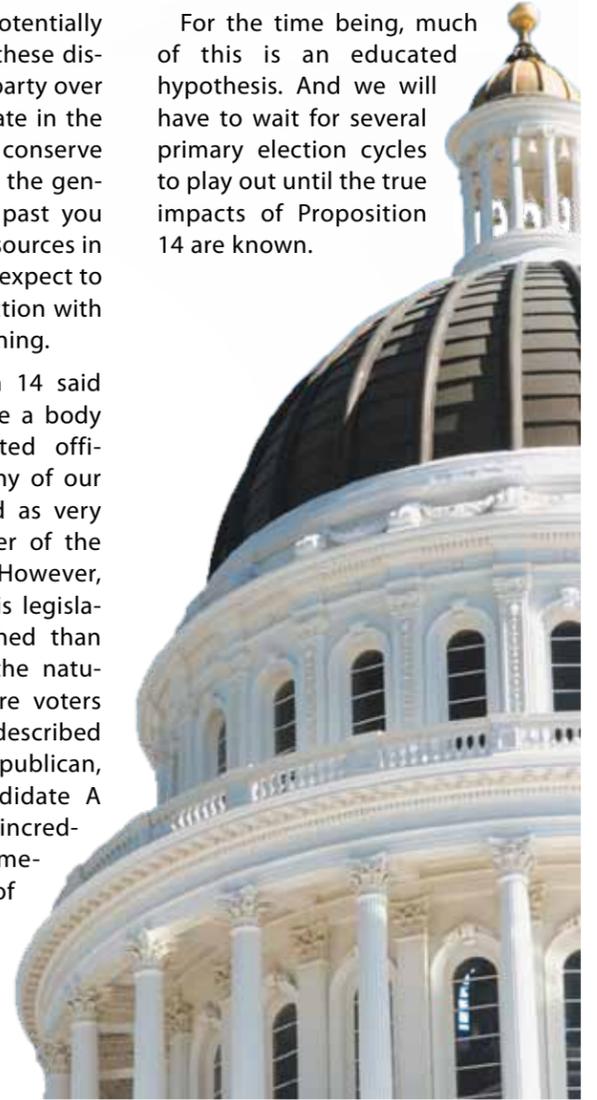
In these areas where registration heavily favors one party over the other, the primary used to essentially serve as the general election. In a district heavily populated by Republicans, whatever Democrat appeared on the November ballot had no chance of winning. Under the new top-two system, in a district with significant Republican registration, two Republican candidates will advance to the November ballot, and have an additional five months to hammer away at one another's records.

This will likely make elections much more expensive, as more TV commercials, mail, and events will be needed

for victory. Over time, it will potentially change election strategy in these districts that heavily favor one party over another. If you are a candidate in the top two, you may want to conserve your monetary resources for the general election, where in the past you would have spent all your resources in the primary, since you could expect to sail through the general election with little fundraising or campaigning.

Supporters of Proposition 14 said they wanted to try to create a body of more mainstream elected officials, since in California many of our Legislators could be viewed as very far to one side or the other of the proverbial political aisle. However, the moderating effect of this legislation may be more diminished than voters hoped, because of the natural like-mindedness of where voters live. In the example district described earlier, which is heavily Republican, the voting records of Candidate A over Candidate B will be incredibly similar. Other than someone's personal preference of candidates there would be little to distinguish them in a blind voting matchup, despite the negative things they report their opponent did in television ads.

For the time being, much of this is an educated hypothesis. And we will have to wait for several primary election cycles to play out until the true impacts of Proposition 14 are known.





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SAR EDUCATIONAL OFFERINGS

DATE	TIME	CLASS	COST	TOPIC	INSTRUCTOR
May 11	9:00am – 1:00pm	RETI - Lead Generating Through Marketing and Networking	\$15	Real Estate Training Institute - Spring Series	Carol Kellogg, Lyon Real Estate
May 18	9:00am – 1:00pm	RETI - Turning Your Open House into \$\$\$, Natural Hazard Disclosures	\$15	Real Estate Training Institute - Spring Series	Brian McMartin & Ralph Kephart
June 1	9:00am – 1:00pm	RETI - Presenting Offers	\$15	Real Estate Training Institute - Spring Series	Patrick Woods
June 15	9:00am – 1:00pm	RETI - Marketing to Investors & 1031 Investors, Trends of the Market	\$15	Real Estate Training Institute - Spring Series	Dean Rinker
June 19	9:00am - 1:00pm	C.A.R. Residential Purchase Agreement*	\$59	Topics Include: <ul style="list-style-type: none"> Familiarize yourself with the RPA-CA Learn how to create, modify, cancel or close a transaction Identify, explain, understand and remove contingencies Complete all mandatory and recommended disclosures Ensure all commissions are paid in full and on time DRE Credits: 4 hours of consumer protection	Gov Hutchinson
May 4	9:00 – 1:00 pm	Financing Programs	\$15	A session within the RETI series <ul style="list-style-type: none"> Courses are designed for new or returning agents 15 great educational sessions Taught by seasoned SAR Members Only \$99 for the series if you pay by March 15; \$110 after 	Jeffrey Raskin

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

ETHICS CORNER

CODE OF ETHICS ARTICLE 12

REALTORS® shall be honest and truthful in their real estate communications and shall present a true picture in their advertising, marketing and other representations. REALTORS® shall ensure that their status as real estate professionals is readily apparent in their advertising, marketing, and other representations, and that the recipients of all real estate communications are, or have been, notified that those communications are from a real estate professional. (Amended 1/08)

CASE INTERPRETATION: Case #12-19: Remove Information about Listings from Websites Once Authority to Advertise Ends

(Adopted November, 2006). Reprinted with permission from the National Association of REALTORS® Code of Ethics and Arbitration Manual.

REALTOR® A, a residential specialist in a major metropolitan area, spent several weeks each year in a cabin in the north woods he had inherited from a distant relative. Always on the lookout for investment opportunities, he paid careful attention to "for sale" signs, newspaper ads, and local brokerage websites in the area.

Returning from the golf course one afternoon, REALTOR® A spotted a dilapidated "for sale" sign on an otherwise-attractive wooded lot. Getting out of his car, he was able to discern REALTOR® Z's name. Returning to his cabin, he used the Internet to locate REALTOR® Z and REALTOR® Z's company website. Visiting REALTOR® Z's website, he found detailed information about the lot he'd seen that afternoon. Using REALTOR® Z's e-mail address function, he asked for information about the lot, including its dimensions and asking price. Several days later REALTOR® Z responded, advising simply, "That listing expired."

The following day REALTOR® A, hoping to learn whether the lot was still available, contacted REALTOR® X, another area real estate broker.

"As it turns out, we have an exclusive listing on the property you're interested in," said REALTOR® X. In response to REALTOR® A's questions, REALTOR® X advised that he had had an exclusive listing on the property for almost six months. "That's funny," responded REALTOR® A, "REALTOR® Z has a 'for sale' sign on the property and information about it on her website. Looking at her website, I got the clear impression that she still had that property listed."

While the wooded lot proved to be out of REALTOR® A's price range, REALTOR® Z's "for sale" sign and website were still on his mind when he returned home. Ultimately, he contacted the local association of REALTORS® and filed an ethics complaint alleging that REALTOR® Z's "for sale" sign, coupled with her offering information on her website, made it appear as if the wooded parcel was still listed with her firm, when that had not been the case for over six months. REALTOR® A noted that this conduct, in his opinion, violated Article 12 since REALTOR® Z was not presenting a "true picture" in her public representations and was, in fact,

advertising without authority, a practice prohibited by Article 12, as interpreted by Standard of Practice 12-4.

At the hearing, REALTOR® Z claimed that failure to remove the "for sale" sign was simply an oversight, and if anyone was to blame, it was her personal assistant who was responsible for removing signs and lockboxes from expired and sold listings. "If you want to blame anyone, blame my assistant since he's supposed to bring back our "for sale" and "sold" signs." Turning to the stale listing information on her website, REALTOR® Z acknowledged that information about her former listing had continued to appear for more than six months after the listing had expired. REALTOR® Z analogized the continued presence of that information to an old newspaper advertisement. "It's possible someone might come across a six month old newspaper with my listings in it. Those ads were true when I ran them but how could I ever control when and where someone will come across them, possibly months or even years later?" she asked. "Besides," she added, "REALTORS® have better things to do than constantly inspect their websites

to make sure everything is absolutely, positively up-to-the-minute." "If we did that, none of us would have time to list or sell," she concluded.

The hearing panel disagreed with REALTOR® Z's reasoning. While reasonable consumers can expect newspaper advertisements to be current and accurate on the date of publication, they also understand that information in months or even years old newspapers will be obsolete. Information on REALTORS® websites is clearly different from newspaper ads since it can be updated on a regular basis, and corrected if mistakes occur. The panel concluded that the continued presence of information about REALTOR® Z's former listing six months after expiration on her website, coupled with the continued presence of her "for sale" sign on the wooded lot, did not present the true picture required by Article 12, and was inconsistent with the obligation to have authority to advertise contemplated by Article 12 as interpreted by Standard of Practice 12-4. REALTOR® Z was found in violation of Article 12.

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
				1 Office Closed – Staff Development 7:30 – 8:30am RETI – Week 9 – Presenting Offers 9:00am – 1:00pm
4 MetroList Training –Prospector Course 1 (T) 9:00am – 12noon MetroList Training – Prospector Course 2 (T) 1:00 – 4:00pm	5 Main Meeting (A) 9:00 – 10:30am Community Outreach Committee (B) 10:30 – 11:30am	6 New Member Orientation (B) 8:30am – 12:30pm	7 RE Finance Forum (A) 9:00 – 10:30am	8 SAR Closed – Staff Development 7:30am – 1:30pm
11 Education Committee (B) 9:00 – 10:00am	12 Regional Meetings* (A) 8:30 – 9:30am National Association of Hispanic Real Estate Professionals (A) 11:30am – 3:30pm	13	14 Realtist (A) 9:00 – 11:00am	15 Public Issues Forum (B) 9:30 – 10:30am
18 MetroList Training – FIND (T) 9:00 – 11:00am New Member Orientation (B) 12:30 – 4:00pm MetroList Training – Realtist (T) 1:00 – 3:30pm	19 Regional Meetings* (A) 8:30 – 9:30am C.A.R. Residential Purchase Agreement (A) 9:00am – 1:00pm	20 ZipForm® 6 Class (A) 9:00 – 11:00am Making Electronic Signatures Work for You Class (A) 11:30am – 1:30pm	21 Young Professionals Council Forum (A) 9:00 – 10:00am WCR Luncheon (A) 11:00am – 2:00pm	22 Industry Update (A) 9:30 – 10:30am
25	26 Regional Meetings* (A) 8:30 – 9:30am iPad for Real Estate Class(A) 9:00 – 12noon WordPress Websites Class (A) 1:00pm – 4:00pm	27 Office Closed – Staff Development 1:00 – 2:00pm Housing Opportunity Committee (B) 2:30 – 4:00pm	28 National Association of Hispanic Real Estate Professionals (A) 8:00am – 4:30pm	29 National Association of Hispanic Real Estate Professionals (A) 8:00am – 4:30pm

Calendar Information

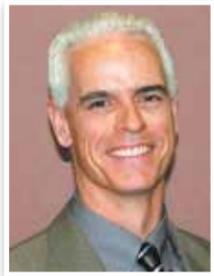
*For Regional Meeting locations and times, visit www.sarcaravans.org or contact Tony Vicari at tvicari@sacrealtor.org or 437-1205.

Meetings subject to change.

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



Guaranteed-issue medical insurance among Member benefits



Rob Ford
Ames Grenz
Insurance Services

The topic of 'medical insurance benefits' is all over the news these days. We have the Supreme Court evaluating the validity and legality of the new health care laws passed by Congress in March of 2010 and the individual mandate appears to be the biggest issue. The individual mandate will require all Americans to have some form of medical insurance; either purchased from an insurance company, through a state exchange or through one of the govern-

ment programs, for instance Medicare or Medicaid. If you are not eligible for one of the government programs and decide not to purchase insurance, you could be fined.

Most of the major changes are due to be made in 2014, although some changes have already been made. Children may now remain on their parents' policies to age 26; policies are required to include 'healthy checkups' at no charge, and probably the biggest change is that children under the age of 19 are guaranteed insurance.

One of the biggest concerns that Americans have about medical insurance is the chance of being denied. Did you know that all of your Sacramento Association of REALTORS® medical, dental and vision benefits are "guaranteed

issue"? "Guaranteed issue" means that you cannot be denied coverage because of prior medical conditions.

Benefits that have been offered through SAR include Kaiser, Western Health Advantage and Anthem Blue Cross for medical, Delta Dental for dental and Medical Eye Services for vision. These plans are competitively priced and have ranges in benefits, some with deductibles to keep the monthly premiums down, others without deductibles.

We recently enhanced our line of products to include the following, all as "guaranteed issue" benefits:

- A "Limited Medical" policy, much less expensive than traditional medical insurance;

- A "Gap" plan to help cover the gap in the high deductible medical policies;
- Two new dental plans through Humana with added benefits for both in-network and out-of-network dentists;
- Life Insurance, Short Term Disability, Critical Illness and Accident policies.

For additional information regarding these benefits, call Sally Bishop at Ames-Grenz Insurance Services - 916-486-2900 or by an email to info@ames-grenz.com. We are also available to come to your offices to meet with your staff and agents. A plus is that we offer consolidated billing through American River Benefits Administrators, so you will receive a single, all-inclusive bill.

C.A.R. Sacramento Business Meeting Features Issues, Trends and Tools for Commercial Real Estate

Every year, in conjunction with the annual C.A.R. Business and Legislative meetings in Sacramento, the C.A.R. Commercial Investment Group Conference gathers to discuss commercial issues within the state, network and learn about current practices taking place in our industry.

All commercial REALTORS® are highly encouraged to come to this meeting and see for yourself how your state Association is working for you. This year the event takes place on Friday, May 4 from 9:00 a.m. to noon at the Sacramento Sheraton Grand Hotel.

There is no registration or fee required to attend this specific meeting. At the 2012 event, C.A.R. Commercial business and announcements are highlighted along with speakers covering the following topics:

- **"Redevelopment Agencies -- Now What?"** covers how and what happened to the redevelopment agencies, why they disbanded and how it may affect future development in California.
- The **"California Market Update"** is a brief overview of each of the major commercial real estate markets in the

state of California including trends in retail, office and multi-family properties

- **"What Are Climate Action Plans and How Do They Affect You?"** includes information about Sacramento's Climate Action Plan which is in response to the state mandated AB 32 greenhouse gas reduction legislation
- **"CACPIX"** California Commercial Property Information Exchange" is a Commercial Information Exchange (CIE) constructed by the Northern California Association of REALTORS® and is available to all commercial

practitioners throughout the state. More information about this new service is available at www.cacpix.com.

This meeting provides a great opportunity to see what is going on in the commercial REALTOR® arena and network with practitioners from around the state.

Plan to add this event to your future C.A.R. meetings schedule. Let your REALTOR® organization and family show you what it can do for you and your business.

Median price increases slightly in March, sales follow

The median home sales price increased for March to \$165,900, a 1.8% increase from the \$163,000 median sales price of February. The \$200,000 - \$249,999 price range still accounts for the majority of the 1,704 total sales this month (17.1% or 291 units), while homes under \$100,000 totaled 285 (16.7%) units. Closed escrows from conventional financing (614 units or 33.1% of all sales) increased 3.1%, cash buyers decreased 5% (595 units or 32%) and FHA financing increased 1.8% (504 or 27.2%). These numbers include the 153 condo sales this month. The average amount of days spent on the market (from list date to opening escrow) was 64 days; the median DOM remained at 46.

Sales increased for the month to 1,704 units sold, up 22.2% from the 1,394 closed escrows in February. Year-to-year closed escrows were down 2.6% from the 1,750 units sold March 2011. Making up the closed escrows this month were 508 REOs (29.8%), 495 short sales (29%) and 478 conventional sales (41.1%). Compared with last month, REO sales are down 11.8%, short sales are down 9% and conventional sales up 19.8%.

The Total Listing Inventory has been split to more accurately reflect the current market. Active Listings numbered 1,791 properties, with 481 Active Short Sales making up 26.8% of that number. Active Short Sales Contingent properties totaled 2,579. Active Short Sale Contingent properties are those short sale properties on which initial offers

have been made and are not therefore entirely "active." Breaking down Total Listing Inventory results in a more accurate Housing Market Supply figure. The Housing Market Supply figure (inventory) for March was 1.1 months – a 31.1% decrease from February. This figure represents the number of months it would take to deplete the Active Listing Inventory (1,791), given the current number of closed escrows (1,704). This figure is down from the 2.5 months of inventory that was available in March 2011. 2012 SAR President Patrick Liew commented: "The low inventory levels are making competition tougher between buyers and resulting in multiple bids on individual properties. Those with more buying power, often times investors, are succeeding. This means

it can be for difficult potential buyers, including first time homebuyers." Liew continues, mentioning the shadow inventory of houses that are not available to sell, "Given the low inventory and increase in demand, the median price has remained relatively stable, but has yet to show a significant turnaround. The economy is not going to pick up when we have all those nonperforming assets out there."

According to MetroList® MLS data, the average home sold this month was 1,719 square feet. Of the 1,704 sales this month, 153 (8.9%) had 2 bedrooms or fewer, 927 (54.4%) had 3 bedrooms, 494 (28.9%) were 4 bedroom properties and 130 properties (7.6%) had 5+ bedrooms.

continued on page 13



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

MLS STATISTICS for March 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
New Listings Published	1,773		1,798	-1.4%		2,446		-27.5%
Active Listing Inventory †	1,791		2,194	-18.4%		4,422		-59.5%
Active Short Sale (included above)	481		702			N/A		
Active Short Sale Contingent *	2,579		2,447	5.4%		1,935		33.3%
Number of New Escrows	1,862		1,585	17.5%		1,576		18.1%
Number of REO Sales	508	29.8%	471	7.9%	33.8%	842	48.1%	-39.7%
Number of Short Sales	495	29.0%	445	11.2%	31.9%	388	22.2%	27.6%
Conventional Sales	701	41.1%	478	46.7%	34.3%	520	29.7%	34.8%
Total Number of Closed Escrows	1,704	100.0%	1,394	22.2%	100.0%	1,750	100.0%	-2.6%
Months Inventory	1.1 Months		1.6 Months	-31.3%		2.5 Months		-56.0%
Dollar Value of Closed Escrows	\$319,961,365		\$254,369,729	25.8%		\$333,380,406		-4.0%
Median	\$165,900		\$163,000	1.8%		\$166,000		-0.1%
Mean	\$188,102		\$183,000	2.8%		\$190,830		-1.4%

Year-to-Date Statistics	01/01/12 to 03/31/12	01/01/12 to 03/31/12	1/1/2011	Change
	SAR monthly data, compiled	MetroList YTD data	3/31/2011	
Number of Closed Escrows	4,387	4,473	4,190	4.7%
Dollar Value of Closed Escrows	\$805,992,692	\$823,099,095	\$801,787,289	0.5%
Median	\$160,000	\$164,632	\$168,000	-4.8%
Mean	\$179,861	\$184,015	\$191,287	-6.0%

CONDOMINIUM RESALES

Monthly Statistics	Current Month	% of Total	Last Month	Change	% of Total	Last Year	Change
New Listings Published	173		154	12.3%		211	-18.0%
Active Listing Inventory †	202		218	-7.3%		446	-8.7%
Active Short Sale	63		82			N/A	
Active Short Sale Contingent *	205		189	8.5%		161	27.3%
Number of New Escrows	133		136	-2.2%		121	9.9%
Number of REO Sales	62	40.3%	45	37.8%	35.2%	85	-27.1%
Number of Short Sales	43	27.9%	40	7.5%	31.3%	39	10.3%
Conventional Sales	49	31.8%	43	14.0%	33.6%	40	22.5%
Total Closed Escrows	154	100.0%	128	20.3%	100.0%	164	-6.1%
Dollar Value of Closed Escrows	\$12,771,487		\$11,362,163	12.4%		\$16,671,953	-23.4%
Median	\$80,000		\$69,250	15.5%		\$80,000	0.0%
Mean	\$104,468		\$87,263	19.7%		\$101,658	2.8%

Year-to-Date Statistics	01/01/12 to 03/31/12	01/01/12 to 03/31/12	1/1/2011	Change
	SAR monthly data, compiled	MetroList YTD Data	3/31/2011	
Number of Closed Escrows	252	410	406	-37.9%
Dollar Value of Closed Escrows	\$35,303,337	\$36,272,964	\$40,614,376	-13.1%
Median	\$69,800	\$70,000	\$79,000	-11.8%
Mean	\$90,202	\$88,471	\$99,468	-9.3%

† includes: Active, Active Release Clause, Active Short Sale, Active Court Approval and Active Court Contingent Listings
 * Active Short Sale Contingent listings have been displayed independently to more accurately show the original Total Listing Inventory figure
 † 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 is not guaranteed and should be independently verified. For the most current statistical information, visit www.sacrealtor.org/publicaffairs/statistics
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MLS STATISTICS for March 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. Incom.	Res. Lots/Land	Other Res.*
\$29,999 and under	2	0.1%	6	3.9%	0	1	0
\$30,000 - \$39,999	14	0.8%	20	13.0%	1	1	0
\$40,000 - \$49,999	20	1.2%	12	7.8%	1	1	5
\$50,000 - \$59,999	30	1.8%	21	13.6%	1	0	4
\$60,000 - \$69,999	54	3.2%	15	9.7%	2	0	5
\$70,000 - \$79,999	45	2.6%	15	9.7%	3	1	7
\$80,000 - \$89,999	54	3.2%	15	9.7%	3	0	3
\$90,000 - \$99,999	66	3.9%	12	7.8%	2	0	0
\$100,000 - \$119,999	146	8.6%	14	9.1%	3	0	5
\$120,000 - \$139,999	173	10.2%	7	4.5%	3	1	10
\$140,000 - \$159,999	185	10.9%	7	4.5%	7	1	2
\$160,000 - \$179,999	148	8.7%	2	1.3%	10	0	1
\$180,000 - \$199,999	137	8.0%	2	1.3%	6	0	1
\$200,000 - \$249,999	291	17.1%	2	1.3%	10	0	1
\$250,000 - \$299,999	141	8.3%	2	1.3%	9	0	2
\$300,000 - \$349,999	89	5.2%	2	1.3%	2	0	0
\$350,000 - \$399,999	40	2.3%	0	0.0%	0	0	2
\$400,000 - \$449,999	28	1.6%	0	0.0%	0	0	0
\$450,000 - \$499,999	12	0.7%	0	0.0%	0	0	0
\$500,000 - \$549,999	18	1.1%	0	0.0%	0	0	0
\$550,000 - \$599,999	3	0.2%	0	0.0%	0	0	0
\$600,000 - \$999,999	7	0.4%	0	0.0%	1	0	0
\$1,000,000 and over	1	0.1%	0	0.0%	1	0	0
Total	1,704	100%	154	100%	65	6	48

Type of Financing	Current Month		Previous Month		LENGTH OF TIME ON MARKET		
	# of Units	% of Total	# of Units	% of Total	(SFR & Condo) Days on Market	# of Units	% of Total
(SFR, condo, PUD only)							
Financing Method							
Cash	595	32.0%	512	33.7%	0 - 30	894	48.2%
Conventional	614	33.0%	487	32.1%	31 - 60	304	16.4%
FHA	505	27.2%	404	26.6%	61 - 90	190	10.2%
VA	69	3.7%	45	3.0%	91 - 120	145	7.8%
Other †	75	4.0%	70	4.6%	121 - 180	167	9.0%
Total	1,858	100.0%	1,518	100.0%	181+	154	8.3%
					Total	1,854	100.0%

* half-plex, 2-on-1, mobile home
 † includes: cal vet, contract of sale, creative, farm home loan, owner financing.
Median DOM: 46
Average DOM: 64
Average DOM 1 - 180 Days: 64
Average DOM 181+ Days: 264
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List of property managers servicing the Sacramento Region

Phil Adams – Folsom, Eldorado Hills, Fair Oaks, Cameron Park, 916-923-6181x118

Ernest Alexander – North and South Natomas (zip codes 95833, 95834, 95835) 916-717-0232

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

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

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

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

Eric Kramer - Antelope, Roseville, and Rocklin 916-862-4181

Penny Jarrett – Sacramento (zip codes 95821, 95825, 95864) Carmichael 916-709-5930

George Dahdough – Laguna (95757, 95758) Galt 916-271-3804

Renea Negri – Rio Linda, Elverta, North Highlands, Antelope, Roseville (95747) 916-205-6415

Wes Richie – Sacramento (zip codes 95821, 95841, 95842) 916-730-4533

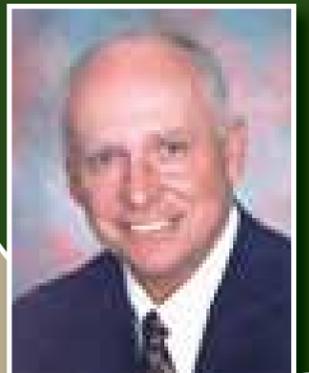
Phil Sparks – Sacramento (zip codes 95831, 95822, 95818, 95816) 916-752-2086

Cathy Stratton – Citrus Heights (95610, 95621) 916-923-6181x120

Geri Wells – Sacramento (zip codes 95815, 95821, 95825, 95864) East Sacramento (95819) Arden Oaks/Arden Fair 916-849-5541.

Jan Windsor – Carmichael 95608, Arden Oaks/ Arden Fair (95864, 95821, 95825 East Sacramento 95819) 916-923-6181x132

Barbara LeMaster – Small Commercial, Apartments (16 units or more) Sacramento County 916-923-6181x128



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REALTORS® support Community Against Sexual Harm charity

By Rose Stinson, Lyon Real Estate

C.A.S.H. (Community Against Sexual Harm) is a relatively new charitable organization in Sacramento. It helps to get women off the streets who are being sexually exploited and in many cases, are homeless.

The organization was started by women police officers and two Sac State professors. The police officers knew these women because they were arresting them. The Sac State professors discovered they had a women student in their class who had formerly been on the streets. They joined forces with the police officers and started C.A.S.H.

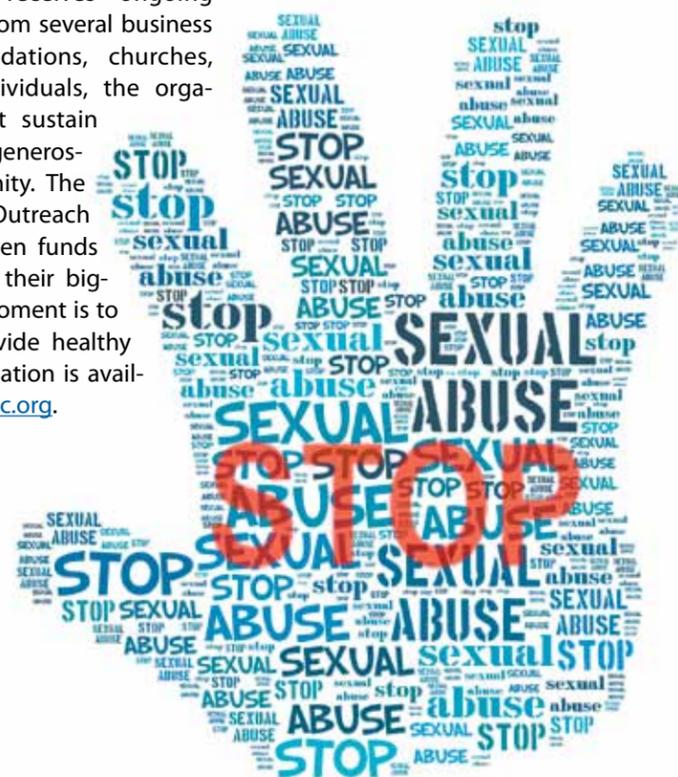
They have been greatly supported by the Oak Park Business Association, the Stockton Blvd. Partnership and the Sacramento City Council because there has been a continued improvement in neighborhoods, increased safety and improved image of the businesses and neighborhoods. One woman who was helped by C.A.S.H. is now their program

director and is working on her bachelor's degree at Sac State.

Pictures of the women they have helped decorate the walls of their drop-in facility. In each frame, there is the woman's booking photo from the last time she was arrested. A progression of photos shows how she has changed into a pleasant-looking, productive member of society. There are other success stories of women who have been helped through C.A.S.H. and are now helping others.

C.A.S.H. is a grass roots organization working with a small budget. They were able to establish a drop-in center in Oak Park with initial funds that were raised but they struggle each year to keep the program going. In addition to helping former victims, CASH provides information and training to community groups and other professionals about sexual exploitation – a topic not necessarily easy to talk about, but, unfortunately, extremely prevalent in our community.

While C.A.S.H. receives ongoing financial support from several business associations, foundations, churches, and generous individuals, the organization could not sustain itself without the generosity of the community. The SAR Community Outreach Committee has given funds to C.A.S.H. One of their biggest goals at the moment is to raise funds to provide healthy meals. More information is available at www.cashsac.org.



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Terry Watson urges Members to assume leadership positions

Terry Watson, one of SAR's most popular Main Meeting speakers, delivered his usual combination of one-liners, motivation and thought-provoking advice at the April Main Meeting.

Advising Members to assume a leadership position in their transactions and "kill the monster while it's small" was a way of telling them how to take care of a problem early, before it becomes big.

He noted that in real estate transactions, many of the same things happen over and over. REALTORS® should develop their own FAQs and give them to clients before they start. "Tell your clients, 'This will probably happen during this transaction,'" he said, and avoid surprising them with "Oh by the way" when challenges develop.

Learn to talk in sound bites, he recommended: "The more you talk, the less people hear." One example, when faced with a seller who won't follow a REALTOR's® advice on staging a home: "Clutter eats equity."

Terry is a broker for his own family's real estate firm. He holds numerous professional designations: CRS, CRB, CIPS, ABR, ABRM, LTG, GRI, SRES, CFS, At Home with Diversity - One America, and e-Pro. His handouts and more information are available on his website, www.terrywatson.com.



Terry Watson



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

I've been a Member since 2005.

2. What did you do before you were a REALTOR®?

My past life was a multimedia web designer.

3. How would you describe your business niche? Are you a listing agent, help with first-time buyers...

I'm primarily a listing agent, but I'm starting to work with more buyers now. I enjoy working with the first-time homebuyers.

4. Why did you decide to join SAR?

Shortly after passing the real estate exam, I signed on with a brokerage that required SAR membership. I'm very glad they pointed me in the right direction as a newbie.

5. You are the chair of the Technology Advisory committee. What do you see are the big technology trends in Real Estate?

There has been a shift to using smartphones and tablets, due to ease of portability and instant access. eSignatures and posting short video clips online are rapidly gaining popularity, too.

6. How long have you lived in the Sacramento area?

I've lived in Davis since 1992. I went to school there and eventually met my husband, Josh, when I took a job on campus about 2 years after graduating.

7. What are some of your favorite places to visit?

Honolulu! I'm short with wide feet,

which describes the majority of women in Hawaii. There are racks of petite clothing and shoes at the Ala Moana Shopping Mall, so I'm in heaven!

8. Any hobbies or other activities?

I'm addicted to reality TV shows like American Idol and Project Runway. I enjoy watching people receive that "once in a lifetime" opportunity.

9. If you could meet anyone who would it be and what would you ask them?

Bill Gates. I would ask him how he started "Microsoft" and the "Bill & Melinda Gates Foundation." I would also ask him what his biggest "aha" moment was.

10. What would you do if you weren't a real estate professional?

I would probably start a non-profit

organization. Since I have a passion for technology, I might create a lab with the latest and greatest to help people advance their careers by learning new computer/technology skills.

11. Read any good books, seen a good movie or heard a band lately?

"Throw Out Fifty Things - Clear the Clutter, Find Your Life," by Gail Blanke. It's about removing the physical and mental clutter in our lives so that we are left with what really matters to us.

12. What would people be surprised to learn about you?

I took Polynesian dance lessons for 10 years, starting when I was 8 years old. I performed a Hula choreographed by a famous instructor at my sister's wedding.



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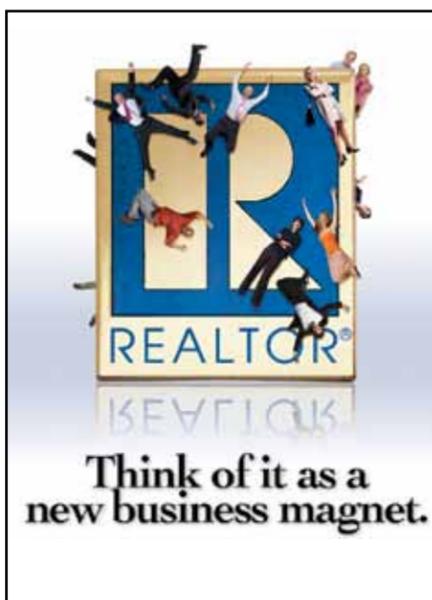
*To be eligible for a sales commission from Standard Pacific: (1) be an active real estate licensee of the California DRE; (2) register client with online sales counselor or sales center prior to client's first visit, or accompany client, or provide client with a completed Broker Express Pass to turn in on first visit to a participating Standard Pacific Homes Northern California community; (3) sign and return by fax, mail or in person the Broker Registration and Referral Fee Agreement at time client signs contract; and (4) client must close escrow per terms of their contract. If client visits a community with a Broker Express Pass from one licensee and is accompanied by a different licensee, the commission will be earned by the accompanying licensee. Client must agree licensee is their agent. Seller reserves the right to modify or discontinue this referral fee program at any time without notice. Not valid on existing sales. **Commission varies per community and homesite and cannot be used with any other special offers. Commission excludes the value of any incentive provided by Seller, homesite premiums, decor items, options and upgrades purchased. Other exclusions, qualifications and limitations may apply. Photos are of model homes. Hardscape, landscape and other items featured in and around the model homes are decorator suggestions and not included in the base purchase price. California Department of Corporations RMLA License Number 413-1065. California Real Estate License NO. 01138346. Telephone 1-800-325-5363. November 2011. ©Standard Pacific Homes 2011.

Median price increases slightly in March, sales follow

continued from page 10

Condominium Resale Market

Sacramento condominium sales increased for the month to 154 units. This figure is up 20.3% from the 128 units sold in February and down 6.1% from the 164 units sold in March 2011. REO property sales accounted for 40.3% (62) of all units sold while short sales (27.9% or 43) and conventional sales (31.8% or 49) accounted for the remainder. The percentage of REO condo sales increased 14.4%, short sales decreased 10.8% and conventional sales decreased 5.3%. The condominium median sales price increased 15.5% month-to-month, from \$69,250 to \$80,000. This current price is the same as March 2011. Of the 407 units in the Listing Inventory, 205 (50.3%) were listed as Active Short Sale Contingent, leaving the actual Active Listing Inventory at 202 units. Of these 202 units, 63 were listed as Active Short Sales.



MARCH 2012

New REALTOR® Members

- Anthony A. Ammirato**
Guardian Home Brokers Inc.
- David L. Aragon**
New West, REALTORS®
- Regan P. Archer**
Right Time Realty
- Charlet Archuleta**
Coldwell Banker-Res R E Srv
- Jeremy T. Bangs**
Porch Light Properties
- Joseph E. Beck IV**
Realty World Platinum
- Michelle S. Brockmyer**
Milward REALTORS®
- Cindy Bryars**
Kraft Real Estate
- Brian P. Busath**
Affiniti Real Estate
- Jeffrey M. Canclini**
Amen Real Estate
- David M. Chambers**
Code 3 Realty & Mortgage, Inc
- Kevin P. Clark**
Lyon RE LP
- Clavelyn Clifton**
Capitol Home Brokers
- William Dengler III**
Prima Terra Inc.
- Manoj Desai**
Fusion Real Estate Network
- Cynthia R. DeVoogd**
The Daniel Realty Group

- Virginia O. Eget**
RE/MAX Gold Laguna
- Beth A. Foondos**
Coldwell Banker-Res R E Srv
- Julianna M. Frisk**
Miller Realty Network
- Larry Fuller**
Security Pacific Real Estate
- Arthur Galoyan**
Keller Williams Realty
- Foad Gharahgozlou**
Keller Williams Realty
- Sharon C. Gipson**
Century 21 Landmark Network
- Yuriy Govorukhin**
Lyon RE Elk Grove
- Gurbakhshish S. Grewal**
Keller Williams Rlty Elk Grove
- Erika E. Harvell**
Lyon RE Natomas
- Jessica K. Hays**
Coldwell Banker-Res R E Srv
- Thanh K. Hoang**
Keller Williams Realty
- Mignon M. Holtkamp**
Coldwell Banker-Res R E Srv
- Carmen Isais**
Gintautas Kazlauskas
- Lois L. Johnson**
Golden State Realty Group
- Tracy M. Kliewer**
Weichert REALTORS® Galster Grp
- Myong C. Lim**
Neighbors Home Realty & Mortg

- Eloy Magdaleno**
Real Estate Source Inc
- Zubair S. Mohammed**
Fusion Real Estate Network
- Tuan Nguyen**
Century 21 Landmark Network
- Lorin L. Nylin**
Keller Williams Realty
- Natasha D. Pike**
Lyon RE Natomas
- Gary R. Richard**
RE/MAX Gold Folsom
- Amparo Ruiz**
Keller Williams Rlty Elk Grove
- Orlando Ruiz**
Three Way Realty
- Lynn M. Scholl**
Lyon RE LP
- Michael J Shumaker**
Security Pacific Real Estate
- Terry Kris Steele**
Capital West Realty, Inc.
- Simeon C. Stewart**
RE/MAX Gold Natomas
- Candelario Tapia**
Su Casa Realty
- Jade W. VanDyke**
Cook Realty
- Catherine McKenna Wallace**
Wynn Realty
- Jill Weston**
Whisler Land Company
- Amanda L. Wirz**
VRS Properties

- Natalie L. Wold-Fowler**
Real Estate Source Inc
- Nicole I. Yagi**
Courtesy Brokerage

New Broker Associates

- Charles Terry Knight**
Lyon RE Roseville

New Designated REALTORS®

- Ronald Conklin**
Coldwell Banker-Res R E Srv
- Elizabeth A. Dale**
NEXT Real Estate Group
- Patricia A. Garner**
ZipRealty Inc.
- Elizabeth Hughes**
E L Willams Realty
- Shirley J. Lewis**
Shirley Lewis, Broker
- Alexandra M. Machado**
Home Pointe
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DAVE TANNER



New and Revised Forms from CAR as of April 30, 2012

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

Every year in April and November, and occasionally in between if a law changes, CAR issues new and revised forms. The April 2012 forms are scheduled to be available in association stores and online in zipForm® on April 30.

The April 2012 release includes two new forms and ten revised forms. Although the previous edition of those ten forms may still legally be used, brokers are always advised to use the current edition as soon as they are available. The CAR legal defense protection from litigation resulting from using their forms only applies if the most recent form was used in the transaction.

New form CMD, Carbon Monoxide Detector, is an optional form designed to advise the parties of the need to have CO detectors in all homes in California. Although the form is optional its use can prevent a buyer or seller from coming back later claiming they did not know.

New form OMA, Office Management Agreement, is a form designed to be used by brokers that want to have a written agreement with office managers. This is a prerequisite to making the manager responsible to DRE for the associates in that office. There is still a separate DRE form that must be filed with the Department to implement that change.

ADM, Addendum, was revised to delete the broker signature line on the form. When added in November 2011, it was intended to allow expanded use of the form. Instead it caused much confusion in the field so the form has been revised to go back to the way it was.

AS, Seller's FIRPTA Affidavit, was revised at paragraph 2 to make clear that the use of a CA Corporation Number was not a substitute for also supplying the Federal Taxpayer Identification Number.

CLA, Commercial, Residential Income and Vacant Land Listing Agreement, was revised at paragraph 6 to add language regarding MLS display to be consistent with the Residential Listing Agreement and at paragraph 16 by adding boxes to check to incorporate forms REOL and/or SSIA into the Agreement.

COP, Contingency for Sale or Purchase of Other Property, was revised at paragraph A5 to make clear that if the sale of the other property falls through after

the Buyer has removed their contingency on that sale, in this transaction the Buyer's contingency is not reinstated and they have no independent ability to cancel based on that failed sale.

HOA, Homeowner Association Information Request, was revised on page 2 to add CC&Rs and Notice of Violations to the documents requested.

PAC, Personal Assistant Contract, adds cautionary language at paragraph 4 regarding attempting to classify an assistant as an Independent Contractor.

SEL, Seller's Instruction to Exclude Listing from the MLS or Internet was

revised at paragraph 3 simply to change 48 hours to 2 days to be consistent with all other CAR forms regarding designation of time periods.

SWPI, Septic Inspection, Well Inspection, Property Monument and Allocation of Cost Addendum, was revised extensively to make its use easier and more effective in certain transactions covered by the form.

SSA, Short Sale Addendum, was revised at paragraph 1A to make it clear that even though the short sale lender has not approved the short sale and the Buyer's clock has not started to run on the time for removing contingen-

cies the Buyer is still able to cancel the contract based upon contingencies that exist in the contract.

TPA, Broker/ Associate-Licensee/ Assistants Three-Party Agreement, was revised at paragraph 5 regarding the risks of classifying an assistant as an Independent Contractor and the need for Worker's Comp coverage and at paragraph 8B regarding the existence of Worker's Comp coverage.

If you have any questions on this article or any other aspect of real estate law please contact the Hanson Law Firm at 916-447-9181 or log on to our website at www.HansonLawFirm.com.

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National Open House weekend showcases Sacramento's positive housing-affordability index

MAY 2012

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Sacramento REALTORS® joined their fellow professionals throughout the country to observe Nationwide Open House, April 28-29.

The National Association of REALTORS® promotes Nationwide Open House to help Members connect with consumers and answer questions about the home buying process and local market conditions. Continuing low interest rates and high affordability are attracting buyers.

The Housing Affordability Index of the California Association of REALTORS® shows the percentage of households that can afford to buy the median priced home in any given area. The index is based on the relationship between the median home price, median family income and the average mortgage interest rate.

For the fourth quarter of 2011, the Sacramento index was 74, meaning 74 percent of households could afford the median-priced home. By contrast, the index was 70 for the United States, 56 for Los Angeles and 26 for San Francisco.

Homeownership remains an important part of the American Dream. According to research from NAR, more renters than ever aspire to become homeowners and an overwhelming majority of Americans believe buying a home is a solid financial decision.

Patrick Lieu, President of SAR, was interviewed on two Sacramento television stations in April, discussing the favorable economics of buying as opposed to renting in the current market.

"Homeownership matters to individuals, families, communities and our nation's economy," Patrick said. "The housing market plays a vital role in both the long- and short-term health of this country. Homeownership is not just an investment in someone's future, it's an investment in the future of generations to come."

