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AUGUST 2013

A PUBLICATION OF THE SACRAMENTO ASSOCIATION OF REALTORS®

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Takes a Bow at
Black-tie event*

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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 like to say, "Our money, our rules," when it comes to our portfolio products.

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.

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, such as physicians or attorneys, 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. Founded as a business bank in 1999, we were honored as the SBA Lender of the Year in 2011.

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

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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
President

Mortgage Division
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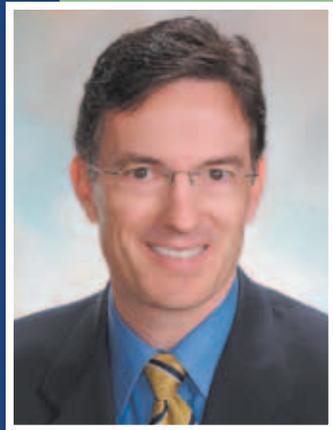
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Volunteering is at the heart of SAR and so much of what we do. One of my favorite quotes is by Winston Churchill: "We make a living by what we earn. We make a life by what we leave behind."

Volunteering is such an important way REALTORS® add value to our communities. As REALTORS®, we are out and engaged in communities constantly. Whether involved in neighborhood groups, your children's (or grandchildren's) school, a religious institution, cleaning up a park, rescuing abandoned animals or assisting an aging neighbor or relative, you are adding value to your community.

Volunteering and associations are a unique part of the fabric of our American culture. Indeed, in 1830, French statesman and author Alexis de Tocqueville toured America and remarked that the new nation seemed to be succeeding so well at democracy because Americans of all ages, all stations of life, and all types of disposition were forming associations.

Associations like SAR that skillfully work to engage their members more deeply and beyond their primary interests exemplify Tocqueville's "schools of democracy" ideal. Developing better citizens is good for associations—an engaged member is a loyal member—and it's good for society, too.

Motivations for volunteering are as diverse and personal as those who volunteer.

At the Sacramento Association of REALTORS®, we encourage volunteerism as much as possible. While we have an incredible professional staff at SAR, it is our volunteers who raise the tens of thousands of dollars each year for CanTree benefiting the Salvation Army. It is our volunteers who raise thousands of dollars each year to support local students with scholarships. It is our volunteers serving as board members who provide leadership and direction to our association. It is volunteers who lobby elected officials on issues relevant to the real estate industry and our clients.

So, you get the point. Volunteers are what make SAR such a special organization. In fact, in this newsletter you will find comments by SAR members Kevin Cooper, Rob McQuade, Mahnaz Kazhari and Laurie Lyons. These are but a few of the many people who actively participate in our association.

The Sacramento Association of REALTORS® is strong and vibrant because we have so many volunteers. For those who currently volunteer, thank you. For those who have done so in the past, thank you. For those who will answer the call in the future, we welcome you.

A great place to start is by signing up for the Volunteer Coordinating Committee. Please contact Tony Vicari to learn more about the opportunities.

This month's theme of volunteerism ties in nicely with the year's theme of "Building a Foundation for the Future." If you have never participated because you have never been asked...consider yourself asked! Get involved. Volunteer. You will be glad you did.



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Home Shopping Checklist

Dear Michael,

I want to help you in your search for a new property with this simple **Home Comparison Checklist**.

The home comparison checklist will help you stay organized, as you identify some of the important factors to consider when choosing the best home. In addition to an affordable sales price, you will also want to ensure that the neighborhood and house meet the needs of your family.

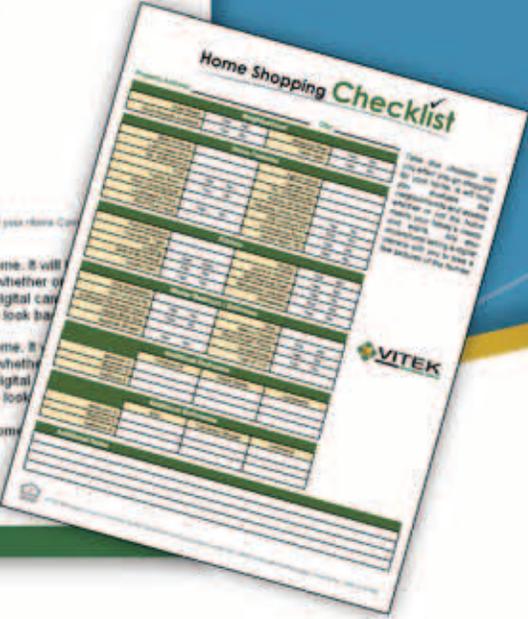


Click on the image above or [CLICK HERE](#) to download an Adobe Acrobat PDF of your Home Comparison Checklist.

Take this checklist with you when you go shopping for your home. It will help you evaluate different properties, evaluate the neighborhoods, and assess whether or not they meet your family's needs and wants. I also recommend bringing a digital camera on your home shopping trips, so you can take pictures of the homes to look back at later.

Take this checklist with you when you go shopping for your home. It will help you evaluate different properties, evaluate the neighborhoods, and assess whether or not they meet your family's needs and wants. I also recommend bringing a digital camera on your home shopping trips, so you can take pictures of the homes to look back at later.

As always, Michael, I am here to help you along the path of home ownership so that your home loan experience is a positive one!



Reason # 1 of 5

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Financial News Potpourri

By Larry Challis, Cherry Creek Mortgage

Summer time is gone, time for moving on...but first, let me share a few reflections regarding current events in the financial world.

Interest Rates: Interest rates have risen to the highest level in two years. Experienced loan officers will attest that interest rates will often go up much faster than they go down. That certainly occurred during this market change, but rates in the mid 4's are still pretty darn good!

Bond Market: The interest rate increase was triggered by a comment from Chairman Ben Bernanke that hinted that the Feds may be curtailing their bond market purchase strategy. In 2008, the Feds banked \$800 million. Today, they are handling \$3.3 trillion! Remember when a billion dollars seem like a lot of money?

FHA: Sacramento has always been a FHA town. The low down payment, gentler underwriting guidelines, and competitive rates helped thousands of homebuyers with their first home purchase. FHA loans have become less attractive since the June 3, 2013 policy change that took away the option of removing the mortgage insurance premiums when the loan was paid down to 78 percent. Mortgage insurance must now remain for the life of the loan. This policy change and the fact that the MIP rates have increased three times in the past two years makes the conventional loan options a better deal for many borrowers.

Real Estate Finance and Affiliate Forum: Please join us on the first Thursday of each month from 9:00 to 10:15 am at your SAR. The meetings are fast, fun, and informative. See you there!



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DAVE TANNER

We are wrapping up the annual election this month. I was happy to see more candidates than the minimum needed to fill the vacancies running for the Board of Directors. My sincere appreciation to all that chose to run. If you were interested in running but did not satisfy the prerequisites please watch for anticipated action by the current

Board designed to create opportunities for even more to qualify to run for election.

If you missed out on running for election this year, you still have plenty of opportunity to get involved in running the Association. Although the Board generally has the final say, the majority of the work in developing policies and procedures is done at the committee level. There are lots of opportunities for you to find a committee or two that interests you and submit your application for appointment to those committees. That was how I first got involved in contributing to the association back in 1989. And I am still doing it today.

The Grievance and Professional Standards Committees are concerned with enforcing the Code of Ethics and disciplining those who do not comply. If you are interested in enhancing the ethics of the industry this might interest you. There are certain prerequisites such as five years as a REALTOR® to serve on Grievance and three years on Grievance to serve on Pro Standards but if you qualify and are interested in serving you should submit an application.

The Government Relations Committee formulates policy on behalf of SAR regarding legislative and regulatory matters of local interest. As you might suspect this is a select committee. To be successful, applicants would likely need to have a history of political involvement which might include active attendance at and participation in the Public Issues Forum.

The Volunteer Coordinating Committee has a dual purpose. It looks for opportunities for members to contribute time and energy to activities which make an impact in the community. They also work on developing lists of members that have expressed an interest in volunteering so that when an opportunity arrives we can notify interested members of their chance to participate.

The NorCal Real Estate EXPO Committee is a two-year committee responsible for developing all aspects of the biggest real estate association sponsored event in Northern California. It can be hectic at times but also exhilarating when an event you have been planning for two years comes off without a hitch. Successful applicants will be those with the discipline for long range planning coupled with attention to detail. Sounds like the description of a REALTOR®. If you are interested in helping with the EXPO you should consider applying for this committee.

The Young Professionals Network (YPN) Advisory Committee is charged with planning and conducting YPN events, including informational forums and fundraising activities. There is no age requirement. Just a desire to plan events primarily targeting those newer to the industry. A great opportunity to get involved.

There are also various other committees whose areas of focus are generally indicated by the name such as CanTree, Communications/Marketing, Education, Equal Opportunity/Cultural Diversity, Housing Opportunity and Technology Advisory.

If any of these committees sound like something that might interest you please complete and submit an application to serve by September 30, 2013. I am sure you will find, as I did, a great amount of satisfaction in serving the association and your fellow members on one of more of these committees.

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SAR's Real Estate Training Institute Begins September 13

SAR's popular REALTOR® training series returns this fall. If you are new or returning agent, you can't afford to miss this program. For the low cost of \$99, you can attend ten half-day sessions taught by seasoned SAR REALTOR® and Affiliate members. Learn some of the basics of real estate from those with years of experience.

Here is what past RETI graduate Jordan Prewitt, Galster Real Estate Group, had to say. "The RETI series is a must have series for a new agent. These classes will give you the knowledge to speak with confidence to clients about the workings of the real estate transaction."

To register, contact Brian DeLisi at 437-1210 or bdelisi@sacrealtor.org.

RETI Fall Schedule

Date	Time	Topic	Instructor
9/13	9:00 - 10:30am	The Real Estate Process & How to Profit w/ RETI	Dean Rinker
	10:45am - 1:00pm	Strategic Business Planning	Sue Gibson
9/20	9:00am - 1:00pm	Avoiding the Pitfalls of the RPA	Deniece Ross-Francom
9/27	9:00am - 1:00pm	Ethics	Dave Tanner, esq.
10/4	9:00am - 1:00pm	Listing Agreements and Disclosures	Dave Tanner, esq.
10/11	9:00 - 10:55am	Structural Pest Control & Home Inspections	David Lovenvirth
	11:10am - 1:00pm	Life of an Escrow	Ted Evangel
10/18	9:00am - 1:00pm	Lead Generating Through Marketing & Networking	Carol Kellogg
10/25	9:00 - 10:15am	Turning Your Open House into \$\$\$	Brian McMartin
	10:30am - 1:00pm	Natural Hazard Disclosures	Ralph Kephart
11/1	9:00am - 1:00pm	Financing Programs	Bob Willett
11/8	9:00am - 1:00pm	Presenting Offers	Jesse Garcia
11/15	9:00 - 11:00am	Marketing to Investors & 1031 Exchanges	TBD
	11:15am - 12:30pm	Trends of the Market	Panel

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- Retirement Division
- Legal Separation

Foundation Takes a B

An elegant evening with champagne, tuxedos and live music marked the introduction of the SAR Charitable Foundation to the greater Sacramento region.

A number of political leaders, including city council members and legislators, joined the festivities.

Local entertainer Jack Gallagher added humor as Master of Ceremonies and Political Consultant Eric Rasmussen cajoled bids during the live auction. Items for the live auction were donated by several members of the Foundation board and their spouses including David and Shayron Boliard, Steve and Sue Galster, Charlene Singley, Paula Swayne and Leon Williams.

A heart-warming video reminded the audience of the Foundation's purpose, supporting shelter, underserved groups and a healthy community. The video highlighted the work of Rebuilding Together, the Salvation Army, Wellspring Women's Center and CanTree.

Much of the evening's glamor was thanks to the Gala sponsors: platinum – Land Home Financial Services; silver – Barbara Harsch, Carriage House Door Company and SAR Masters Club; bronze – Dunnigan, REALTORS®; pearl – Cooper & Associates Realty, Coldwell Banker, Geoff Zimmerman and Walmart/Sam's Club; and branding – Big Valley Mortgage.

Special thanks goes to the hard-working volunteers who organized the event: Paula Swayne, committee chair; Samantha Cooper, Heather Pearce, Michelle Kaspari and Charlene Singley.



ow at Black-tie event



SAR EDUCATIONAL OFFERINGS

DATE	TIME	CLASS	COST	TOPIC	INSTRUCTOR
August 12	1:00 – 3:30pm	45 Hour License Renewal	\$75	Class includes a two-hour live review followed by a test on the first 15 hours of DRE credit. You will take the remaining 30 hours of credit online over the course of 3. Must pick up materials by Thursday, August 8.	Duane Gomer Seminars, Inc.
August 14	8:00am – 1:30pm	Fundamentals of Transaction Coordination	\$80	Topics Include: <ul style="list-style-type: none"> Learn how Residential Purchase Agreement lays the foundation for the transaction Understand how, when, and why you use the different disclosures Identify what paperwork is required from each party Discover how the escrow and lending process work together to close the transaction Set timelines for contractual obligations and contingency removals Complete the documentation required in order to submit a complete file 	Wendi Molina
August 14	2:30pm – 5:30pm	Transaction Talk	\$80	Topics: <ul style="list-style-type: none"> Build a strong foundation needed to understand the escrow process Learn how the contract affects the escrow process Understand that communication is key in the escrow process Identify the lender requirements regarding the Residential Purchase Agreement How to set up timelines for lender required activities regarding the loan process Understand the lender requirements (conditions) needed to assist your client with a timely closing 	Wendi Molina
August 19	8:30am – 4:30pm	Mortgage Loan Originators (MLO)	\$149	Satisfies all National and State yearly renewal requirements with: <ul style="list-style-type: none"> Three hours federal law and regulations Two hours of ethics Two hours of lending standards for nontraditional mortgages One hour of Appraisal Analysis About the seminar: <ul style="list-style-type: none"> Each student will receive "Compliance in Action", a good reference book (130 pages) Course fee includes the \$12 NMLS bank fee required 	Duane Gomer Seminars, Inc.
August 22	9:00am – 12noon	iPad – Setting Up This Business Tool	\$45	Topics Include: <ul style="list-style-type: none"> Complete understanding of set up and navigation of the iPad Connecting multiple e-mails, calendar and contacts to your iPad Learn and understand the "iCloud" applications and the differences with Google Business Premier Utilizing 3rd party applications to help you do business from your iPad Learning key applications like Keynote, Bookmarks and Expenses Complete synchronization on the "Google Cloud" for business 	Kurtis Bieber
August 22	1:00pm – 4:00pm	Video Marketing With Your iPad	\$45	Topics Include: <ul style="list-style-type: none"> In iPad camera, video and iWorks, you will learn how to utilize your iPad to its fullest potential when using the camera and video. You will learn how to utilize one device taking advantage of quality camera functions the iPad offers. Next you'll learn video and how easy taking quality video is from an iPad. You will also learn how to utilize iWorks and iMovie to generate video business! Discover how to create seamless transitions. Learn how to dub a music background and voice over to upload directly to YouTube! 	Kurtis Bieber
August 26	8:30am – 4:30pm	Notary Seminar	\$99	This seminar is being presented by Duane Gomer Inc., an approved Notary Education Vendor with the Secretary of State. Upon registration you will receive practice exam questions and the State Notary Handbook to review prior to the seminar. This course is designed for everyone – practical training for rookies and an outstanding refresher for renewing notaries.	Duane Gomer Seminars, Inc.

SEPTEMBER CALENDAR OF EVENTS

Monday	Tuesday	Wednesday	Thursday	Friday
2 SAR Closed for Holiday	3 Regional Meeting (cancelled)	4 WCR Class (A) 8:00am – 5:00pm New Member Orientation (B) 8:30am – 12:30pm	5 Real Estate Finance and Affiliate Forum (EC) 9:00 – 10:30am	6 Risk Management (EC) 9:00 – 12noon
9 MetroList Training – Session I (T) 9:00am – 11:30am MetroList Training – Session II (T) 1:00am – 4:00pm	10 Main Meeting (EC) 9:00 – 10:30am	11 WCR – PMM Designation Class (EC) 8:00am – 5:00pm	12 Realtist (EC) 11:00am – 1:00pm	13 Real Estate Training Institute - RETI (EC) 9:00am – 1:00pm iPad – Setting Up This Business Tool (EC) 9:00am – 12noon Video Marketing With Your iPad (EC) 1:00 – 4:00pm
16 New Member Orientation (B) 12:30 – 4:30pm	17 Regional Meetings* (EC) 8:30 – 9:30am	18 Vitek Fundraising Scholarship Trust (EC) 8:00am – 4:00pm	19 Young Professionals Network Forum (EC) 9:00 – 10:00am WCR Luncheon (EC) 11:00am – 2:00pm	20 Real Estate Training Institute - RETI (EC) 9:00am – 1:00pm Public Issues Forum (B) 9:30 – 10:30am
23 Certified Negotiation Expert (CNE) (EC) 8:00am – 5:00pm MetroList Training – Auto-Prospecting with Mapping Workshop (T) 9:00 – 11:30am MetroList Training – Session II (T) 1:00 – 4:00pm	24 Certified Negotiation Expert (CNE) (EC) 8:00am – 5:00pm Regional Meetings* (EC) 8:30 – 9:30am	25 Office Closed – Staff Development 1:00pm – 2:00pm	26	27 Real Estate Training Institute - RETI (EC) 9:00am – 1:00pm Industry Update (B) 9:30 – 10:30am
30 Notary Seminar (A) 8:30am – 5:00pm				

Calendar Information

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

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

Meetings subject to change.

Median price continues to rise, inventory follows

The month-to-month median sales price increased 2.5% from \$240,000 to \$245,908 in June. The current price is a 22.9% increase from the \$200,000 sales price of January 2013. The current number is 44.5% above the \$170,229 median sales price of June 2012.

A decrease in sales volume brought the total number of closed escrows to 1,522, 9% and 150 units lower than the 1,672 units sold in May. The breakdown of sales for June was 113 REOs (7.4%), 290 short sales (19.1%) and 1,119 conventional sales (73.5%). Compared to one year ago, REO (bank-owned) sales accounted for 22.9%, short sales 31.2% and conventional sales 46%. Since then REO sales have dropped 67.6%, short sales dropped 38.7% and conventional sales have increased 59.7%. Compared with June 2012, however, the sales volume has decreased 12.2% from the 1,733 units sold.

Homes priced between \$200,000 and \$299,999 accounted for 32.4% (494) of the 1,522 sales this month. Homes between \$100,000 and \$199,999 totaled 425 (27.9%) units and homes \$99,999 and under totaled just 89 units (5.8%). A year ago, homes under \$100,000 accounted for 16.1% (279 units) of all homes sold.

Closed escrows from cash financing (502 units or 29.9% of all sales) decreased 11%, conventional buyers increased 9.7% (776 units/46.2%) and FHA financing decreased 6.9% (247 units/14.7%) sales. These numbers include the 157 condo sales this month. The average amount of days spent on the market (from list date to opening

escrow) increased from 20 to 21 days; the median DOM increased to 11. In a breakdown of length of time on market, 82.4% (1,384 units) sold in 30 days or less. 10.2% (171 units) sold between 31 and 60 days. The remaining 7.4% (125 units) sold in 61 days or more. This information is available in full on the MLS Statistical Summary report featured at <http://www.sacrealtor.org/public-affairs/statistics.html>.

The active listing inventory increased for the month, rising 14.7% from 1,488 units to 1,706 units. The months of inventory increased to 1.1. This number is the amount of time (in months) that it would take to deplete the current inventory at the current sales rate.

Condominium Resale Market

Sacramento condominium sales increased for June to 157 units. This is up 8.3% from the 145 units sold in May and up 9% from the 144 units sold in June 2012. REO property sales accounted for 6.4% (10) of all units sold, while short sales (25.5% or 40) and conventional sales (68.2% or 107) accounted for the remainder. The condominium median sales price decreased 6.9% month-to-month, from \$130,000 to \$121,000. This current price is 32.2% higher than the June 2012 (\$91,500) median sales price. Breaking down the Listing Inventory, there are 144 Active Condo Listings (includes 12 Active Short Sales) and 108 Pending Short Sale/Lend er Approval. The Total Value of Closed Escrows was \$22,169,489; this is up 4.3% from the May Total Value of \$21,251,687.





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June 2013 Data for Sacramento County and the City of West Sacramento

MLS STATISTICS for June 2013
Data for Sacramento County and the City of West Sacramento

SINGLE FAMILY HOME RESALES

Monthly Statistics	Current Month	% of Total Sales	Last Month	Change % of Total Sales	Last Year	% of Total Sales	Change
Listings Published this Month	2,066		2,049	0.8%	1,398		47.8%
Active Listing Inventory †	1,706		1,488	14.7%	1,442		18.3%
Active Short Sale (included above)	91		66	37.9%	291		
Pending Short Lender Approval	1,010		1,180	-14.4%	2,506		-59.7%
Pending Sales This Month	1,229		1,391	-10.9%	1,576		-21.4%
Number of REO Sales	113	7.4%	115	-1.7%	396	22.9%	-71.9%
Number of Short Sales	290	19.1%	371	-21.8%	540	31.2%	-46.3%
Conventional Sales	1,118	73.5%	1,186	-5.6%	797	46.0%	40.4%
Total Number of Closed Escrows	1,522	100.0%	1,672	-9.9%	1,733	100.0%	-12.2%
Months Inventory	1.1 Months		0.9 Months	22.2%	0.8 Months		37.5%
Dollar Value of Closed Escrows	\$416,184,185		\$448,734,255	-7.3%	\$344,421,256		20.8%
Median	\$245,908		\$243,000	2.5%	\$179,229		44.5%
Mean	\$273,446		\$268,382	1.9%	\$198,743		37.6%

Year-to-Date Statistics	9/01/13 to 06/30/13	9/01/12 to 06/30/12	1/1/2012	Change
Number of Closed Escrows	8,531	8,806	8,869	-19.8%
Dollar Value of Closed Escrows	\$2,145,900,885	\$2,207,344,064	\$1,795,291,864	19.5%
Median	\$225,000	\$225,000	\$186,000	35.5%
Mean	\$290,664	\$250,664	\$190,700	31.4%

Sales Volume

Median Sales Price

Inventory Volume

MLS STATISTICS for June 2013
Data for Sacramento County and the City of West Sacramento

BREAKDOWN OF SALES BY PRICE

1 House on Lot Total: 1,522

TYPE OF FINANCING
(1 House on Lot/Condo) Other †

Condos Total: 157

DAYS ON MARKET
(1 House on Lot/Condo)

Type of Financing	Current Month		Previous Month		LENGTH OF TIME ON MARKET			
	# of Units	% of Total	# of Units	% of Total	0-30 (Days on Market)	Current Month	Last 4 Months	Last 12 Months
Financing Method								
Cash	502	29.6%	611	33.6%	0 - 30	82.4%	81.0%	70.9%
Conventional	776	46.2%	765	42.1%	31 - 60	10.2%	10.0%	12.5%
FHA	247	14.7%	287	15.8%	61 - 90	3.9%	3.8%	6.0%
VA	55	3.3%	56	3.1%	91 - 120	1.6%	2.0%	3.7%
Other †	100	6.0%	97	5.3%	121 - 180	1.1%	1.7%	3.6%
Total	1,680	100.0%	1,816	100.0%	181+	0.9%	1.3%	3.3%
					Total	100.0%	100.0%	100.0%

† half price, 2-in-1, mobile home
‡ includes: cal vet, contract of sale, creative, farm home loan, owner financing

Median DOM: 11
Average DOM: 21
Average DOM 1 - 180 Days: 19
Average DOM 181+ Days: 256

Based on Multiple Listing Service data from MetroList, © 2013 SAR.
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Signs... Signs... Signs...

It is important to be a good steward when it comes to real estate sign placement. Use discretion and common sense when putting signs up. When signs begin to proliferate, open house signs don't come down in a timely fashion, or an extreme number of signs are put up, Councilmember's may receive calls from unhappy constituents, code enforcement will go out and remove signs, and city councils may consider more restrictive sign ordinances.

Following current ordinances helps avoid restrictions on where and when signs can be placed. Many of our local ordinances have small variations between one another and it can be difficult to keep track, so we have put together a refresher course. Two good rules to always follow: keep signs out of the public right of way (this includes sidewalks) and never attach balloons to signs.

California Civil Code Section 713 sets the legal ground work for real estate signs. This section states that an owner of a property, or their agent, is allowed to advertise the sale or lease of that property on site in plain view of the public. This

advertisement may include directions to the property, the owner or agent's name, address, and telephone number. Local governments are permitted to regulate the display or placement of these signs on public and private right of way.

The City of Citrus Heights requires that real estate signs be no more than five square feet, and set back from the public right of way 10 feet. Freestanding directional signs should be limited to one per driveway, and one per service entrance. Directional signs are to be less than four square feet and 30 inches tall. These signs need to be set back at least five feet from the public right of way.

The City of Elk Grove requires on site real estate signs to be set back five feet from the public right of way, and out of any required vision triangle. Residential property signs cannot be more than six square feet, and are limited to three riders per sign. Directional open house signs are allowed on weekends and holidays. One sign may be placed for each change in direction, to a maximum of five signs. The open house signs may not be more than six square feet. For commercial property, one on-site sign per street frontage is allowed. Commercial parcels less than one acre may have a 32 square foot sign and parcels larger than one acre may have a 48 square foot sign no more than eight feet tall. All signs must be removed no later than close of escrow.

In the City of Folsom, signs must be set back five feet from the public right-of-way and remain out of the vision triangle. For residential property these signs need to be less than six square feet, and no more than three riders per sign. Open house signs are allowed on weekends and holidays; one sign for every change in direction, with a maximum of five signs. Open house signs may not be larger than six square feet. Commercial property is permitted to use one sign per street frontage. For property less than one acre these signs must be no more than 32 square feet. Parcels larger than one acre may use a 48 square foot sign, with an eight foot height limit.



The City of Rancho Cordova allows for not more than one for sale sign per property frontage. Residential signs are limited to 10 square feet and must be set back at least three feet, and may not obstruct corner visibility requirements. Nonresidential signs are limited to a maximum of 32 square feet and must be set back at least three feet from the right-of-way. Open house directional signs are permitted on weekends and holidays when open house activities are ongoing. One sign may be placed for each change in direction to a maximum of five signs. Directional signs are not to exceed an overall size of nine square feet, including supports, and not exceed a height of 30 inches. Directional signs are not to be placed in the public right-of-way.

In the City of Sacramento, one sign per parcel is allowed, one sign may be located on the ground level, and one above balcony level. No sign shall be attached to the first floor balcony. The area of the sign will not exceed six square feet, and the design of each sign shall be black ink on white board. The sign is to be removed within seven

days after the sale, rental, or lease solicited is accomplished. If the sign is not removed by this deadline, it will be removed immediately at no cost to the City. No signs are to be in the public right-of-way. Signs may be placed in the area between the face of the street curb and the street side edge of the sidewalk (commonly referred to as the planting strip or mowing strip).

The City of West Sacramento allows one sign per property, but it must remain entirely on the property it applies to, be smaller than six square feet, and cannot be directly illuminated. This sign must be removed within seven days of sale, rental, or lease of the property. Off-site directional signs are allowed for real property events that are sponsored by a real estate agent or property owner. The signs may only be displayed on event days, and will be displayed no earlier than eight am on the day of the event and removed no later than four pm the day of the event. These signs are only allowed for existing properties that are available for sale, lease, or exchange.

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Minimum Qualification rises Due to Hot Market

By Steve Galster, SAR Masters Club President

It is that time again when Masters Club is forced to raise the minimum qualification to keep up with rising prices and increased sales. It has been the target of Masters Club to keep the qualifying membership number at approximately 10%.

It's unfortunate that we were compelled to do so half way through the year. However, by raising the number to \$3.5 million we still do not keep up with the rapidly rising prices. In addition, we are already at our target number (10%) for the full year. Just a few short years ago the qualifying number was \$5 million and as the market declined so did our minimum qualifications. The good news is that ALL the numbers are rising again... along with your income. Again, we understand the timing is less than ideal.

A couple of quick side notes. *There are other minimum qualifications and other ways to qualify.* Please visit <http://www.sacrealtor.org/masters-club/application-process.html> for further information. Please plan on appearing at our next Network Mixer on September 19th... location TBD. And most important, you can now register for our incredible annual Masters Club Golf Tourney (October 14th) online at MastersClubGolf.com. Sponsorships available NOW!

FYI, Placer's Masters Club also made the adjustment. If you are a member of Placer, please check with them for their qualification requirements.

Fair on the Fairway 2013 Masters Club Golf Tournament

Mark your calendar for Monday, October 14, and get ready to have an exciting day at the Masters Club 34th Annual Charity Golf Tournament. We invite you to come out for a day of challenging golf, great food and the opportunity to network with colleagues from the real estate industry.

Supporting the Annual Masters Club Golf Tournament is not only fun, but contributes to the health and well-being of our community. Last year we donated over \$18,000 to our beneficiaries and we hope to meet or beat that number this year, and your participation and support will make that possible! The **Sacramento Children's Receiving Home** and **Women's Empowerment** will be the recipients of the money raised at this year's event.

Our "**Fair on the Fairway**" golf tournament will feature a pre-tournament continental breakfast and putting contest, with the shotgun start at 11:00 am. Our affiliates will woo you by providing cuisine and beverages. They will also have goodies and entertainment at the tees and holes, as well as circling the course in the beverage carts to help you wet your whistle.



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2013 Masters Club Golf Tournament

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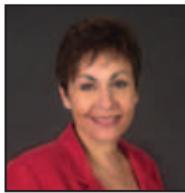
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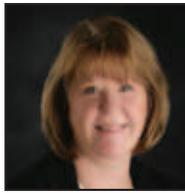
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The Code of Ethics' North-of-the-Border Connection

On July 17, 2013, in NAR, This Month in Real Estate History, by Frederik Heller

As you may know by now, 2013 is the centennial year of the REALTORS® Code of Ethics. And this month marks the official birthday of the Code: On July 29, 1913, at the annual convention in Winnipeg, Manitoba, NAR's board of directors got their first look at the much-anticipated Code and adopted it for use by the association's members.

One of the first questions many REALTORS® ask when they find out about the Code's origins is: Winnipeg? Why Winnipeg?

To get to the answer, it should first be explained that for many decades, the Winnipeg REALTORS® Association, along with several other local and provincial real estate associations in Canada, were members of the National Association of REALTORS®.

The National Association's mission as stated in its 1908 constitution was to "unite the real estate men of America" — meaning North America, not just the United States. A proposal to change the word "National" to "International" in NAR's name was hotly debated at the 1912 convention, but the legal and strategic implications of such a move were seen as too much for the fledgling association to take on. Instead, the constitution was revised in 1912 to say "unite the real estate men of North America," eliminating any confusion about the status of Canadian members.

In the late 1930s the National Association expanded its territory to include the United States, "the Territory of Alaska, the Territory of Hawaii, the Philippine Islands, Canada, Mexico, and Cuba." Winnipeg and other Canadian real estate boards left NAR in 1943 to join the newly-

formed Canadian Real Estate Association, but Canada still remained part of NAR's official territory, at least on paper. It wasn't until 1959 — during NAR's annual convention, held that year in Toronto — that Canada was finally removed from the territory described in NAR's constitution.

So how did Winnipeg in particular come to host the 1913 annual conference, where the Code of Ethics was first introduced? Today, the site of NAR's annual convention is usually decided years in advance. In the association's early days, however, one of the highlights of each annual convention was a contest to decide which city would host the next year's meeting. Delegates at the Board of Directors' meeting would offer invitations from their cities, speeches would be made and much debate ensued over the merits of one city over another.

At the 1912 convention, held in Louisville, KY, three cities were in the running to host the 1913 meeting: Atlanta, Cincinnati, and Winnipeg. All three lobbied hard for the honor of hosting the next national REALTORS® convention, but in the end, Atlanta and Cincinnati didn't stand a chance. A few months before the Louisville meeting, the R.M.S. Titanic famously collided with an iceberg during its maiden voyage and sank in the Atlantic Ocean. Among the 1,502 passengers lost were three REALTOR® members from Winnipeg: Mark Fortune, J. Hugo Ross, and Thompson Beattie. It was in their memory that the 1912 delegates chose Winnipeg to host NAR's 6th annual convention.

Short sale and more help from C.A.R.

A new free member service from C.A.R. is designed to help members with short sale problems.

The Finance Helpline was created to empower C.A.R. members to be the ultimate source of information pertaining to all components of financing the real estate transaction. This new member benefit will help California REALTORS® who encounter difficulties with finalizing short sales, REOs, Deeds in Lieu, funding and other hurdles in closing a deal for clients.

The members-only helpline will assist REALTORS® in navigating the various nuances or procedural

differences of short sales, or provide assistance and education on finalizing transactions. C.A.R. members can visit <http://finance.car.org> to complete pertinent information and will then receive a call back from a lender liaison. Members can also call the Finance Helpline at (213) 739-8383 or email financehelpline@car.org. A lender liaison will contact the REALTOR® member within one business day.

Since this is a members-only service, be sure to have your NRDS number handy when you call.

Technology Advisory Committee

Technology and real estate are fields constantly changing. As the market ebbs and flows, REALTORS® must stay ahead of the curve and new technology helps them get there. Smart phones, tablets and digital signatures are the new staples of savvy real estate professionals everywhere. SAR recognizes the shift in how business is done and is engaged in maintaining a future technology focus. The Technology Advisory Committee – chaired in 2013 by Steve Ostrom – assists in that task. The Committee meets as needed via Google Hangout (staying true to the Technology part of their name) to discuss emerging technologies and how REALTORS® are putting them to use. Look for Tech Tips in the monthly newsletter and view all of SAR's Tech Tip videos on YouTube (<http://www.youtube.com/SacramentoAOR>) and feel free to leave comments and suggestions for video topics. We appreciate your feedback! Committee Members are: Steve Ostrom - Chair, Ryan Lundquist, Rob McQuade and Andrea Parker.

25th Annual Black Expo



Stephen T. Webb, Chris Little, Tong Veu and Del Barbray helped represent SAR at the 25th annual Black Expo

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

I have been a member of SAR since February 8, 2011 which is approximately two years and five months.

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

I worked as a sales representative for a trucking company called Con-Way Western Express selling freight service into and out of CA, AZ, NV, OR and WA.

3. What do you like best about being a part of the real estate industry?

I like being my own boss, so to speak, and the freedom being a REALTOR® provides me to earn the income I want to earn by helping people buy and sell houses. I love seeing my clients receive the keys to the home they just closed escrow on, no matter if it is their first home or their second or third home.

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

I have adjusted to changing market conditions in the past couple of years by going back to the basics of real estate which include door knocking and calling, mailing and emailing the contacts in my database on a regular basis to ask for listings. I started marketing my services to real estate investors and increasing my social media presence through Facebook and LinkedIn. I also had a new and improved website created, and I invested in a state of the art CRM system, which I didn't have before.

5. What advice would you give someone who is interested in becoming a REALTOR®?

The advice that I would give someone who is interested in becoming a REALTOR® is to plan on working hard every day because being a REALTOR® is hard work, but it is also very rewarding and gratifying work. I would also let them know that they need to take real estate classes, attend seminars and webinars on a continual basis, be organized, pay attention to detail, listen more than they speak and expect to get "NO" a lot before they get a "YES."

6. You are part of SAR's Leadership Academy this year. What prompted you to apply for this program?

I was prompted to apply for the SAR Leadership Academy this year because it provides me the opportunity to learn everything I can about how SAR, its board of directors, and the various committees operate internally. I feel that being part of SAR's Leadership

Academy will help me be a better, more informed member and help equip me to do everything I can to help SAR continue to be the successful organization it is today.

7. What is something you are really proud of and why?

I am really proud of being married to my beautiful wife, Roselyn, for 34 years and I am really proud of this because her love, support and encouragement over the years has inspired and motivated me to be the best I can be every day and to be successful at whatever I choose to do.

8. How do you balance your personal and business lives?

I work hard every day and I'm constantly on the go showing property to my clients, attending SAR committee meetings, classes, networking meetings and mixers, volunteering at events (such as Rebuilding Together Sacramento rebuild days, and feeding the homeless), and meeting with prospective buyers and sellers, etc. I try to take a few days off during the week to go on a hike, go to a movie, get together with friends and go wine tasting and even go occasionally to a bed and breakfast on the Mendocino coast with my wife in order to relax and recharge. I also try not to work on Sundays because my wife and I are Christians; we love the church we attend and we want to honor God by attending our church services and resting as much as possible on Sundays.

9. What are some qualities that you value in a person?

Some of the qualities that I value in a person are trustworthiness, dependability, patience, sincerity, respectfulness, and honesty.

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

My wife and I love to visit Pacific Grove, Mendocino, the Tahitian Islands, Maui and Vancouver, Canada.

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

I read, "Who Moved My Cheese?" by Spencer Johnson, M.D. recently. I loved the way it humorously explained how to "deal with change in your work and in your life." This is a must read, in my opinion, because everyone faces changes in their work and in their life at one time or another.

12. Do you have a favorite saying or expression?

Yes and one of my favorite sayings is "Energy and Persistence Conquers All."

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

I ran the California International Marathon in December, 1993 and finished it in three hours and eight minutes in spite of getting a cramp in my right quadricep at the 20 mile mark. I had to walk and run the last 6.1 miles to the finish line.

NEW SAR MEMBERS

JUNE 2013

New REALTOR® Members

Afshan K. Ali

Coldwell Banker-Res R E Srv

Patricia A. Atchley

Keller Williams Realty

Gisele F. Bishop

Choice Realty

Jvonte C. Carbin

ZipRealty Inc.

Lien A. Chau

Beyond Realty

Sau King Cheng

Beyond Realty

Jill M. Culbertson

Keller Williams Realty

Alayna M. Fong

White House Real Estate

Jonathan D. Gainor

Coldwell Banker-Res R E Srv

Marianela Giem

Coldwell Banker-Res R E Srv

Michael J. Highhill

Lyon RE Downtown

Zachary W. Hill

Enterprise Real Estate, Inc

Rolf S. Howard

Coldwell Banker-Res R E Srv

Robert L. Johnson

Fusion Real Estate Network

Salinder K. Kang

Prime Real Estate Services

Kaylin M. Kielich

Stanley RE & Investment Inc

Michelle N. Krebaum

Lyon RE Downtown

Parveen J. Lal

ERS Elk Grove

Bryan K. Lincoln II

Prudential Dunnigan R.E.

Tessa A. Marchetti

Weichert REALTORS Galster Grp

JoAnne E. Marquart

Coldwell Banker Sun Ridge R.E.

Jordan N. Martin

Go Pro Real Estate

Briana N. McGee

Coldwell Banker-Res R E Srv

Lindsey McLaughlin

Waterman Real Estate

Sylvana J. Michaels

Coldwell Banker-Res R E Srv

Mary Ann Molina

RE/MAX Gold Laguna

Sterling L. Newman

Elite Realty Services

Jaymi-Elaine Pare

Excel Realty Inc.

Sailesh Patel

Network Realty

Brian R. Rutschmann

Keller Williams Realty

Beverly K. Savelli

Coldwell Banker

Jeffrey A. Schubot

New Era Real Estate

William L. Scott

ConnectRealty.com Inc.

Bradly J. Sharp

Lyon RE Folsom

Cyndi Sheng

Westco Realty

Natasha Simpson

Elite Realty Services

Ryan D. Smith

Keller Williams Realty

Rosie L. Steinbrenner

Lyon RE LP

Joshua J. Summers

ZipRealty Inc.

Daniel Tarantino

Keller Williams Rlty Elk Grove

Steve Tham

Keller Williams Rlty Elk Grove

Ann T. Vuletich

Dunnigan, REALTORS

Jeffrey B. Woody

Keller Williams Realty

Irina Yevsmanskaya

Prudential Dunnigan R.E.

Elijah I. Zmuda

Century 21 Select Real Estate

Valerie S. Zmuda

Century 21 Select Real Estate

New Broker Associates

Sameer A. Khouri

Keller Williams Realty

Larry Parker

Realty World A+ Real Estate

Lucas Perretti

Vista Realty Sacramento

New Designated REALTORS®

Lynetta Cornelius

Merit Capital Real Estate

New Affiliate Members

Matthew C. Brown

U.S. Bank Home Mortgage

Michael J. Everhart

U.S. Bank Home Mortgage

Carrie Harris

Wells Fargo Home Mortgage

Sunny Khandwala

Wells Fargo Home Mortgage

John R. Oyoung

U.S. Bank Home Mortgage

Neal Prasad

Wells Fargo Home Mortgage

Anna-Marie Rodriguez

Princeton Capital

Leslie Shull

Wells Fargo Home Mortgage

Wendy J. Soh

Carrington Mortgage Svcs Inc

Benita Tadena

Guaranteed Rate

Richard W. Triffo

Wells Fargo Home Mortgage

Victoria J. Weldon

U.S. Bank Home Mortgage

Why do you volunteer at SAR?

As SAR invites Members to join 2014 Committees, we asked the following active SAR volunteers why they give of their time and talents to the Association.

Kevin Cooper

SAR Board Member, Committees – Professional Standards, Strategic Planning and Finance, Grievance, C.A.R. IMPAC Trustees, REALTOR® Action Fund, and more.

I volunteer at SAR because it is important to me to give back to my community...in this case the REALTOR® community. This noble profession has provided me the opportunity to earn a very good living doing something that I love. The doors that have opened for me and the relationships that I have built because of the Association are priceless. I am honored and humbled with each opportunity that I have to serve this fine organization.

Tim Weisbeck

Committees - CanTree

You can't quantify the value of volunteerism. It is priceless by giving back to the community to people in need.

Rob McQuade

SAR Board Member, Committees – Regional Meeting Coordinator, Technology Advisory, C.A.R. IMPAC Trustees, REALTOR® Action Fund, Fall Conference, and more.

What I find most valuable in volunteering within SAR is the people. I've had the opportunity to build relationships with my colleagues in the industry. People are always so willing to share knowledge and ideas--and with the breadth of experience in an organization like ours that knowledge is immense. It also makes a huge difference in a transaction when you know the agent on the other side. Working together with everyone to get the job done is part of real estate, but it's a lot easier when there's a foundation of trust and I know that the agent on the other side of a transaction is as committed to the ethical, professional practice of real estate as I am.

Laurie Lyons

Committees – Education, Equal Opportunity, Leadership Academy and Housing Opportunity

Volunteering helps me personally, and, I'm sure everyone who participates, gain a much better

understanding of the breadth and scope of our organization, its purpose, value and place in our own real estate group, and, the greater community at large. By that, I mean:

- *Meeting other professionals in our industry. A personal knowledge of associates builds stronger relationships amongst members benefiting our clients in day to day transactions.*
- *Engaged as an influential association in the decision-making process of measures that affect home ownership in our community and state. We also understand and act to support or defeat issues that will impact the public at large as they relate to our clients.*
- *Giving back – at an association level. I really enjoy participating in my association. We can actively participate in our association, expressing our thoughts and ideas for the greater good and health of our association.*
- *Giving back – at a community level. I love participating at a community level, actually making a difference through Saturday neighborhood work days, and fundraisers for the Scholarship Fund and Salvation Army. It truly is more blessed to give than receive.*

Mahnaz Khazari

Committees – Education, Grievance, Cantree, Technology Advisory, Leadership Academy and Housing Opportunity

Volunteering at SAR, my professional organization, has numerous benefits. Among the most important benefits I can name are the following:

- *Providing manpower to strengthen the organization.*
- *Learning opportunities as a result of contacts with other professionals.*
- *Identifying the needs and concerns of our community and our clients as well as our colleagues.*

My volunteering experiences with SAR has given me the unique privilege of participating in the above activities.

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

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