

Ventura County Coastal

An aerial photograph of a suburban neighborhood in Ventura County, California. The image shows a dense collection of houses with varying roof colors (brown, red, grey) and styles, interspersed with green trees and lawns. In the background, rolling hills are visible under a clear sky. The overall scene is a typical representation of a coastal suburban community.

Official Publication of the Ventura County Coastal Association of REALTORS®

April 2018

**WE ARE COMMITTED
TO FAIR HOUSING**

Page 10

Also Inside

Explaining how the REALTOR® PACs work

Vino for Vets Raised Nearly \$20,000 for Veterans Home



OFFICERS

PRESIDENT
MATT CAPRITTO

PRESIDENT-ELECT
JORGE DELEON

TREASURER
CAROLYN TRIEBOLD

PAST PRESIDENT
LYLE ELLIOTT

CHIEF EXECUTIVE OFFICER
WYNDI AUSTIN

DIRECTORS

ARMANI AMEZCUA
ASHLEY ANDERSON
TIM COMSTOCK
TERRI DAVIS
ANA GIL
SUSIE HAFER
SHER HEARD
JIM KEITH
CAMI PINSK
SANDRA SEEKINS
KAY WILSON-BOLTON

NON-REALTOR® DIRECTOR

JEFFREY J. STINNETT, ESQ.

2018 VCCAR COMMITTEES LEADERS, MEMBERS & DIRECTOR LIAISONS

AFFILIATE COMMITTEE

CHAIR: JOEY SIDENS
VICE CHAIR: PATTY ESTRADA
STAFF LIAISON: ERIKA SERRANO
DIRECTOR LIAISON: CAMI PINSK

FINANCE COMMITTEE

CHAIR: CAROLYN TRIEBOLD
STAFF LIAISON: MOLLY PELLEGRINO
DIRECTOR LIAISON: CAROLYN TRIEBOLD

GOVERNING DOCUMENTS COMMITTEE

CHAIR: BRIANA QUINN-BOUFFARD
VICE CHAIR: STUART MONTEITH
STAFF LIAISON: WYNDI AUSTIN
DIRECTOR LIAISON: TERRI DAVIS

GRIEVANCE COMMITTEE

CHAIR: HELENE KEDDINGTON
VICE CHAIR: ASHLEY ANDERSON
STAFF LIAISON: PAMELA PATTERSON
DIRECTOR LIAISON: ASHLEY ANDERSON

LEADERSHIP DEVELOPMENT COMMITTEE

CHAIR: BJ WARD
VICE CHAIR: TROY PALMQUIST
STAFF LIAISON: WYNDI AUSTIN
DIRECTOR LIAISON: TBD

LOCAL CANDIDATE RECOMMENDATIONS COMMITTEE

CHAIR: AL LIMON
VICE CHAIR: KAREN CAMPBELL
STAFF LIAISON: MARTA GOLDING BROWN
DIRECTOR LIAISON: ARMANI AMEZCUA

LOCAL GOVERNMENT RELATIONS COMMITTEE

CHAIR: SHER HEARD
VICE CHAIR: BONNY GOETZ
STAFF LIAISON: MARTA GOLDING BROWN
DIRECTOR LIAISON: SHER HEARD

MLS COMMITTEE

CHAIR: TIM COMSTOCK
STAFF LIAISON: ANNE O'SHEA-GREENFIELD
DIRECTOR LIAISON: TIM COMSTOCK

PROFESSIONAL DEVELOPMENT COMMITTEE

CHAIR: ROBIN TURNER
VICE CHAIR: ROD TUAZON
STAFF LIAISON: ALMA DOMINGUEZ
DIRECTOR LIAISON: ROBIN TURNER

PROFESSIONAL STANDARDS COMMITTEE

CHAIR: JANET DORSEY
STAFF LIAISON: PAMELA PATTERSON
DIRECTOR LIAISON: SANDRA SEEKINS

YOUNG PROFESSIONALS NETWORK

CHAIR: TOM BUENGER
VICE CHAIR: ERICA BINNS
STAFF LIAISON: ROSA SALAZAR
DIRECTOR LIAISON: KAY WILSON-BOLTON

TABLE OF CONTENTS

President's Perspective: REALTOR® PAC Guide	3
May 1 Deadline to Run for VCCAR Board, Officer	4
Cover Story: How Fair Housing Came to Be	10
Government Affairs: C.A.R. Turns In Ballot Signatures	14
YPN Presents \$20,000 Check to Veterans Home	15
CEO Corner: Why Professional Development Matters	23

UPCOMING Meetings/Events

APRIL 16 MLS Rules & Regulations Training Room 10:00 AM Professional Development Committee Meeting Boardroom 1:00 PM APRIL 17 Flexmls Beginning Training Training Room 9:00 AM YPN Committee Meeting Boardroom 10:00 AM Flexmls Advanced Training Training Room 11:00 AM APRIL 18 Leadership Academy Kick Off Meeting Boardroom 9:00 AM APRIL 19 Leadership Development Committee Meeting Boardroom 1:00 PM APRIL 23 Winform Mastery Training Room 9:00 AM APRIL 24 Board of Directors Meeting Boardroom 9:00 AM Cornhole Tournament 3:00 PM Cal-Vet Veterans Home of Ventura APRIL 25 Leadership Academy Meeting Boardroom 9:00 AM APRIL 26 New Member Orientation Training Room 9:00 AM APRIL 30 Public Housing Forum Training Room 10:00 AM MAY 1 YPN Professional Development Series Session One – Appraisals and Home Inspections Training Room 9:00 AM MAY 2 Leadership Academy C.A.R. Sacramento Legislative Day LCRC Committee Meeting Boardroom 2:00 PM MAY 2-5 C.A.R. Spring Business Meetings Sacramento MAY 8 VCCAR Leadership Academy Training Room 10:00 AM MLS Committee Meeting Boardroom 1:00 PM	MAY 9 Leadership Academy Training Room 9:00 AM MAY 10 LGR Committee Meeting Boardroom 3:00 PM MAY 11 Finance Committee Meeting Boardroom 10:00 AM MAY 14 Affiliate Committee Meeting Boardroom 10:00 AM VCRDS Committee Meeting Boardroom 1:00 PM MAY 14-19 NAR: REALTORS® Legislative Meetings MAY 15 Flexmls for Beginners Training Room 9:00 AM YPN Committee Meeting Boardroom 10:00 AM Flexmls Advanced Training Training Room 11:00 AM MAY 16 Leadership Academy Boardroom 9:00 AM MAY 16 – 17 NAR: REALTORS® Trade Expo MAY 17 Leadership Development Committee Boardroom 1:00 PM MAY 21 Professional Development Committee Boardroom 1:00 PM MAY 22 Leadership Academy Training Room 9:00 AM Board of Directors Meeting Boardroom 9:00 AM MAY 23 BOD Strategic Planning Session Training Room 9:00 AM MAY 24 New Member Orientation Training Room 9:00 AM MAY 28 Memorial Day Holiday Office Closed
--	---

GENERAL CONTACT INFORMATION

805-981-2100 – PHONE
805-981-2108 – FAX
VCCAR@VCREALTORS.COM

ADMINISTRATION

WYNDI AUSTIN, CHIEF EXECUTIVE OFFICER
805-973-8576
WYNDI@VCREALTORS.COM

PAMELA PATTERSON, EXECUTIVE ASSISTANT AND
PROFESSIONAL STANDARDS ADMINISTRATOR
805-973-8568
PAMELA@VCREALTORS.COM

ROSA SALAZAR, RECEPTIONIST
805-973-8573
ROSA@VCREALTORS.COM

MEMBERSHIP SERVICES

BARBARA AMICK, MEMBERSHIP MANAGER
805-973-8569
BARBARA@VCREALTORS.COM

ALMA DOMINGUEZ, STORE MANAGER, SUPRA KEY SUPPORT
805-973-8570
ALMA@VCREALTORS.COM

MLS

ANNE O'SHEA-GREENFIELD, MLS DIRECTOR
805-973-8571
ANNE@VCREALTORS.COM

ERIKA SERRANO, MLS SUPPORT & COMPLIANCE
805-973-8577
ERIKA@VCREALTORS.COM

ADVOCACY

MARTA GOLDING BROWN, GOVERNMENT AFFAIRS DIRECTOR
805-973-8572
MGBROWN@VCREALTORS.COM

MARKETING

LINDA FACIANA, MARKETING & COMMUNICATIONS MANAGER
805-973-8575
LINDA@VCREALTORS.COM

FINANCE

MOLLY PELLEGRINO, ACCOUNTING MANAGER
805-973-8574
MOLLY@VCREALTORS.COM

VENTURA COUNTY COASTAL

JOHN FRITH, EDITOR
916-765-6533
JOHN@TWSCOMMUNICATIONS.COM

SCOTT ARNOLD, DESIGN & LAYOUT
SCOTT@FOLEYPUB.COM

NED FOLEY, ADVERTISING
800-628-6983
NED@FOLEYPUB.COM



Matt Capritto
2018 VCCAR President



Matt Capritto

Ever Wonder How Your Political Contributions Are Used? Here's a Guide

As VCCAR's Travel Team prepares for our upcoming trip to Sacramento to attend C.A.R.'s Legislative Day and to meet with our local Assembly members and senators, it's a good time to remind everyone of the importance of our state and national political advocacy.

Educating our elected officials is vital to protecting homeownership and private property rights, especially in California, where state and local officials alike routinely make decisions that often make it more difficult and more expensive to achieve the American Dream of homeownership. In fact, some 35 percent of all of the bills introduced each session in Sacramento affect real estate in some way.

That's why REALTORS® and staff participate in the C.A.R. Legislative Day and the NAR Legislative Conference each spring. They are great opportunities for REALTORS® across the state and nationwide to meet with lawmakers and remind them of how large the real estate community is.

But besides keeping in close touch with our lawmakers, it's also vitally important that our industry is involved in the political arena, and with 2018 being an election year that's especially true this year. As you know, C.A.R. is sponsoring a ballot initiative in November that would allow seniors to sell their homes and buy a home in any part of the state while keeping their Proposition 13 property tax assessment. That would take away a major reason why so many seniors stay put in homes they no longer need, and doing so would make many more homes available to buyers in Ventura County and elsewhere.

C.A.R. is using a special member assessment to finance this campaign, which will likely cost millions of dollars to pass, but it's also a good time to remind members of the importance of the industry's ongoing political action committees (PACs).

REALTOR® Action Fund (RAF) is the acronym that encompasses all our PACs and is the "branding" for voluntary contributions from REALTOR® members to promote the advocacy of your rights and values as a REALTOR®. Every dollar of this fund is used to protect REALTOR'S® interest in government.

Members can contribute through a voluntary contribution on their dues statements. The introductory level is \$20, the "minimum cost of doing business" is \$49, and the "true cost of doing business" is \$148. A \$449 contribution earns you a California Silver Bear honor as a major donor. Roughly 70 percent of contributions are used by C.A.R. and the remainder by NAR.

At the state level, C.A.R. has established two separate PACs.

The **California Real Estate PAC (CREPAC)** supports candidate campaigns in California. Your voluntary contributions to the RAF fund CREPAC, which supports candidates for local, and federal-level office. Local Associations may also direct funds from CREPAC to the campaigns of local-level office seekers through their Local Candidate Recommendation Committee (LCRC).

In addition, the **California Real Estate Independent Expenditure Committee (CREIEC)** supports candidates that share the attitudes, values, and beliefs of organized Real Estate.

At the federal level, NAR's REALTOR® Political Action Committee (RPAC) promotes the election of pro-REALTOR® candidates across the United States at the federal, state, and local levels. Through your contributions, CREPAC also provides support to NAR's RPAC committee.


Besides the campaign PACs, there is also the **Issues Mobilization PAC (IMPAC)**, which is the issues advocacy arm of C.A.R.'s political action committee structure. The political action committee is funded by member contributions and is used exclusively to support advocacy efforts on behalf of real estate and housing in California. No candidate activities are funded with IMPAC dollars.

“It's vitally important that our industry is involved in the political arena.”

And finally, the new **Advocacy Local Fund (ALF)** was launched this year to allow local associations to make expenditures on general advocacy activities that are not subject to the legal requirements and management demands of a PAC, such as attending Legislative Day, membership in lobbying coalitions, and other similar activities. In the past, all these local issues advocacy expenditures were processed through the local IMPAC, which necessitated legal review and reporting on every expenditure, and the expenditures were constrained by legal requirements, all of which added time and costs to C.A.R. and local associations.

C.A.R. and NAR issues PACs help Associations such as ours when urgent local issues arise. A great example of that was assistance VCCAR received in 2015 to oppose Fillmore's point-of-sale inspection ordinance.

We received \$12,500 from NAR to help fund a public outreach effort and while we missed C.A.R.'s funding cycle, the state Association provided invaluable research and statistical data. As a result of our efforts, the City Council substantially weakened the ordinance when it was originally passed and last year allowed it to expire.

I hope this gives you a good understanding of how your voluntary contributions are used, and why it is so important to participate. If you'd like more information, please contact Government Affairs Director [Marta Golding Brown](#). 

NEWS FROM VCCAR

Deadline is May 1 to Run for VCCAR Officer and Board Positions

The window is now open for VCCAR members to submit applications to run for 2019 officer and Board of Directors openings. Online application forms are [available here](#).

To be eligible to run for the three Director openings, candidates must have been a REALTOR® member in good standing for at least two years prior to taking office and must have served in good standing on a VCCAR committee for one full year. Terms are three years long.

The Treasurer position is now appointed and there is a new elected position, First Vice President. Candidates for First Vice President and President-Elect must be a REALTOR® in good standing, must have completed at least two years as a

Director by the time he/she takes office, and must have served in good standing on a committee for one full year. The term of office for First Vice President is one year. The President-Elect automatically serves as President the following year, so the term of office is two years.

The deadline to apply is Tuesday, May 1. A mandatory candidate orientation will take place on May 8 and the Board of Directors will approve the final list of candidates at its May 22 meeting. Candidates will be announced on June 1 and elections will take place from June 22 through June 29, with the results announced on Friday, July 6.

For more information, contact [CEO Wyndi Austin](#).

Leadership Academy Participants Selected

Eight VCCAR members have been selected to participate in the 2018 Leadership Academy, a new VCCAR initiative designed to strengthen leadership skills and to identify emerging Association leaders.

Named to the inaugural class were Vicente Arzate, Century 21 Troop Real Estate; Thomas Buenger, Buenger Commercial Real Estate; Ryan Bruns, Berkshire Hathaway HomeServices California Properties; Katie Connelly, Comfort Real Estate Services; Dustin Dammeyer, Dammeyer & Associates; Ashley Glyer, Synergy One Lending; Lupe Servin, Century 21 Troop Real Estate; and Kenneth Wallis II, Century 21 Troop Real Estate.



Home within reach for your clients

We offer your clients great rates and local experts who get things done quickly and efficiently. We're the oldest and largest credit union headquartered in Ventura County, and we're ready to lend:

- Flexible terms and affordable rates
- HomeReady™ First-Time Buyer Loans from Fannie Mae
- First and second trust deeds
- Conforming and non-conforming loans
- Extendable and alternative mortgages
- 0% down VA loans



Ventura, Camarillo and RiverPark

LINDA TABATA
NMLS #517158
805.477.4027



Thousand Oaks and Moorpark

KATHY BOCHENEK
NMLS #376059
805.477.5543



Simi Valley

MARK GOTTLIEB
NMLS #233469
805.477.4588



Oxnard and Port Hueneme

ANNETTE ORTIZ
NMLS #1065962
805.477.4525

vccuonline.net
805.477.4000



**VENTURA
COUNTY**
CREDIT UNION

Living the life.

Ventura • Oxnard • Camarillo • Thousand Oaks • Simi Valley • Port Hueneme • Moorpark • RiverPark

VCCU membership is open to anyone who lives, works or attends school in Ventura or Santa Barbara counties. All loans subject to credit approval and secured by lien on owner-occupied home. Certain restrictions apply. VCCU is an equal housing lender.



Aubrey.com VCF-2946.2

The nine-week program is designed to develop, polish, and strengthen skills for becoming a successful leader. Participants will gain beneficial insights into the value of Association membership at the local, state, and national levels, as well as a better understanding of successful political advocacy in protecting agents and their clients, private property rights, and

issues affecting real estate. The program is also intended to identify emerging leaders who will guide VCCAR in future years.

The program is an initiative from the Strategic Plan adopted by the Board last year. A work group met several times to plan for launching the program, including the course outline and speakers.

VCCAR Hosts Educational and Social Events

A number of educational and social events are coming up soon at VCCAR. Following are highlights – check out the full-page flyers in this issue for more information. Most of the events are free. Registration for all events is available on the VCCAR website www.vcrealtors.com and tickets for ticketed events are available there as well.

April 16: MLS Rules and Regulations Training. The session will tell you what you need to know to follow MLS rules and avoid fines. The class is free.

April 17: VCCAR will hold beginning and advanced Flexmls training. Classes will also be held May 15 and June 19. There is no charge.

April 23: REALTOR® Jeff Comstock will show how to use the right Winforms for your business. The software includes access to the most current contracts and local forms. The seminar, sponsored by VCCAR and the Professional Development Committee, is free.

April 24: Cornhole Tournament at the Cal Vet Veterans Home to benefit the Veterans Home and Habitat for Humanity. Tickets are \$10 to attend and \$150 for a team of two to participate, and includes food, drinks, and music. The event is being presented by VCCAR and the Affiliate Committee.

April 30: Public Housing Forum. Attendees will hear about the county's economic outlook, legal updates, housing and development plans, and current real estate trends. The featured speaker will be Ventura Community Development Director Jeffrey Lambert. The forum, sponsored by VCCAR and the Professional Development Committee, is free.

May 1: YPN is hosting a Professional Development Series covering appraisals and home inspections, marketing trends and tax laws, and an economic forecast followed by a REALTOR® panel Q&A. The first session will be May 1, followed by sessions on June 5 and July 13. Each session costs \$10 (\$15 at the door) and includes materials, food, drinks, and networking opportunities.

Great Turnout at Professional Standards Class

About 85 people from VCCAR and the Conejo Simi Moorpark AOR participated in the recent Professional Standards training. The class was led by C.A.R. attorney Brian Polinsky and educated members about C.A.R.'s policies and procedures. VCCAR attendees included members of the Board of Directors, the Grievance Committee, and the Professional Standards Committee.



NAR Suspends Roll Out of New Logo

Faced with strong reactions to the new logo it rolled out earlier this month, the National Association of REALTORS® has “paused its implementation,” according to an email sent to members by President Elizabeth Mendenhall and CEO Bob Goldberg.

“While the issues that drove this process to evaluate and ultimately evolve the REALTOR® logo still exist, we are going to pause its implementation,” the email stated. “This extra time will allow us to further examine the enhancement of the REALTOR® brand proposition, including the logo, which means so much to you and your business.

“We are a member-centric organization and this decision... demonstrates that your national association is listening.”

NAR had said the new visual identity was designed to make its iconic brand and “block R” logo more multi-dimensional, dynamic, and future-focused.



“It’s a new day and a new dawn at NAR and this reflects our vision of rebirth and change,” Goldberg had said. “The block R logo was designed in 1973 and we felt it was time to modernize. We want the new brand to help us convey the changes of what the new NAR is all about and what the REALTOR® brand means to consumers.”

You can read more about the [new branding effort here](#).

C.A.R. Ad Campaign Is Under Way

The Who’s Your REALTOR®? consumer ad campaign is on the air with all-new TV, radio, outdoor, and digital spots to provide consumer education and the benefits of working with a California REALTOR®.

You and your clients can catch the brand-new commercials on multiple national broadcast stations including NBC, ABC, CBS, and Fox, and on popular cable networks HGTV and Bravo. Binge watching your favorite show? The ads will be featured on Hulu, too.

Let your clients know you speak their language and the value of working with a REALTOR® by sharing the campaign with them.

The ads can be seen [here](#) and [here](#).

WORK WITH THE BEST TO **ENSURE**
YOUR **HOMEOWNERSHIP**
DREAMS BECOME A REALITY



CONTACT US TODAY!



DAWN PECK
SALES MANAGER | NMLS #231608
805.312.0450 | dpeck@s1lending.com



TRACEE MARSHALL
MORTGAGE PROFESSIONAL | NMLS #304086
805.304.4040 | tmarshall@s1lending.com



ASHLEY GLYER
LOAN OFFICER | NMLS #1084777
805.624.0344 | aglycer@s1lending.com



COLLEEN CRAIG
SENIOR MORTGAGE PROFESSIONAL NMLS #254430
661.310.8536 | ccraig@s1lending.com



BRYAN PECK
BRANCH MANAGER | NMLS #238741
805.290.5715 | bpeck@s1lending.com



ALEX BRAY
LOAN OFFICER ASSISTANT | NMLS #1409344
805.216.3967 | abray@s1lending.com



LUIS MENDEZ
LOAN OFFICER | NMLS #257057
805.824.7084 | lmendez@s1lending.com



ROB BIRKLA
LOAN OFFICER ASSISTANT | NMLS #1054050
805.448.3822 | rbirkla@s1lending.com



MARY GARCIA
MORTGAGE PROFESSIONAL | NMLS #280267
805.443.5653 | mgarcia@s1lending.com



ANITA LYNCH
LOAN OFFICER | NMLS #262757
805.797.3979 | alynch@s1lending.com



YVETTE GONZALES
LOAN OFFICER ASSISTANT | NMLS #1452156
805.342.0415 | ygonzales@s1lending.com



STEVEN ALENDER
LOAN OFFICER | NMLS #214080
805.796.5626 | salender@s1lending.com

THE OXNARD BRANCH

1000 Town Center Dr. | Suite 410 | Oxnard | CA 93036



Synergy One Lending Inc. NMLS 1025894. Licensed by the Department of Business Oversight under the California Residential Mortgage Lending Act – California License 4131356.

EVERY CLIENT. EVERY TIME. NO EXCEPTIONS. NO EXCUSES.

Freddie Mac: Boomers, Gen Xers Less Interested in Buying a Home

Housing Wire | April 4

As affordability continues to be a growing concern, more segments of the population, especially Baby Boomers and Gen Xers, are showing less interest in buying a home, according to Freddie Mac Multifamily's Profile of Today's Renter report.

About 67% of all renters say renting is more affordable than owning a home, the report showed. And about 73% of Baby Boomer renters said renting is more affordable. And 67% of renters also said they will continue renting for financial reasons, up from 59% two years ago. That number is significantly higher when it comes to Millennials. About 74% of Millennials say they will continue renting for financial reasons, up a full 15 percentage points from 59% in 2016.

[Read more](#)

Big Investment Firms Have Stopped Gobbling Up California Homes

CalMatters | April 4

Astronomical prices are forcing a rising share of California families to postpone buying a house. As a result, the state's record-low homeownership rate has been a boon to one growing segment of California's housing market: single-family home rentals.

Between 2005 and 2015, the number of owner-occupied homes in California shrunk by nearly 64,000 units, according to the Public Policy Institute of California. Meanwhile the number of renter-occupied homes increased dramatically. California now has 450,000 more homes used as rentals than it did a decade ago. Compare that to the 1990s, when the number of rented homes grew by less than 120,000 while the state added 700,000 homes owned by the people who live in them.

[Read more](#)

Kentucky Real Estate Firm Cuts Ties With REALTOR® After Racist Facebook Comment

Inman News | April 3

A Kentucky real estate brokerage swiftly severed ties with a Realtor on Friday after the woman posted racist comments on a Duke University Facebook page under a post welcoming incoming freshmen that included a photo featuring an ethnically diverse array of students.

The comment by Realtor Julie Stratton Middleton, until Friday an independent contractor with Kentucky Select Properties in Louisville, received immediate backlash from other Facebook users, including several who identified her contact information and former employer by name.

[Read more](#)

Could a Tax Incentive Pry Empty Nesters From Their Oversize Homes?

San Francisco Chronicle | March 30

One problem afflicting the Bay Area and other regions is that a growing percentage of people are "over-housed" or living in homes with unused bedrooms. This is largely because Baby Boomers make up a growing portion of the population and, like generations before them, can't bear the stress of leaving a home full of memories and stuff.

"They'll carry me out of here in a box," is the answer many seniors give when asked about selling, said Justine Francis, an East Bay real estate agent who specializes in senior relocation.

[Read more](#)

Density Transfer Gains Commission Approval

Thousand Oaks Acorn | March 29

A plan to allow more residential development in Thousand Oaks without exceeding the limits of Measure E returns to the City Council for a final vote next month following a mixed reception from the city's planning commission.

On March 19, the land-use board voted 3-1 (with one commissioner abstaining) to recommend approval of the first step in the process: down-zoning seven housing tracts in different spots in the city, an action that prevents future higher-density building at those sites and at the same time permits the council to allow 1,088 units to be built elsewhere.

[Read more](#)

Ojai Considers Easing Restrictions on Tiny Homes

Ventura County Star | March 28

The city of Ojai is debating whether to make it easier for people to live in "tiny homes" in the city and whether the small structures are a possible solution to the affordable-housing shortage plaguing the town.

Last month, the city threw its weight behind efforts to secure federal funding for the creation of a tiny home "village" in the center of Ojai, possibly on city-owned land. The Ojai Valley Green Coalition and local design firm Sol Haus Design are seeking up to \$500,000 from Fannie Mae to design the village with public input and build prototype tiny homes. On a 3-2 vote, the City Council agreed to send a letter of support for their application.

[Read more](#)

Sacramento Home for Sale, but Not to Trump Supporters

KOVR TV | March 28

A Sacramento area home is up for sale, but it comes with a catch. The homeowner has a political preference in mind for the next owner of her house, which has been in her family for decades.

"She entertained people from all walks of life," said the homeowner who asked we not use her name for fear of retaliation. "I told her [the REALTOR®] that I didn't want her to sell it to a Trump supporter," said the woman.

[Read more](#)

Business Wire | March 27

[Read more](#)

RIS Media | March 25

Currently, inventory is down 8.5 percent year-over-year. In addition to the buyers out in droves for the first time, many have been on the hunt for a while. In fact, 40 percent of buyers have been looking for more than seven months; another 34 percent have been searching for four to six months. Moreover, 35 percent are anticipating “a lot” of competition this season.

[Read more](#)

Ventura County Star | March 21

Most of Southern California saw increases in median home prices from January to February, but Ventura County showed a second consecutive month of lower median prices.

[Read more](#)

9

The Fair Housing Act at 50:

How a Growing Chorus Paved the Way to Reform

Editor's note: In last month's issue, Ventura County Coastal included the first part of a series prepared by NAR looking back at the origins of the Fair Housing Act. This month – the 50th anniversary of the landmark measure – NAR traces how attitudes slowly changed in the 1940s, '50s, and '60s.

Looking back on the 50 years since the passage of the Fair Housing Act in 1968, it's easy to recognize the line in the sand that was drawn when President Lyndon B. Johnson's pen made the bill into law. Before that day, housing discrimination was integral to the way real estate business was conducted, and afterwards, the law signaled that such practices were no longer tolerable.

But the change wasn't as sudden as it might appear at first glance. The road to fair housing was a process that took decades to navigate. From the mid-nineteenth century on, community activism, the Civil Rights movement, and court cases at all levels of the judiciary chipped away at the long-standing views that made discrimination such a powerful institution.

Within the real estate industry itself, there were signals that the old way of doing business was on the way out. In 1944, a letter to the editor appeared in the National Real Estate Journal, written by REALTOR® W. H. Daum, a former president of the California Association of REALTORS®. Responding to an article promoting ideas for housing "colored people," Daum countered: "It strikes me that this problem is being set up as a tremendous one,

when as a matter of fact it is simple, and the solution is this: Placing subdivisions or homes on the market without race restrictions. The subdivisions can be made as large as are required to take care of the population that desires to live in a district not restricted as to race. This includes people of all nations, colored, white, yellow and others."

Views such as Daum's were exceedingly rare in an industry overwhelmingly dominated by middle-aged white males, but the voices were out there for those who chose to listen. Over time, those voices became louder and bolder and more widespread, imploring the National Association of Real Estate Boards (as NAR was then called) and others at the forefront of the real estate industry to take notice.

For many local REALTOR® associations, preventing anyone who wasn't a white male from becoming members (and gaining access to MLS listings and other essential resources) was an acceptable way of doing business. Often their by-laws explicitly stated that blacks, women, Jews, and other groups were not allowed to join.

Barred from joining established REALTOR® organizations in their communities, black real estate brokers in New York, Chicago, Los Angeles and other cities created their own boards to support their professional interests. In 1947, the National Association of Real Estate Brokers was created "out of a need to promote fair housing and equal opportunities for African American real estate professionals, consumers and communities." Calling its members REALTISTS, the association presented a new and vital voice to the real estate industry as a whole.

Although the National Association of REALTORS® welcomed the REALTISTS to the industry and pledged to help the organization along, NAR did nothing to open up membership in local boards of REALTORS® until the 1960s. It wasn't until 1961 that NAR finally overturned the policies that prevented black real estate professionals from joining their local boards



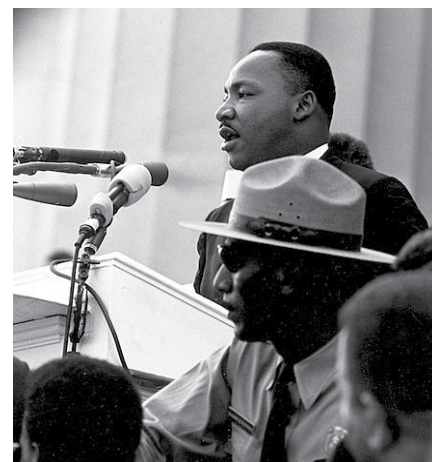
Aerial photo showing location of Miami's "Central Negro District" in 1949



Protestors at a Board of Realtors office in Seattle in 1964. (Courtesy Seattle Municipal Archives)



W.H. Daum



Martin Luther King, Jr., during the March on Washington. (Courtesy National Archives)



President Lyndon B. Johnson signs civil rights legislation. (Courtesy the LBJ Library)

of REALTORS®. Even after the passage of the Fair Housing Act, some local Boards continued to prevent or discourage black real estate brokers from becoming REALTOR® members.

During the 1950s and 1960s, a time when NAR opposed fair housing legislation in many states and nationally, the National Association of Real Estate Brokers championed fair housing and their actions encouraged others, including REALTORS®, to support open or fair housing.

Among those working for change within the real estate industry was Baltimore REALTOR® Malcolm "Mal" Sherman. While attending synagogue in the early 1960s, Sherman heard his rabbi assert that if the Holocaust had taught any lesson, it was that one should never ignore injustice done to one's neighbor. The next day, he announced his intention to buy, sell, and rent to anyone, regardless of race, creed, or color. "This was totally contrary to NAR policy at the time," Sherman later recalled. In 1953, when he tried to stabilize a neighborhood that was undergoing blockbusting, he appealed to white residents to stay. They rebuffed his plea and refused to do business with him. Despite the setbacks and opposition, Sherman continued to act on his beliefs, hiring African American real estate agents and helping black families find homes in desirable neighborhoods. "All that black people wanted was the right to buy or rent anyplace, regardless of race, creed or color," he told the Baltimore Sun in 2001.

At the same time, voices outside the real estate industry were bringing an intense focus on instances of discrimination and unfairness in housing. In Louisville, Ky., in 1954, the family of Andrew Wade, an African American Korean War veteran, benefitted from the assistance of Anne and Carl Braden when they sought to purchase a home. Since the Wades were not allowed to buy the home in the traditionally white neighborhood they were interested in, the Bradens purchased it for them and transferred the title to the Wades. The Wades were eventually driven from their home by their neighbors' threats and acts of violence, while the Bradens were indicted on criminal conspiracy charges. The incident proved to be a touchstone for the open housing drive that was embraced by the Civil Rights movement, became a prime example of the need for local fair housing laws and the national Fair Housing Act.

How the Dream of a Fair Housing Act Became Reality

One hundred years after the last shots were fired in the Civil War, African Americans were still struggling against unfair treatment and discrimination in practically all aspects of society. Through individual acts of defiance and nonviolent mass protests, the civil rights movement of the 1950s and 1960s pushed against the societal norms and laws that allowed discrimination. And it was working. Federal, state, and local laws slowly began to change, and by 1965 there were laws on the books outlawing discrimination in employment, schools, and other public services. In August 1965, the



"Your local purchase specialists"

Armando Perez
Loan Officer
NMLS# 245330
805.402.0337



Roy Torrence
Branch Manager
NMLS# 448471
805.890.0792



Claudia Paramo
Loan Officer
NMLS# 304920
805.637.5830



Ken Rust
Loan Officer
NMLS# 1434508
805.791.6470



Proud Sponsor of Ventura County Coastal Association of REALTORS®



The Fair Housing Act at 50

Voting Rights Act was signed into law, designed to stop discrimination against blacks at the voting booth. The next hurdle to overcome was discrimination in housing.

The National Committee Against Discrimination in Housing and the NAACP began a nationwide push for integration in housing. The theme was taken up by Dr. Martin Luther King, Jr. in 1966 when he came to Chicago in the first explicitly northern campaign in the civil rights movement, the Chicago Freedom Movement. The proponents of that movement argued that the city of Chicago could end housing segregation by imposing changes on the way real estate brokers did business. Lead by the National Association of REALTORS®, the majority of real estate brokers opposed so-called “forced housing” laws, arguing that the federal government should not be involved in home owners’ personal decisions regarding whom they wanted to sell their property to.

Those personal decisions, and the real estate practices that enabled them, allowed housing discrimination and neighborhood segregation to flourish. “We are here today because we are tired,” King explained at a rally in Chicago’s Soldier Field. “We are tired of paying more for less. We are tired of living in rat-infested slums... We are tired of having to pay a median rent of \$97 a month in Lawndale for four rooms while whites living in South Deering pay \$73 a month for five rooms.... Now is the time to make real the promises of democracy. Now is the time to open the doors of opportunity to all of God’s children.”

Over the next several months, King and local activists held non-violent demonstrations outside real estate offices and marched into all-white neighborhoods. The reception they received from the communities, however, was often fierce and violent. Seeking to end the protests and prevent further ruptures, Chicago mayor Richard J. Daley negotiated with King and other housing activists, leading to an agreement in which the Chicago Housing Authority promised to build public housing with limited height requirements and the Mortgage Bankers Association agreed to make mortgages available regardless of race. Although King called the agreement “the most significant program ever conceived to make open housing a reality,” he also saw it as only “the first step in a 1,000-mile journey.”

The Chicago Open Housing Movement is often credited with having laid the groundwork for the Fair Housing Act of 1968. Similar movements were soon started in other major cities, attempting to keep a focus on discriminatory housing practices and the effects of neighborhood segregation at a time when the nation’s attention was also drawn towards the Vietnam War and a slowing economy.

In the end, the process of actually passing the Fair Housing Act started with the briefest of mentions in President Johnson’s State of the Union address in January 1968. Nearing the end of his speech, Johnson stated his intention to urge Congress to act on several pending bills that address civil rights measures, including fair jury trials, equal opportunity employment, and fair housing. “This statement,” reported the National Association of REALTORS®, which opposed any federal fair housing law, “was greeted by dead silence.”

After that, little happened on the legislative front until the release in March 1968 of the Kerner Commission Report. In July 1967, in the wake of riots in Chicago, Los Angeles, Detroit, and other cities, Johnson formed the National Advisory Commission on Civil Disorders (also known as the Kerner Commission) to investigate the causes of the unrest and provide recommendations for the future. The report concluded that the nation was “moving toward two societies, one black, one white—separate and unequal.” Unless conditions were remedied, the Commission warned, the country faced a “system of ‘apartheid’” in its major cities. In order to correct these issues, the Commission urged legislation to promote racial integration and enrich slums, primarily through the creation of jobs, job training programs, and decent housing, including creation of a national fair housing law. Despite its urgency and warnings, the Kerner Commission’s recommendations were set aside by the president and Congress.

One month later, on April 4, 1968, King, was fatally shot in Memphis, Tenn. Riots immediately broke out in urban areas throughout the country. It was this national tragedy and its aftermath that served as catalysts for passage of the pending fair housing legislation, which had been introduced earlier but stalled in Congress.

On April 5, Johnson sent a letter to the Speaker of the House, urging Congress to act on the fair housing bill. “This tragedy has caused all good men to look deeply into their hearts,” Johnson wrote. “When the Nation so urgently needs the healing balm of unity, a brutal wound on our conscience forces upon us all this question: What more can I do to achieve brotherhood and equality among all Americans? There are many actions the Congress can take, on its part. The most immediate is to enact legislation so long delayed and so close to fulfillment. We should pass the Fair Housing law when the Congress convenes next week.” Just a few days later, on April 11, 1968, and just before King’s funeral, Title VIII of the Civil Rights Act of 1968, better known as the Fair Housing Act, became law.

The original Fair Housing Act banned housing discrimination and redlining on the basis of race, color, religion, or national origin. It also made it illegal to “deny any person access to or membership or participation in any multiple listing service, real estate brokers’ organization, or other service, organization, or facility relating to the business of selling or renting dwellings” on the basis of race, color, religion or national origin. Since 1968, the Fair Housing Act has been revised several times, so that it currently includes seven protected classes: race, color, religion, national origin, sex, disability, and familial status.

The new law wasn’t perfect, requiring many revisions and interpretations over the next several years, revisions which continue today as real estate practices and our society’s understanding of discrimination and equality evolve. The passage of the Fair Housing Act represented a turning point in our country’s view of who has a right to decent housing and participation in the American dream: not just some, but everyone. 🌱



Rules And Regulations

Does your listing violate
MLS RULES & REGULATIONS?

MLS *RULES & REGULATIONS* TRAINING

Date: April 16, 2018
Time: 10:00 AM to 12:00 PM
Location: VCCAR Training Room



Topics Covered

Common Rules Violations
CARETS Data Integrity Standards & Guidelines
Enforcement Scheduling
How to Avoid Accruing Fines

Key Regulations + Avoid Fines

Have you ever wondered whether your listing violated MLS Rules and Regulations or the Data Integrity Standards & Guidelines?

Or what happens if you fail to respond to a violation warning email?

Sign Up for this **FREE CLASS!** Log in to www.vcrealtors.com, click on Classes & Events, Education and Register for Classes



C.A.R. Turns in Nearly 1 Million Signatures to Qualify Ballot Measure

By Marta Golding Brown
VCCAR Government Affairs Director

C.A.R. President Steve White announced recently that the Homeownership for Families and Tax Savings for Seniors Committee has submitted nearly 1 million signatures to county elections officials throughout California, which he said means the Property Tax Fairness Initiative will qualify for the November 2018 ballot.

"We are one step closer to ensuring that seniors, the disabled, and disaster victims can move freely throughout California without facing an unfair 'moving penalty,'" White said. "This significant milestone illustrates the strength of our REALTOR® Party, demonstrating vision, leadership, and our grass roots campaign to improve housing opportunities for all Californians. Fixing California's property tax system is critical to people across California and for our state as a whole."

White said the measure would allow seniors and the severely disabled to move throughout California by limiting the property tax penalties they could face if they purchase another home, while ensuring they pay their fair share of property taxes. Homeowners in a disaster area whose home was destroyed – such as Ventura residents who lost their homes in the Thomas Fire – would be able to move anywhere in California without paying the penalty.

He added that the work to pass the measure will be even more difficult than qualifying it.

"We're going to need to work even harder now that the initiative is on the ballot, reaching out and building a bipartisan coalition of seniors, people with disabilities, and advocates for disaster victims. The November ballot will be crowded, and we need to ensure the voters are aware of this important measure and prepared to vote YES!"

"We all know that when REALTORS® lead, California wins. Our Property Tax Fairness Initiative is on track and, working together, we can eliminate the moving penalty and fix our property tax laws to improve housing opportunities for all Californians."

VCCAR Builds Awareness for Fair Housing and REFAT

To help mark the 50th anniversary of the Fair Housing Act, VCCAR officers and leaders will be making presentations at city council and Board of Supervisors meetings this month to commemorate the landmark legislation (see article on [Page 10](#)), and also to promote the Real Estate Fraud Advisory Team.

REFAT is the nonprofit organization consisting of individuals from every aspect of the real estate community who work with the Ventura County District Attorney's Office's Real Estate Fraud Prosecution Program to warn county residents about the types of fraud that occur and to prosecute individuals who perpetrate crimes against home buyers and sellers.

The first presentations were before the Port Hueneme, Oxnard, and Fillmore city councils and the county Board of Supervisors. Each which presented VCCAR officials with resolutions. Presentations were also scheduled for Ventura, Camarillo, and Santa Paula. 🌱



Marta Golding Brown



Local Government Relations Committee Chair Sher Heard (left) and President Matt Capritto receive a presentation from Port Hueneme Mayor Sylvia Muñoz Schnopp.



Oxnard Mayor Pro Tem Carmen Ramirez, second from left, present Heard and Capritto with the city's resolution.



Peter Foy, Chairman of the Board of Supervisors, with Kay Wilson-Bolton and Capritto.

Vino for Vets Raises Almost \$20,000 for Veterans Home

Last November's Vino for Vets event was a lot of fun for the 175 REALTORS®, affiliates, and other members of the county's business community who attended, but late last month the Young Professional Network reminded us of the real reason they put on the event when they presented a check for \$19,778.97 to the California Veterans Home, Ventura.

The sixth-annual event, at the Wyndham Garden Ventura Pierpont Inn, featured fine wines and craft beer, food tasting, outstanding auction prizes, and the opportunity to mingle with veterans.

Home Administrator Michelle Roulston gave high marks to VCCAR and the event.


"The Vino for Vets event is one of the highlights of the year for our veterans. Donations raised by this wonderful event have funded activities, entertainment, special outings and a memorial wall in honor of those that lived and passed away in our home," she said. "This organization has really embraced honoring our California veterans in an effort to improve their lives."

Last year's YPN Committee that did a great job organizing the event – and overcoming last-minute problems with the venue – were Chair Sarah Kenney, RE/MAX Gold Coast REALTORS; Vice Chair Tom Buenger, Buenger Commercial Real Estate; Caroline Arroyo, Comfort Real Estate Services; Erica Binns, The Address, Inc.; Patty Estrada, First American Title; Tressa



Golden, Aliso Escrow; Michele Mueller, Lawyers Title; Michael Padilla, Fidelity National Title; and Vanessa Rice, Fidelity National Home Warranty.

Event sponsors included Synergy One Lending, Guild Mortgage, Wells Fargo, First American Title, Lawyers Title, Mortgage Couch, and Sotheby's International Realty.

The Veterans Home is a 60-bed assisted living facility located at 10900 Telephone Road in Ventura. The complex was completed in 2009. 

Serving Ventura County and beyond



Linda Hall | 805.208.8951
Branch Manager | NMLS #235495
lhall@guildmortgage.net

Apply online
loansbylindahall.com



Ranked #1 "Highest in Customer Satisfaction with Primary Mortgage Originations" — J.D. Power



Guild
mortgage

Guild Mortgage Company is an Equal Housing Lender; NMLS #3274. Licensed by the Department of Business Oversight under the California Residential Mortgage Lending Act. (18-6254) Guild Mortgage Company received the highest numerical score in a tie among 23 lenders in the J.D. Power 2017 Primary Mortgage Origination Satisfaction Study, based on 5,893 total responses, measuring the opinions of customers who originated a new mortgage or refinanced within the past 12 months, surveyed July - August 2017. Your experiences may vary. Visit jdpower.com

NEW MEMBERS



16 New REALTORS® Join VCCAR

Sixteen new REALTORS® were sworn in by 2018 President Matt Capritto on presented with their pins at the March New Member Orientation at the VCCAR office.

From left, Matt Capritto; Jennifer Lipman, Keller Williams Realty West Ventura County; Andrew Morgan, Keller Williams Realty West Ventura County; Stephanie Edwards, Century 21 Troop Real Estate; David Masagh, Keller Williams Realty West Ventura County; Rhoan Brown, Comfort Real Estate; Martel Roetzelle Tyler, Keller Williams Realty West Ventura

County; Jake Stockton, Berkshire Hathaway HomeServices; Kurt Linden, Century 21 Troop Real Estate; Sharon Batelaan, Premier Options; Kurt Strauss, Keller Williams Realty West Ventura County; Robert Taylor, Robert Taylor, Broker; Benjamin Herrera, Keller Williams Realty West Ventura County; Paul Dutch, RE/MAX Gold Coast; Deborah Downey, Keller Williams Realty West Ventura County; Sandra Tamayo, Beach View Real Estate; Fernando Juarez, Best in Show Realty; and VCCAR Professional Development Committee Chair Robin Turner.

The perfect home financing for your clients.



Our locally based team offers a variety of home financing options to fit your lifestyle.

Contact our Ventura team today!



Loans up to
\$5 million*



Fixed &
Adjustable Rates



Owner Occupied &
2nd Home

A Top Mortgage Lender 2017, Santa Barbara Independent

Mayra Cummings
AVP / Mortgage Loan Originator
NMLS # 248849
(805) 979-4479
mcummings@montecito.bank

Christine Gonzales
AVP / Mortgage Loan Originator
NMLS # 996017
(805) 979-4478
cgonzales@montecito.bank

*Subject to credit approval



montecito.bank/mortgage • homeloans@montecito.bank



NMLS ID#: 472185

HOUSING STATISTICS

As a reminder, Ventura County Coastal is using data from RPR – Realtors Property Resource – to compile its monthly housing statistics. RPR is a free resource available to all REALTORS® from NAR and Ventura County Regional Data Share that allows you to create customized market reports and data on your desktop or your mobile device. To create your account or to learn more, visit www.narrpr.com.



March Saw More New Listings, but Overall Inventory Continues to Decline

As the spring buying season ramps up, more new listings are coming onto the market, but the pace remains well behind 2017 levels – and total inventory continues to drop, according to data from the Ventura County Regional Data Share MLS and Realtors Property Resource.

There were 908 new listings countywide in March, up 20.1 percent from 152 that came on the market in February but still down 11 percent from the 1,020 new listings in March 2017. Active listings at the end of the month, meanwhile, totaled 1,480. That was 50 fewer than February, a 3.3 percent drop, and was down 31 percent from the 2,150 active listings a year ago.

As a result, the months of inventory on the market based on the sales pace stood at 3.79 months at the end of March, up 84 percent from February but still down 29 percent from the 5.32 months on hand a year ago.

The scarce inventory continues to drive listing prices upward, with a median listing price of \$689,000, up \$39,000 from February (a 6 percent increase) and up 15 percent from the \$600,000

recorded in March 2017. On a square foot basis, the median listing price was \$366, up \$5 from February and up 8 percent from \$339 a year ago.

Closed sales shot up to 581 during the month, up 190 from February (a 48.6 percent increase) but still down 10 percent from 643 a year ago. Pending sales, meanwhile, totaled 351 at the end of March, up 51 from February (a 17 percent increase) and down 19 percent from 433 a year ago.

The median sales price countywide also climbed, although substantially less than the increase in listing prices. The median sales price was \$579,000, up \$9,000 from February (up 1.6 percent) and 4 percent higher than the \$559,000 reported a year ago. The median sales price per square foot was \$354, up \$9 from February (a 2.6 percent increase) and up 6 percent from \$334 a year ago.



Market Data Report

VCCAR Report

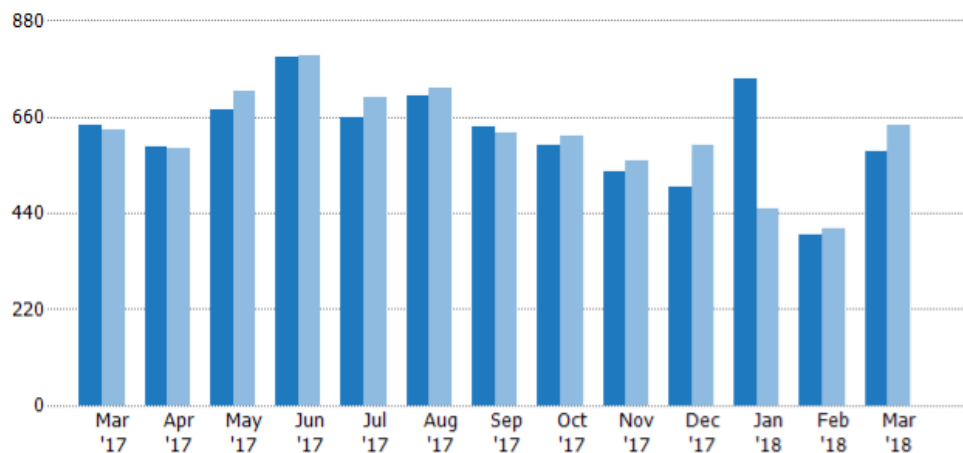
Closed Sales

The total number of single-family, condominium and townhome properties sold each month.

Filters Used

State: CA
County: Ventura County, California
Property Type:
Condo/Townhouse/Apt, Single
Family Residence

Month/ Year	Count	% Chg.
Mar '18	581	-9.6%
Mar '17	643	2.1%
Mar '16	630	3%



Current Year	643	593	676	798	658	710	638	595	535	500	746	391	581
Prior Year	630	588	718	801	706	727	625	618	562	596	450	404	643
Percent Change from Prior Year	2%	1%	-6%	0%	-7%	-2%	2%	-4%	-5%	-16%	66%	-3%	-10%



flexmls

Powerful, technology you can depend on.

Personal service you can trust.

BEGINNING Classes

Dates:

Tuesday, April 17
Tuesday, May 15
Tuesday, June 19

Time: 9:00 AM - 10:30 AM

- Are you new to flexmls? Learn Tips and Tricks
- General Navigation
- Learn how to add a new listing
- Want to know how to Start a Search?

ADVANCED Classes

Dates:

Tuesday, April 17
Tuesday, May 15
Tuesday, June 19

Time: 11:00 AM - 12:00 PM

- Creating Contacts in flexmls
- Want to learn how to manage Subscriptions?
- Portals
- Prospects

Come join us to learn about the flexmls system and how to make it work for you and your business! All classes will be held in the VCCAR Training Room. Classes are held year round for flexmls and are generally held on the 3rd Tuesday of each month.

This is your opportunity to ask the professionals all your questions and get in-depth training on the flexmls system. DON'T MISS THIS CLASS! Sign up now for this FREE CLASS.



Register Now! Go to www.vcrealtors.com/classes-and-events/education.html



YPN PRESENTS ...

PROFESSIONAL DEVELOPMENT SERIES

APPRAISALS
HOME INSPECTIONS

MARKETING TRENDS
TAX LAWS

ECONOMIC FORECAST
REALTOR® PANEL Q&A



Gain Knowledge from Experts

The YPN Professional Development Series consists of three different sessions to help real estate professionals obtain relevant information for their business. Each session costs **just \$10** (\$15 at the door) and includes session materials, food, drinks and great networking opportunities!

\$10
advance
purchase or
\$15
at door

Thank You To Our Sponsors!



Synergy One Lending

Fidelity National Home Warranty

Register Now!

Pay Online ➡

www.vcrealtors.com

01

May 1

9:00 AM - 10:00 AM
Networking & Breakfast
10:00 AM - 12:00 PM Session
VCCAR Training Room
Appraisals & Home Inspections

02

June 5

9:00 AM - 10:00 AM
Networking & Breakfast
10:00 AM - 12:00 PM Session
VCCAR Training Room
Marketing Trends & Tax Laws

03

July 13

1:00 PM - 3:00 PM Session
3:00 PM - 4:00 PM Networking Reception
VCCAR Training Room
**Economic Forecast &
REALTOR® Panel Q&A**

PUBLIC HOUSING FORUM VENTURA COUNTY

APRIL 30, 2018 | 10:00 AM - 12:00 PM

Ventura County Coastal Association of REALTORS®



Ventura County's Economic Outlook
Legal Updates
Housing and Development Plans
Current Trends in Ventura County Real Estate

Speaker
JEFFREY LAMBERT
Community Development Director
City of Ventura



FREE TO ATTEND!

REGISTER: www.vcrealtors.com/classes-and-events/education.html



TOURNAMENT

April 24th from 3 PM - 7 PM

Cal-Vet Veterans Home

**INCLUDES
FOOD
DRINKS
MUSIC**



**TEAMS OF TWO: \$150
ATTENDEE TICKETS: \$10**

www.vcrealtors.com



- Open to all VCCAR members
- Casual attire recommended

THANK YOU SPONSORS!

**SPONSORSHIP
OPPORTUNITIES
AVAILABLE!**

www.vcrealtors.com

Guild
mortgage

Axia Home Loans
MortgageCouch, Inc.
Montecito Bank & Trust
Capital Mortgage Services

A portion of the proceeds from this event will benefit Cal-Vet Veterans Home of California and Habitat for Humanity of Ventura County

WINFORM MASTERY

USE THE RIGHT FORMS FOR YOUR BUSINESS

Review the forms that helps agents manage their transactions and close deals. This essential real estate transaction and forms software includes access to the most current statewide contracts and local forms.

APRIL 23, 2018

Registration: 8:30 AM

Session: 9:00 AM - 10:30 AM

Location: VCCAR Training Room

Instructor: Jeff Comstock, GRI

Jeff is a C.A.R. Certified WinForms instructor who is in his 28th year in Real Estate. He has over 500 closed transactions and is the owner/broker of Comstock & Cahoun Real Estate Company.



**LISTING
AGREEMENTS**



**COMMISSION
AGREEMENTS**



**SAMPLE
LETTERS LIBRARY**



**BUYER BROKER
AGREEMENTS**

REGISTER TODAY!

www.vcrealtors.com/classes-and-events/education.html

Why Professional Development Matters



Pamela Patterson and Marta Golding Brown at the NAR Association Executives Institute.

While we often focus on and highlight education and training session for our members, I felt it important to provide some insight into the training that is provided for staff to better serve you. Most recently Pamela Patterson, Marta Golding Brown, and I traveled to the NAR Association Executive Institute in Charlotte, N.C.

This annual event is the premier professional development event for local and state REALTOR® association staff. The Institute offers programming for all staff levels of the REALTOR® organization. The AE Institute raises association executive awareness of real estate industry issues and provides professional development opportunities so that AE's across the country can better serve the REALTOR® organization and its members. This year marks the 75th Anniversary of the AE Institute.

We attended a variety of sessions during the four-day event that included a variety of topics, including:

- Opening Session: The Opening Session was the official kick-off to the 2018 AE Institute with keynote speaker Jon Gordon, a best-selling author and speaker who is passionate about developing positive leaders, organizations, and teams.
- Build Culture and Build Success: Learn to define your association culture and identify the components that contribute to highly productive organizations.
- Your Personal Leadership Brand: Discover It, Build It, Live It
- MLS Boot Camp: An MLS session brought staff up to speed with practical information from policy and trends to what's new with RESO.
- NAR Policy 101: An overview of NAR's policy review process, Code of Ethics training, online resources, and other "need-to-know" information to understand this key component of REALTOR® association management.
- Leadership... Winning Others Over vs. Winning Over Others: Understand, master, and implement the principles of influence, persuasion, leadership, and negotiation.
- NAR Dues Policies and Dues Remittance Procedures: NAR dues remittance and collection process.
- Trust Based Leadership: Learn the necessary steps to improve a culture that carefully and concisely inspires the minds, hearts, and souls of your organization.

The resounding theme was "leadership" and the importance of being a great leader and creating many more leaders by example. It was particularly timely to learn so many key aspects as we launch our inaugural year with the Leadership Academy. I'm excited that we were able to bring so many key elements back to VCCAR to share with our members.

I was fortunate to attend the special one-day CEO track with Jon Gordon. Jon is the founder of The Jon Gordon Companies, a training and consulting company that is passionate about developing positive leaders, organizations, and teams. The CEO Program focused on Jon's latest book, *The Power of Positive Leadership: How and Why Positive Leaders Transform Teams and Organizations and Change the World*. His insightful teachings during the session provided the principles, tools, and strategies needed to weed the negative, feed the positive, and create a culture and environment where our association can do the best work and make a greater impact.

Having the opportunity for staff to continue with professional development is vital to the organization. I'm excited that we can bring so many key elements back to the association to share with our members. My hope is that you see the positive results and our desire to provide excellent service. 🌱



Wyndi Austin

“The Institute provides professional development opportunities so AE's can better serve the REALTOR® organization and its members.”



REALTOR® HAT

Pastel colors now available!

\$14.95

New colors include
lavender, mellow yellow,
robins egg blue, sherbet
and stone

BUSINESS CARD HOLDER

Metal holder in gold or silver with logo



\$9.95

2018 BOSS ORGANIZERS

Available in two sizes



8.5" x 11"

\$27.95

5" x 7" **\$23.95**

ZIPPERED TOTE

18" X 15" X 6"

\$19.99



**SHOP NOW
&
SAVE!**

LEAVE A CARD

Table Tents



Thank agents for showing
the house and remind
them to leave a business
card

\$1.00

BUSINESS CARD WALLET

Leatherette material
with logo



\$11.95

Available in red or black

To purchase store items please visit
www.vcrealtors.com or stop by the
VCCAR office!



Returns must be within 30 days of purchase
unopened package with receipt.
No refunds on single forms. NO EXCEPTIONS.



2018 PRO SERIES 25 BOSS ORGANIZER

Planner includes week at a
peek, prospects, sales,
phone number sections and
tracks 25 transactions.



\$30.95