

# Ventura County Coastal

Official Publication of the Ventura County Coastal Association of REALTORS®

April 2017



**FIGHTING FRAUD:**  
A Fair Housing Issue

page 7



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## TABLE OF CONTENTS

President's Perspective: Helping First-Time Buyers	3
Real Estate News Briefs	4
First Wednesday Takes 2 Venues	6
RE Fraud Is a Fair Housing Issue	7
Where New Housing Is Being Built	11
New Members	14
Housing Statistics	15
CEO Corner: New Technology Coming	19

## UPCOMING Meetings/Events

**APRIL 18**  
**Officers and Directors Meeting**  
**Board Room**  
**9:00 AM**

**APRIL 19**  
**YPN Committee Meeting**  
**Board Room**  
**9:45 AM**

**APRIL 20**  
**REFAT Meeting**  
**Board Room**  
**10:00 AM**

**APRIL 24**  
**Member Survey Work Group**  
**Meeting**  
**Board Room**  
**3:00 PM**

**APRIL 25**  
**New Member Orientation**  
**Training Room**  
**9:00 AM**

**APRIL 27**  
**Delivering Presentations**  
**Training Room**  
**9:30 AM**

**MAY 2**  
**C.A.R. Spring Business Meetings**  
**Sacramento**  
**(Through May 6)**

**MAY 3**  
**First Wednesday**  
**TBD**

**MAY 4**  
**LGR Committee Meeting**  
**Board Room**  
**3:00 PM**

**MAY 8**  
**Education/Equal Opportunity**  
**Committee Meeting**  
**Board Room**  
**1:00 PM**

**MAY 16**  
**NAR Legislative Meetings**  
**Washington, DC**  
**(Through May 20)**

**Officers and Directors Meeting**  
**Board Room**  
**9:30 AM**

**MAY 17**  
**YPN Committee Meeting**  
**Board Room**  
**9:45 AM**

**MAY 18**  
**REFAT Meeting**  
**Board Room**  
**10:00 AM**

**MAY 23**  
**New member orientation**  
**Training Room**  
**9:00 AM**

**MAY 29**  
**Memorial Day**  
**Office closed**

# SAVE THE DATE

General Membership Meeting  
**Thursday, June 22**

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**Lyle Elliott**  
2017 VCCAR President



*Lyle Elliott*

## VCCAR Work Group Takes the Lead to Help First-Time Buyers

I can't emphasize enough that any association is only as strong as its members. That's because when members leave it up to the Board and the staff to take care of everything, the the handful of volunteers and staff don't have the time to do everything properly and the association usually winds up in trouble.

Fortunately, VCCAR has been blessed over the years with a large number of dedicated REALTORS® and Affiliate members who have volunteered time and time again to make our Association strong. That's especially true today as our new CEO, Wyndi Austin, has been working to build on our strengths to make VCCAR an even more influential and successful organization.

The efforts to implement our new Strategic Plan have led to the establishment of several work groups in addition to our standing committees, and I want to thank everyone who has volunteered to be a part of them. But I'd like to pay special attention this month to our Community Outreach Work Group, which is working to help condominium HOAs around the county become FHA-certified.

The Work Group is chaired by our past president, Mark Chacon, and includes several REALTORS® and Affiliate members. They are working closely with the Conejo Simi Moorpark AOR on this outreach effort because it is so important that HOAs throughout the county take the time to become FHA-certified. Currently, far too few condo developments are certified, but if they do so, they make their units more marketable and expand housing opportunities for first-time buyers. Which, of course, also benefits REALTORS®.

Under the new FHA requirements, unless an entire condo development is certified, prospective buyers cannot obtain FHA financing for any unit within the complex. And in high-cost areas such as Ventura County, many first-time buyers will not qualify without a 3 percent-down FHA mortgage and the accompanying below-market financing.

Our Work Group has developed a tool kit and is meeting with HOAs to educate them why it's in their owners' best interests to become FHA-approved and what they need to do to obtain the FHA certification.

For certification, FHA is looking for a number of things, including:

- No more than 10 percent of the units are owned by one investor.
- No more than 15 percent of the units are in arrears on their HOA assessments.
- At least 50 percent of the units are owner-occupied or sold to owners who intend to occupy the units.
- And the project is covered by hazard and liability insurance and, when applicable, flood and fidelity insurance.

There are several other requirements, including demonstrating that the association's finances are sound and that not more than half of a mixed-use project is used for commercial purposes. And, of course, everything must be documented to FHA's satisfaction – and recertified every two years. That's where our trained volunteers can help. By helping the HOAs fill out the paperwork correctly and make sure that all the requirements are met, we can help more people qualify for the American Dream of homeownership.

And that's something all our volunteers can be proud of.

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## Ashley Anderson Joins VCCAR Board



Ashley Anderson

Ventura REALTOR® Ashley Anderson has been appointed to the VCCAR Board of Directors. Anderson has been an agent and a member for more than three years and was named Keller Williams' West Ventura County Rookie of the Year in 2014. He has also served on the Association's Grievance Committee and supports a number of community organizations, including the Museum of Ventura County, the Ventura AIDS Walk, and the Diversity Collective. He replaces Pam McWaid, who resigned.

## Reminder – Don't Handle Cell Phone While Driving

Under a new California law, motorists may not drive a motor vehicle while holding and operating a handheld wireless telephone or a wireless electronic communications device. A device can only be used if 1) it is mounted on a vehicle's windshield or is mounted/affixed to a vehicle's dashboard or center console in a manner that does not hinder the driver's view of the road and 2) the driver's hand may only be used to activate or deactivate a feature or function on the device with the motion of a single swipe or tap of the driver's finger, but not while holding it. The law does not apply to manufacturer-installed systems that are embedded in a vehicle.

## How to Write a Real Estate Bio That'll Charm Clients and Colleagues

Inman | April 3

It can be a little daunting to write about yourself, especially in a bio that all of your clients and colleagues will read. It's your first chance to make a good impression. You don't want to write too much, or too little. You want to come off as confident, but you don't want to seem arrogant. It can be tough to figure out where to draw the line.

But the truth is, there's more to writing a real estate bio than just word-smithing your resume into submission. Here are six key points to remember when you're writing your real estate bio.

[Read more](#)

## Latino Homeownership Rate Rises for 2nd Straight Year

RIS Media | March 28

Hispanics are an overriding force in homeownership, flouting national figures as they establish owner households at a rising rate for the second straight year.

According to the National Association of Hispanic Real Estate Professionals' (NAHREP) recently released 2016 State of [Hispanic Homeownership Report](#), the Hispanic homeownership rate increased to 46 percent last year, leading an against-the-trend charge in spite of a decreasing national rate. The Hispanic homeownership rate was 45.6 percent in 2015 and 45.4 percent in 2014.

[Read more](#)

## Why California Stinks for First-Time Home Buyers

L.A. Times | March 26

If you're a millennial living in California, buying your first home doesn't come any harder.

California ranked as the toughest state in the nation for first-time home buyers, who typically would be in the millennial age bracket of 18 to 34, according to a recent report by Claes Bell, an analyst with Bankrate.com.

There are several reasons the Golden State placed last in the report, including the relatively high cost of housing, the tight market for available entry-level homes, and the struggle that millennials face in saving for a down payment.

[Read more](#)

## Report: Same Old Story for Inventory

RIS Media | March 25

Housing inventory hit a new low in the first quarter of 2017, bottoming out from the early days of the recovery from the recession, according to Trulia's recently released quarterly Inventory and Price Watch. Supply overall fell 5.1 percent year-over-year, dragged down by an 8.7 percent decrease in starter home supply and a 7.9 percent decrease in trade-up supply. Premium supply dribbled down just 1.7 percent.

[Read more](#)

## Southern California Home Prices Jump Again as Short Supply Fuels Bidding Wars

L.A. Times | March 21

Southern California home prices jumped in February, posting the largest increase in more than a year, as buyers rushed to outbid one another for a meager selection of homes for sale.

The six-county region's median price for new and resale homes hit \$460,000 last month, up \$5,000 from January, real estate firm CoreLogic said Tuesday. The median — the point where half the homes sold for more and half for less — is now 7 percent higher than it was in February 2016.

[Read more](#)

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## FIRST WEDNESDAY

This month's First Wednesday event took over not one but two venues in Camarillo – the Twenty88 Wine Bistro and BLVD BRGR CO. Sponsored by Provident Bank, Century 21 Troop Real Estate, and BPC Structural Pest Control, the proceeds this month benefited the Turning Point Foundation, which provides the critical community support needs for more than 1,000 mentally ill adults each year in Ventura County.



Karla Mara, Robin Turner, Rocky Hober, and Melissa Hunter



Katie Reich, Karla Mara, and Matt Capritto



Tim Comstock and Turning Point Marketing Manager Suki Sur



Turning Point Executive Director Jason Meek, Jorge DeLeon, Bob Davis, and Suki Sur



Katie Reich and Jorge Gonzalez



Jorge DeLeon, Matt Capritto, and Mark Chacon



## Real Estate Fraud Is a Fair Housing Issue

VCCAR Spreads the Word This Month About Fraud and How to Fight It

By John Frith

VCCAR Editor and PR Consultant

This month marks the 49th anniversary of passage of the Fair Housing Act, and REALTORS® across the nation are urging members and local elected officials to begin a year-long commemoration of the landmark federal legislation.

Here in Ventura County, VCCAR is joining in that effort, but with a twist. The Association has partnered with the Real Estate Fraud Advisory Team (REFAT) to add prevention of real estate fraud to the traditional list of actions the law prohibits.



Kay Wilson-Bolton

Kay Wilson-Bolton, a REALTOR® and past VCCAR President who is a member of REFAT's Board of Directors, said the group decided late last year to piggyback on Fair Housing Month because real estate fraud really is a fair housing issue.

"An integral part of fair housing is protecting the public against real estate fraud," Wilson-Bolton said. "REFAT was founded in 2006 to work closely with the District Attorney to prevent, detect, and report fraudulent activities, and the problem continues to grow."



The group has produced a short video that outlines the problem and in conjunction with VCCAR's Local Government Relations Committee is showing it at presentations this month before each city council in the Association's service territory, as well as before the County Board of Supervisors, to make policy-makers and the public aware of the problem as well as ways to prevent real estate fraud. The video also can be found on REFAT's [home page](http://www.refat.org).

In addition, REFAT has designed and purchased bright-green wrist bands to distribute free of charge to members and policy-makers to spark conversation about the problem. The wrist bands state PREVENT. DETECT. REPORT, and also includes the website.

Wilson-Bolton said they are being distributed to real estate offices and VCCAR, and can also be obtained by contacting her directly at (805) 340-5025.

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From left, REALTORS® Mike Trotter and Linda Monteil, VCCAR Past President Mark Chacon, Port Hueneme Mayor Tom Figg, and Local Government Relations Chair Liz Selleck.

She cited a recent example of fraud that is being investigated by the District Attorney's Office to show fraud can happen to anyone.

"There is a senior citizen who lives in a \$1.5 million home in the Malibu hills free and clear who wanted to get a small loan. The lender tricked him into signing the deed over to him, and they just moved in. Who would think that kind of fraud would occur in this market, but it did," she said.

Wilson-Bolton said REFAT is a unique collaboration between the Ventura County District Attorney's Real Estate Fraud Unit and Ventura County real estate professionals. The combined knowledge and expertise of these volunteer team members help identify the types of frauds taking place and keep on top of the ever-changing tactics of scammers who seek to take advantage of area residents.

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Members of the REFAT Board of Directors show off their wristbands.

The presentations also reaffirm VCCAR's commitment to fair housing generally.

"The Fair Housing Act regulates equal access to housing for buyers and sellers. For the REALTOR® this includes providing equal professional services without regard to the race, color, religion, gender, disability, family status, national origin, sexual orientation, or gender identity of any prospective client customer or of the residents of any community," Local Government Relations Chair Liz Selleck said at the first presentation in Fillmore.

"For the Client, this means equal professional representation in the acquisition of a home and the first step in achieving the American Dream, which is alive and well in Fillmore."

## TEST YOUR FAIR HOUSING KNOWLEDGE

Do you think you're pretty well versed in federal fair housing law? REALTOR® Magazine has a [12-question quiz](#) to see if you're ready to tout your fair housing know-how to your clients and customers.

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- Develop advertising that indicates that everyone is welcome and no one is excluded, expanding my client's and customer's opportunities to see, buy, or lease property.
- Inform my clients and customers about their rights and responsibilities under the fair housing laws by providing brochures and other information.
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**Kim Keith**  
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**Keith Parnell**  
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### New Housing Coming Slowly to Area Cities

Even in a county with strict growth control limits there are a number of new residential projects under construction or in the works in Oxnard, Ventura, and Camarillo, according to recent presentations by city planners.

And that's good news for REALTORS®, because economists say that four existing homes are sold for every new home built as existing homeowners move up.

"As we've seen all too clearly during the past year, the available inventory of homes for sale has fallen to low levels here in Ventura County," said VCCAR President Lyle Elliott.

"While the construction pipeline isn't nearly enough to meet the pent-up demand for homeownership, at least these projects should help."

Here are some of the highlights, as reported by planning officials with each city:

#### Oxnard

The county's largest city has approximately 2,300 for-sale units in the pipeline, with 280 reported either completed or under construction, another 671 in plan check, and 418 units proposed. In addition, 990 homes, condos, and apartments are proposed for the Teal Club Specific Plan area west of Ventura Road.

The homes under construction consist of 164 homes being built by two homebuilders in the RiverPark development north of the 101 Freeway and the 116-unit Westerlies condo project at South Victoria Avenue and Hemlock Street on the site of a run-down strip mall. Construction began in early 2015. Construction on the RiverPark projects – the last two developments being built in the master-planned community – began in late 2015.

A number of major projects have been approved and are in the plan-check phase, including:



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- North Shore, at West Fifth Street and Harbor Boulevard, which will include 183 single-family homes and 109 condos;
- Ventura/Vineyard Homes, which will have 152 units;
- and 75 condos in the Seabridge development, the completion of project postponed by the recession.

Further down the road, the largest project wending its way through the approval process is the Wagon Wheel development south of the 101 near Oxnard Boulevard. The mixed-use "urban village" will ultimately include 559 condos and 941 apartments, many in high-rise towers, along with commercial and retail space. The first phase consists of 310 condos.

The high-density development is being built on the site of the Wagon Wheel motel and restaurant which was a popular roadside inn from the 1950s into the 1970s. It was demolished in 2011 to make room for the new development.

## Ventura

The bulk of planned new development in Ventura consists of apartment complexes, but there are a large number of single-family homes and condos in the development pipeline as well.

Just getting under way is Solana Heights at North Ventura Avenue and School Canyon Road, a master-planned community that will include 147 single-family homes and condos when completed. The project is slated to open for sales this summer.

A number of projects have received their approvals, although some have been on hold since the Great Recession. Two large developments are planned for the West Saticoy area – 326 homes and condos at Wells and Telegraph roads and another 165 homes and condos at Telegraph Road and Saticoy Avenue.

There are also three approved infill condo projects – 138 units at Thompson Boulevard and Ventura Avenue, 138 more at Seaward Avenue and Harbor Boulevard,

and 125 units in a project on Ventura Avenue.

In the planning stage are two larger developments – up to 250 units at Copland Drive and Telephone Road next to the 101 Freeway and 117 single-family homes (plus apartments) at the east end of North Bank Drive.

## Camarillo

By far the largest development is the Springville master-planned community on the north side of the

101 Freeway. Eventually 1,300 homes, condos, and apartments are planned. Currently, more than 200 single-family homes are in the construction phase.

On the south side of the freeway, the Village Gateway at Lewis and Pleasant Valley roads will feature 285 townhomes, and just to the north, 87 condos and numerous apartments are planned for the old 3M plant. The city also envisions 129 condos east of the Courtyard by Marriott near Santa Rosa Road.



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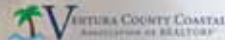
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**Let's talk!**



**Julie Rojas, NMLS# 483738**  
Mgr. Mortgage Loan Sales  
tel: 323.855.9264  
Julie.Rojas@kinecta.org  
www.kinecta.org/jrojas

14848-06/16



All loans are subject to credit approval. NMLS #407870. Intended for mortgage professionals only and not for consumer use.







In March, 20 new REALTORS® were sworn in by 2017 VCCAR President Lyle Elliott at the monthly New Members Orientation and presented with their pins.

## Front row - left to right:

Diego Lopez, Superior Realty Group, Oxnard; Derrick Caron, Coldwell Banker Residential, Oxnard; Shannon Kennedy, Century 21 Troop Real Estate, Camarillo; Nayelly Ortiz, GP Real Estate, Ventura; Cassandra Ross, Keller Williams Realty, Oxnard; Cheri Whitt, AMS Realty, Ventura; Lejia "Nicole" Bowman, Keller Williams Realty, Oxnard; Ernestina "Tina" Tellez, Berkshire Hathaway Homes Services, Oxnard; Jeniffer Kaiser, Keller Williams, Oxnard; Shirin Kohan, Kohan Group, Ventura; Leonor Bennett, Lunde & Lopez, Oxnard; Heidi Bowls, Keller Williams, Camarillo.

## Back row -left to right:

Lyle Elliott, Bob Dover, RE/MAX Gold Coast Realtors, Camarillo; Austin McWaters, Century 21 Troop Real Estate, Ventura; Nancy Braden, Realty One Group Summit, Ventura; Rhonda Foley, Realty One Group Summit, Ventura; Kenneth Green, Keller Williams Realty, Camarillo; Evan Thornhill, Keller Williams Realty, Ventura; Carlos Leyva, Truth Realty, Oxnard; Patrick Dodson, Greene & Greene, Ventura.

## CAMARILLO ESCROW COMPANY



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Escrow Officer

**Lynn Donley Mays**  
Owner / Controller  
CPA / Escrow Officer

**Ann E. Donley**  
Owner / Manager  
Escrow Officer

**Debbie Hansen**  
Escrow Officer

**Gina Larson**  
Assistant

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# HOUSING STATISTICS

This month, Ventura County Coastal begins using data from RPR – Realtors Property Resource – to compile the monthly housing statistics. RPR is a free resource available to all REALTORS® from the National Association of REALTORS® and Ventura County Regional Data Share that allows you to create customized market reports and data, on your desktop or on your mobile device. To create your account or to learn more, visit [www.narrpr.com](http://www.narrpr.com).

## Home Sales Shoot Up Briskly in March

A total of 719 homes and condos were reported sold in the Ventura County Regional Data Share system last month, a 55 percent increase over February and basically unchanged from a year ago. Another 549 homes were pending sale at the end of the month, up from 490 in February and down from 564 in March 2016.

The median sales price also rose to \$565,000, up from \$543,000 in February and up 11 percent from \$511,000 a year ago. Median sales prices continued to run at 99 percent of the median listing price.

At the same time, however, the number of active listings continues to trail last year. There were 1,830 properties for

sale at the close of March, unchanged from February but 29 percent below March 2016.

Around the county, the most homes sold in Simi Valley's 93065 zip code, with 61. In VCCAR's territory, the 93003 zip code in Ventura ranked first with 44 sales. The zip code with the highest median sales price (with 10 or more sales) was 91361 in Thousand Oaks at \$1.15 million. In VCCAR's area, it was 93001 in Ventura at \$659,000.

(Note that these statistics, from the RPR service, include all listings in the VCCAR and CSMAR territories along with a handful from elsewhere. Statistics in previous issues of Ventura County Coastal focused exclusively on VCCAR's area.)



## Market Data Report

VCCAR

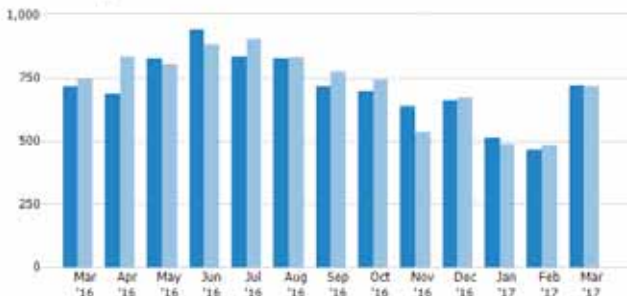
### Closed Sales

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

#### Files Used

Property Type:  
Condo/Townhouse/Apt, Single  
Family Residence

Month/ Year	Count	% Chg.
Mar '17	719	0.7%
Mar '16	714	-4.3%
Mar '15	746	-25.6%



■ Current Year

■ Prior Year

Percent Change from Prior Year

714	682	608	941	831	825	714	696	637	669	511	463	719
746	804	806	880	903	828	774	742	533	671	495	481	714
-4%	-18%	2%	7%	-6%	0%	-6%	-6%	20%	-2%	5%	-4%	1%

## BROKER TOUR INFORMATION

Broker tours in different parts of the county are routinely scheduled on the same dates and times each month. For your convenience, here is the normal schedule. Please note that Broker Tours are occasionally cancelled or moved, so check the VCCAR and CSMAR online calendars to confirm there have been no changes in tours in the two AOR's service territories.

### Camarillo:

**Thursday.** Pre-tour meetings are held at the Boys & Girls Club, with networking at 8:45 a.m. and the meeting at 9 a.m., with sales pitches to follow. Broker Tour lists are pulled off the computer and properties are generally held open from 9:30 a.m. until noon, but there are no set hours. If a property needs to be removed from the list, please remove it as soon as possible, preferably the night before the Broker Tour date.

### Oxnard/Port Hueneme:

**Wednesday.** The same rules as Camarillo apply. A Pre-Tour meeting is held at 9 a.m. at the VCCAR Office, 2350 Wankel Way, Oxnard.

### Santa Paula/Fillmore:

**Wednesday.** Broker Tour/Caravans in Santa Paula will be from 10 a.m. to noon. There will be a Pre-Tour/Caravan meeting at the new Troop Real Estate Office 750 E. Main St., Santa Paula, at 9:30 a.m. Broker Tour lists are pulled off the computer and properties are generally held open from 10 a.m. until noon, but there are no set hours. If a property needs to be removed from the list, please remove it as soon as possible, preferably the night before the Broker Tour date.

### Ventura:

**Thursday.** An informal pre-tour meeting for **REALTORS® only** (complete with refreshments) is held at Mimi's Cafe, 3375 E. Main St., Ventura, from 8:30-9:30 a.m. The CMA Group also holds an informal meeting (complete with refreshments) at 9 a.m. at The Sandwich Factory, 4531 Market St., Ventura. The same rules as Camarillo apply.

### Conejo Valley:

**Friday.** The meeting for Thousand Oaks, Newbury Park, Agoura, Westlake, and Oak Park will be held at the CSMAR Thousand Oaks Office, 463 Pennsfield Place #101 in Thousand Oaks. Meetings are held from 8:30-9:15 a.m. The broker tour follows from then to approximately 2 p.m.

### Simi Valley/Moorpark:

**Friday.** The meeting for Simi Valley, Moorpark, Wood Ranch, and the Santa Rosa Valley is held at the Seventh Day Adventist Church, 1636 Sinaloa Rd. in Simi Valley. Meetings are held from 9-9:30 a.m. The Broker Tour starts immediately following and goes to approximately 2 p.m. It is highly recommended that tours are pitched in person at the meeting.

### Ojai:

**Friday.** The list is pulled off the computer and properties are generally held open from 9:30 a.m. until noon.

# BROKER

A man with glasses and a beard, wearing a dark suit and a light-colored shirt, is pointing his right index finger towards the word "BROKER". He is smiling slightly. The background is a plain, light color.

Education Committee of VCCAR and Practical Resources present.....

# Delivering Listing & Buyer Presentations with Precision

featuring David Compton

Thursday, April 27<sup>th</sup> 9:30am to 12:30pm  
Ventura County Coastal Association of REALTORS®  
2350 Wankel Way - Oxnard

There's a fine line between making a killer presentation versus one that is just mediocre. Often the difference has nothing to do with real estate and more to do with the agent's preparation and listening skills.

Join us on April 27<sup>th</sup> to learn how to.....

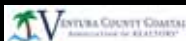
- Understand the four (4) Key Communication Skills that will dramatically increase your closing ratio of presentations to listings.
- Sharpen your "listening" skills to uncover the critical needs and burning desires of your clients.
- Deliver compelling presentations supported by visual aids to complement your verbal skills. Remember, 70% of the population is visual, not auditory.

**No Charge  
To Attend**

To reserve your seat call  
Alma Dominguez (805) 981-2100 x-103  
or e-mail: [Store@VCRealtors.com](mailto:Store@VCRealtors.com)



For information about David Compton visit [www.PracticalResources.net](http://www.PracticalResources.net)



# RENEW YOUR LICENSE THE DUANE GOMER WAY

## TESTIMONIALS:

**GS - Van Nuys:** "Great presentation, wealth of knowledge, wisdom and uncanny ability to share and pass them on."

**LF - Palm Springs:** "The review course was awesome."

**MK - Walnut Creek:** "Passed with flying colors - contribute it to your excellent teaching skills and fantastic study materials."

**TR - Online:** "My gosh, was it easy & easy to access."

**EA - Vista:** "Your class in Vista was unbelievable."

**LOW PRICE -  
GREAT VALUE**  
**\$92-TEXT BOOKS**  
**\$82-PDF**

Non-Members \$102 Text/\$92 PDF

**Ventura Co. Coastal Association of REALTORS®**

**Friday, July 14th, 2017 at 9 a.m.**

**2350 Wankel Way, Oxnard**

## **WHAT THE PROGRAM WILL COVER**

- You will test on one 15-hour course, Property Management Success, at the site and will receive instructions to test online later on the additional courses.
- All students will receive the 3-hour mandatory courses: of Agency, Ethics, Trust Funds, Fair Housing, Risk Management, Management & Supervision and one consumer protection course by textbook or PDF.
- Although this meeting is not mandatory to renew your license through the use of our continuing education courses, it is our most popular.
- Instructions for online exams will be given at the seminar.
- All testing in accordance with current CalBRE rules.

Anyone who fails an exam can take a second test at no cost any time within one year from date of registration or take the optional review again at no cost. Courses are for all licenses. These courses are approved for Continuing Education Credit by the California Bureau of Real Estate. However, this approval does not constitute an endorsement of the views or opinions which are expressed by the course sponsor, instructor, author or lecturers. BRE Sponsor #0054

### SCHEDULE

8:45 a.m. Registration

9:00 a.m. Course review

12:00 p.m. End of Session

### NOTE:

1. Value - Book \$10

2. Money back guarantee

3. Must cancel 48 hrs prior

**TO REGISTER OR INFO CONTACT ALMA AT (805) 981-2100  
OR FAX 805-981-2107**

Name \_\_\_\_\_ Email \_\_\_\_\_

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Please charge my ☐ VISA ☐ MC ☐ DISC ☐ BRE# \_\_\_\_\_

Credit Card # \_\_\_\_\_ Exp. \_\_\_\_\_ v-code \_\_\_\_\_

Billing Address for Credit Card \_\_\_\_\_ Signature \_\_\_\_\_



## VCCAR Rolls Out New Technology to Help Our Members

Wyndi Austin  
Chief Executive Officer



Wyndi Austin

And, in the blink of an eye it's already April! It's been both a very busy and exciting year so far with progress being achieved in many areas. Staff is diligently working with many volunteers on a variety of projects to help us be more efficient and to better serve you and to meet our Strategic Plan goals.

To begin with, we are scheduled for a full system upgrade with our Customer Relationship Management (CRM) member database software. CRM is a term that often refers to practices, strategies, and technologies used to manage and analyze our member interactions and data. CRM systems house and compile information on members across channels or different points of contact. Equally, it is effective in giving staff detailed information on member history such as, accounting activity, education and event signups, contact preferences, and more. What does this mean to you? In the past we held limited licenses with just a few staff members having access to the CRM. This upgrade includes a license for each staff member and we will all be fully trained in all aspects of the software. It will allow for smoother internal processes that will help us streamline communication, create efficiencies to better serve your needs, and be ready to answer questions in varying departments.

In addition, we are excited to begin the process of a full website redesign. The Website Work Group will be planning the process and very soon will be sending out a member survey asking for your input. We hope you will respond to help us create a visually welcoming, user-friendly, and technically advanced website for membership!

Next, get ready for text messaging. We are excited to announce that we will start text-messaging to members regarding news, information, education and training, and events in the coming weeks. Rest assured our intent is to not abuse this avenue of communication with our members. As of now, we will only text-message you one time per month. If members overwhelmingly request more than that, we will certainly re-evaluate and make adjustments. Text messaging has proven to be successful in many associations across the nation and we look forward to providing an additional avenue to ensure you are getting the information you want and need.

Finally, as we seek to inform and educate in the MLS arena, I would like to share some of our most frequently asked questions surrounding MLS compliance and violation reporting. We strive to provide superior customer service and we are looking forward to launching office/brokerage compliance training coming very soon.

### ***Q. Why are your rules so much more strict than other associations?***

A. VCCAR follows the model rules that are set up and created by C.A.R. The rules and fining structure are the same throughout the CARETS data share system.

### ***Q. Does staff seek out members not following the MLS rules?***

A. Staff is not allowed to actively seek or report violations. Violations are mainly reported by members or found through the listing data checker. The listing data checker is a system that was created by CARETS to make sure all associations abide by the rules and regulations.

### ***Q. Why won't you give me the name of who reported me?***

A. The reporting system is anonymous and was specifically designed this way so that an agent would not have any animosity or retaliation when a violation is reported. Staff doesn't see the reporting name, and if we could, we would never disclose that information.

### ***Q. I'm tired of getting fined, what recourse do I have? I feel like I'm being targeted?***

A. All violations have the option of being heard by a waiver panel. The waiver panel consists of three rotating members of the MLS Committee. The waiver panel will discuss and decide if the agent's actions are actual violations. We strongly recommend referencing the MLS Rules and Regulations to be educated, versed, and prepared.

Remember that VCCAR is YOUR association. Members are welcome to attend our monthly Board of Directors meetings. We ask that you simply contact either a Board member or myself in advance so we can appropriately prepare and make sure we accommodate you and any special requirements you may have.

And as always, please feel free to let me know if you have any questions or suggestions for making VCCAR even better.

# Look What's Available in the VCCAR REALTOR® Store

## Women's REALTOR® Logo Branded Polo

Contoured silhouette with easy-wearing 2" side steam vents.

- 6.5 oz., pre-shrunk 100% ring spun cotton
- Soft fashion knit contoured collar and welt cuffs
- Three high gloss pearlized buttons
- Single-needle stitched neck, shoulder armhole and sleeves.

Available in White - Pink - Navy

**VCCAR member Price: \$19.99 plus tax each**

## Master Lock - Hanging Lock Box

Master Lock is recognized around the world as the solid, enduring name in security products. Generations of people have grown up with Master Lock products at home, school and work. Today, discover Master Lock's new generation of innovative security solutions. No need for alphabet dials or push buttons anymore!

\* 4 Number Resettable Dial Combination provides simple, set-your-own combination convenience with over 10,000 different possible combinations. Easy to reset a new combination, by pushing one button on the inside of the lock box. \* Large Key Storage compartment holds over 5 house, car or padlock keys. \* Attractive design blends with decor to minimize attention.

\* Outside Dimensions: 3-9/16" (9cm) wide x 4" (10.2cm) long x 1-9/16" (4cm) deep

**VCCAR member Price: \$30.00 plus tax each.**

## Double Wall 16 oz. Acrylic Tumbler

Being a REALTOR® keeps you busy and on the go! Stay stylishly hydrated with this REALTOR® Logo clear insulated tumbler!

- Durable clear acrylic and polypropylene material make this the ideal tumbler to beautifully show off your profession.
- The tumbler holds 16 oz. of your favorite hot or cold drink and keeps the drink at the perfect temperature for longer than other tumblers while preventing condensation, thanks to its double wall construction.
- The dual purpose, swivel, push-on lid allows drinking from the spout or from a straw and adds that pop of color you desire and comes with a color-coordinating bottom and removable straw for drinking ease.
- The lids twist closure prevents any spills or leakage.
- The straw's gasketed bottom prevents it from accidentally slipping out.

**VCCAR member Price: \$12.80 plus tax.**



## REALTOR® Umbrella

Totes umbrella are known for their high-quality ability to protect you in the rain!

- 42" arc umbrella folds to 11.5" and has rubber coated handle
- Quickly opens with its auto open and then folds easily down and closes with a Velcro closure around the outside for safe keeping.

**VCCAR member Price: \$16.95 NOW \$13.95 plus tax each**

## H2Go Force 17 oz. Thermal Bottle

Beautiful and Durable Stainless Steel Bottle for agents on the go. It will keep their beverages hot for 12 hours or cold for 24 hours! Great for those long days.

- Threaded stainless steel insulated lid
- Stainless steel base
- Retail gift box included
- 17 oz. double wall 18/8 stainless steel thermal bottle with copper vacuum insulation

**VCCAR member Price: \$14.95 plus tax**



**Returns must be within 30 days of purchase unopened package with receipt.  
No refund on single forms. No exceptions.**



**VENTURA COUNTY COASTAL  
ASSOCIATION OF REALTORS®**