

# Ventura County Coastal

Official Publication of the Ventura County Coastal Association of REALTORS®

August 2017



Is There  
Another  
Bubble  
Ready  
to  
Pop?

page 6



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## UPCOMING Meetings/Events

<b>AUGUST 17</b> REFAT Board Room 10:00 AM	<b>SEPTEMBER 11</b> Affiliate Committee Meeting Boardroom 10:00 AM
<b>AUGUST 18</b> Professional Education for the Professional MLO Training Room 8:00 AM	Education/Equal Opportunity Committee Meeting Boardroom 1:00 PM
<b>AUGUST 21</b> Leadership Development Work Group Meeting Boardroom 10:00 AM	<b>SEPTEMBER 12</b> MLS Committee Meeting Boardroom 1:00 PM
<b>AUGUST 22</b> New Member Orientation Training Room 9:00 AM	<b>SEPTEMBER 15</b> Committee Chairs Third Quarter Meeting Boardroom 9:00 AM
<b>AUGUST 24</b> YPN Professional Development Summer Series Pierpont Inn (Wyndham Garden) 1:00 PM	<b>SEPTEMBER 19</b> Officers & Directors Meeting Boardroom 9:00 AM
<b>AUGUST 25</b> Cloud CMA Class Training Room 10:00 AM	<b>SEPTEMBER 20</b> YPN Committee Meeting Boardroom 9:45 AM
<b>AUGUST 28</b> Green Designation Meeting Training Room 9:00 AM	1031 Exchange Class Training Room 1:00 PM
Installation Work Group Meeting Board Room 11:00 AM	<b>SEPTEMBER 21</b> REFAT Meeting Training Room 10:00 AM
<b>AUGUST 29</b> VCCAR Shred Event Parking Lot 9:00 AM	Chili Cook-Off Aliso Escrow Parking Lot 4:30 PM
<b>SEPTEMBER 4</b> VCCAR Office Closed Labor Day Holiday	<b>SEPTEMBER 22</b> RPR Training Training Room 10:00 AM
<b>SEPTEMBER 6</b> First Wednesday Location TBD 4:30 PM	<b>SEPTEMBER 26</b> New Member Orientation Training Room 9:00 AM
<b>SEPTEMBER 7</b> LGR Committee Meeting Boardroom 3:00 PM	<b>SEPTEMBER 28</b> General Membership Meeting Location TBD 3:00 PM



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**Lyle Elliott**  
**2017 VCCAR President**



*Lyle Elliott*

## Getting Involved Pays Off for Everyone

Like every association president, I've spent a fair amount of time this year encouraging our members to participate in VCCAR committees and work groups and to attend our various meetings and events.

It's really true that any association is only as strong as its membership. While we have great volunteers who donate their time and energies generously, it's also true that those volunteers can be spread a bit thin from time to time and our programs and advocacy efforts would be even stronger if more REALTORS® and Associates were involved.

But that's the view from my perspective. What about from yours? Why should busy real estate professionals take time away from their businesses and their clients to work on Association business?

I'm glad you asked. The fact is, I've gotten as much or more from being an active volunteer than the Association probably has. Here are a few examples.

To begin with, working on Association business gives you a better understanding of budgeting, reporting, and forecasting, along with how to plan for success. Organizations of any kind need to know how to plan the work and then work the plan. The business functions I've been involved with at VCCAR have helped me be a better branch manager.

Serving as a Director and Officer for the past several years has also given me insights into how to recognize the desirable behaviors of genuine leaders and how to develop my own style of leadership. Helping lead an organization of more than 2,000 members alongside other officers, directors, and committee chairs has honed my leadership skills – again, making me a more effective branch manager.

Those of us in real estate need to build and nourish networks of colleagues, and what better way to do so than by actively participating in our Association? Whether you're a REALTOR® or an Associate, you meet experienced professionals at every meeting or event who can give you tips on how to do your job better, as well as colleagues who can help the sales process go more smoothly.

And because you will be busier, you also learn how to better manage your time and set priorities between volunteer responsibilities, business, and family. These are skills that are invaluable and will make you more successful and less stressed-out.

Beyond the immediate career benefits, being an active volunteer gives you a much better understanding of the political process, how government actions constantly affect our industry for good and bad, and how to build relationships outside of real estate to build our strength and effectiveness. REALTORS® alone are a powerful public policy force, but when we work with other stakeholders with similar interests, our influence grows even stronger.

Finally, as we continue to conduct a thorough review and revision of our bylaws, policies, and procedures, serving at VCCAR today gives you a much better understanding of why having the right policies and procedures in place is so important. This understanding can be extremely valuable in a number of ways, both in your career and your involvement in a wide range of other organizations from church to service clubs to other non-profits.

So pick a position where you can devote the amount of time you're comfortable with. Many of our work groups accomplish their goals in a short period of time, while some of our committees are year-long responsibilities. But no matter how you choose to serve, you will be benefitting yourself as well as our Association.

And win-wins are wonderful things.

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### CRMLS Data Share Is Now Live

VCCAR members now have access to more than 34,000 active residential listings throughout the state now that the data share agreement between VCRDS and the California Regional MLS is up and running. In addition, agents in other parts of the state once again have access to listings from VCCAR and the Conejo Simi Moorpark AOR.

The CRMLS data can be accessed through the Flexmls portal. Members will now have access to many more counties throughout California, including highly desired Orange County listings.

The VCRDS Committee granted a 30-day grace period (from July 18) for duplicate listing violations due to the new CRMLS data share.

### Facebook Unveils First Ad Product for Real Estate

Inman | August 7

Facebook has unveiled its first ad product designed specifically for the real estate industry.

"Dynamic Ads for Real Estate" allows a brokerage to advertise relevant listings to Facebook and Instagram users who have previously searched for properties on the brokerage's website.

With a Facebook employee telling Inman that the online giant is "betting big" on the industry, it could be the first of many real estate-related projects for the social network that recently hit 2 billion monthly users.

[Read more](#)

### The 'Forever' Home: Why More People in Southern California Aren't Selling Their Homes

Orange County Register | August 6

After two years of searching fruitlessly for a new home, Jacob and Brianna Gerber decided instead to remodel their Rossmoor house of six years and stay put.

They moved their garage, gutted and rebuilt their home's interior and expanded the backyard living area. They added a spa, enlarged the master bedroom and installed a new sound system.

"I was always on Redfin. Was there a good trade-off to move to? There was nothing out there," said Brianna Gerber, 37. "(We decided), 'let's build our dream home the way we wanted it with all the touches that we wanted in the location we wanted.'"

[Read more](#)

### 7 Habits of Highly Effective Real Estate Agents

Inman | August 1

You've most likely heard of *The 7 Habits of Highly Effective People: Powerful Lessons in Personal Change*, written by Stephen Covey in 1989. It has been adapted and has sold millions of copies over the years.

Covey defines effectiveness as "balancing obtaining desirable results with caring for that which produces the desirable results." So, what does that mean for us real estate agents as we work day in and day out to produce those desirable results for both ourselves and our clients?

[Read more](#)



### 4 Creative Ways to Work Around the Inventory Problem

RIS Media | August 1

One of the most frustrating aspects of this year's housing recovery is that solid demand from buyers has encountered stubbornly low inventory levels in many U.S. and Canadian markets, especially for starter homes. It's a situation that requires both patience and creative solutions.

As a managing broker, your buyer's reps may be tossing up their hands and asking, "What can I do?" To be sure, when the supply of homes is inadequate, buyers' options are limited.

On the other hand, this may be an excellent time for your agents to explore options that aren't on the buyer's radar. At a minimum, buyer-clients will feel better about working with someone who keeps the dialogue going and remains interested in proposing potential solutions, including:

[Read more](#)

### Here's How Just 1% More Home Construction Could Ease Supply Crunch

MarketWatch | July 26

Stop us if you've heard this one: There isn't enough inventory in the housing market.

It's a well-worn refrain, but a new analysis from Trulia offers a conclusion so simple it seems silly. Too little fresh supply — new homes being built — is far and away the single biggest contributor to the meager level of housing inventory.

Trulia's analysis suggests that in the largest 100 metros of the U.S., a one-percentage-point increase in home-building over the past five years — if builders had increased housing supply by 2% more homes rather than 1%, for example — would mean existing inventory would stand 13% higher in 2017 — in addition to the actual number of homes that were constructed.

[Read more](#)

### Home Prices in Parts of Southern California Are at Record Highs

L.A. Times | July 25

In many corners of Southern California, home prices have hit record highs. And they keep going up.

In Los Angeles County, the median price in June jumped 7.4% from a year earlier to \$569,000, surpassing the previous record set in May. In Orange County, the median was up 6.1% from 2016 and tied a record reached the previous month at \$695,000.

# Real Estate

+++ News +++ Information +++ News +++ Information +++ News

Across the six-county region, the median price — the point where half the homes sold for more and half for less — rose 7.5% from a year earlier and is now just 1% off of its all-time high of \$505,000 reached in 2007, according to a report out Tuesday from CoreLogic.

[Read more](#)

## Who Are the Cash Buyers in SoCal Real Estate?

KPCC | July 12

Lauren Martinez lives in Pasadena, and has been looking for a home to buy with her husband.

"But then we ended up losing out to an all cash buyer," says Martinez, "and we're just like, 'How can we compete with that?'"

She asked SoCal. So Curious: Who are all the cash buyers in SoCal real estate? And where do they get their money from?

[Read more](#)

## Hackers Nab Credit Card Data From up to 1,000 REALTORS®

San Jose Mercury News | July 11

Just over 1,000 California Association of Realtors members may have been affected by a breach of the online store they use to buy everything from blank home sales contracts and disclosure forms to books, software, magnets, lapel pins and coffee mugs.

The malware attack, which occurred from March 13 through May 15, prompted C.A.R. subsidiary Real Estate Business Services to notify the affected 1,033 members last week their personal data may have been stolen while using payment cards such as credit cards for online purchases.

[Read more](#)

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## Is There Another Bubble Ready to Pop?

Trio of Area Economists Say Probably Not Because 2017 is Not the Same as 2005

By John Frith

VCCAR Editor and PR Consultant

In December 2005, the median price of a home in Ventura County peaked at \$630,000, according to Irvine-based CoreLogic. Just over two years later, it bottomed out at just over \$300,000.

Fast forward to June 2017, when CoreLogic reported that the median price had rebounded to \$565,000. But while Ventura County home prices have moved steadily upwards for 10 years – a trend that shows no sign of stopping – a trio of area economists believes there's no bubble waiting to pop. Instead, they say today's market is driven by supply and demand, not risky lending practices.

And the numbers show that 2017 really is different from 2005.

Andrew LePage, a CoreLogic analyst, notes that while the county's median price in June is 10.3 percent below the all-time high, if you adjust for inflation it's actually 24.5 percent below its peak at the dawn of the Great Recession.

Still, prices are sharply higher than they were at the turn of the century, which LePage says might be a better comparison because it was before risky financing really took off. In the previous peak year of 2002, the countywide median was \$326,750, 42 percent lower than it is today. Even adjusted for inflation, those housing prices today are 34.6 percent below where they are now.

But while continued price escalation is beginning to prompt whispers that California's real estate market may be heading toward another bubble, economists interviewed by *Ventura County Coastal* unanimously disagreed. They say that absent some major economic upheaval, prices will likely continue to climb for the next year to 18 months because this market is driven by supply and demand.



Mark Schniepp

"The market can keep going up because it's going up for the right reasons," says Mark Schniepp, director of the Santa Barbara-based California Economic Forecast. "This market is being driven by supply and demand forces, and as long as they stay in place, prices can continue to rise."

"Look for more of the same as long as nothing (major from a macroeconomics standpoint) changes."

(See the latest housing statistics from RPR on [page 18](#). Note RPR uses a different methodology than CoreLogic, so the monthly sales price information may be somewhat different.)



Sung Won Sohn

Sung Won Sohn, the Martin V. Smith professor of economics at California State University, Channel Islands, agrees – but is a bit more cautious.

He says while the housing market locally remains "healthy and hot," it is likely that we're approaching to top of the market in a year or two. For one thing, he says it is inevitable that interest rates will rise, if gradually, and that will have an impact.

"In addition, there's a clear indication that economic growth is slowing for the U.S., for California, and for Ventura County. That's a warning sign," he says.

But even with those concerns, Sohn doesn't see another housing crash like the one a decade ago. In fact, because like Schniepp he believes the market is being driven by fundamentals, he says there may not be a major correction in prices once the peak is reached.

### Constraints drive shortage



Matthew Fienup

Matthew Fienup, the executive director of the Center for Economic Research and Forecasting at California Lutheran University in Thousand Oaks, also believes the current housing boom is driven by market forces, especially the dramatic supply constraints in Ventura County.

"Although we've nearly achieved pre-recession highs (in housing prices), we see a very different dynamic," Fienup says. "Prices then were fed by easy credit and irrational exuberance. This is purely a supply story, so this can go on for some time to come."

LePage cites other statistics that tend to indicate that the current market can continue upward. While interest rates have started to climb, the amount of money a family would pay per month today compared to December 2005 – assuming prevailing interest rates and 20 percent down – is an impressive 42.3 percent less.

Sohn says the housing market can be divided into two broad categories.

"'More-affordable' housing, anything less than a half-million dollars, is in very short supply. You have multiple bids and prices rising significantly," he says. "With more-expensive homes, especially those selling in the millions of dollars, there's no shortage or prices rising that rapidly."





And while Fienup says the lack of workforce housing is a major problem that has caused Amgen and other major employers to move employees to more-affordable locations, even economic issues probably won't lead to significant price reductions in the near term.

"That doesn't mean the bottom is going to fall out. This is coastal California, and there will always be wealthy retirees who want to call the coast their home," he says.

The lack of supply is driven by decades of governmental policies, going back to the county's decision in 1969 to funnel most growth into existing cities. That policy was locked in by voters beginning in 1995 with the passage of the city of Ventura's SOAR (Save Open Space and Resources) initiative, which required voter approval of development outside of urban limit lines. Last November, SOAR restrictions were extended countywide to 2050, meaning most new development in the years to come will consist of higher-density infill projects.

Still, Schniepp points out there are about 18,000 housing units in the entitlement queue that would help ease the supply shortage, although many won't be built for another five or 10 years, if then. For example, he notes that the first of 1,500 units in the Harvest at Limoneira project east of Santa Paula are expected to come online in the latter part of 2018 – 13 years after planning began.

"That doesn't mean the bottom is going to fall out. This is coastal California, and there will always be wealthy retirees who want to call the coast their home."

Matthew Fienup

While many county residents are opposed to increased density and tend to turn out at city council meetings to voice their opposition to more housing in their back yards, Schniepp says their approval of SOAR restrictions leaves elected officials with no choice. He urges them to take politically difficult stands and approve more new housing, while reducing non-SOAR impediments such as unnecessary layers of government approvals.

All three economists also believe more high-wage jobs need to be lured to the county, which currently sees most job growth in generally lower-paying sectors such as hospitality, education, and health care.

Sohn points out many CSUCI students graduate and move to places where higher-paying jobs are more plentiful. Even in L.A. County, where housing prices are in many

cases higher than in Ventura County, people tend to earn more so can better afford the prices.

"If you don't have a job, you're not going to buy a house," he notes. "I've been at the university for 10 years, and Ventura County is a nice place to live. People already here are largely satisfied with the way things are, but there's a new world economy and we have to compete."

Fienup says 40,000 people a day commute into the county for some of those lower-paying positions, while another 80,000 county residents head to Santa Barbara and Los Angeles for jobs with salaries sufficient to allow them to afford a home here.

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## Some optimism for future

But Fienup expressed optimism that despite SOAR and NIMBYism, solutions could be found to add to workforce housing.

"Conditions have changed since November (when SOAR was extended). You can now have a conversation about growth restrictions and their impacts that you couldn't before. Public officials and employers are now talking about the problem and they all agree something has to be done," he says.

One idea he says is circulating in policy circles is replicating a program in Sonoma County, north of San Francisco, which also has stringent growth-control restrictions and extremely high costs. There, the Housing Land Trust was formed in 2002 to acquire land and then make 99-year ground leases available for housing. By taking the cost of the land out of the equation, single-family homes can be sold for far less than market rates.

According to the *Santa Rosa Press-Democrat*, the Housing Trust had built 52 homes through the end of 2016 and hopes to add another 80 in the coming years.

For example, a handful of new homes in the 1,600-square-foot range in Healdsburg – Sonoma County's priciest community – are available for qualified buyers for \$250,000. Housing Trust

properties can be sold down the line by buyers but only at the same level of affordability as originally sold, adjusted for inflation.

There are an estimated 250 land trusts nationwide, according to a 2015 *New York Times* article.

Fienup notes state officials are also taking a hard look at housing this year, citing measures such as SB 35 by Sen. Scott Wiener, D-San Francisco, that would pre-empt city and county land use authority in communities that aren't meeting their regional housing needs allocation by making approvals of multifamily developments that meet criteria exempt from litigation and public input.

The League of California Cities strongly opposes the measure, which also would require prevailing wages – generally union scale – to be paid on new construction authorized by the bill.

Ultimately, Sohn believes something does have to be done to allow more people to live and work in the county.

"We have to think of Ventura County as a part of the Southern California, California, and global economy. We need to change the mindset here somewhat because we are part of the global community competing with everyone," he says.

Frith can be reached at [john@twsccommunications.com](mailto:john@twsccommunications.com)



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For more information visit: [www.vcrealtors.com](http://www.vcrealtors.com)

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**AUG**  
**29**

### Shred Event

**Oxnard, CA**

Ventura County Coastal Association of REALTORS®

**SEP**  
**21**

### Chili Cook-Off

**Ventura, CA**

Aliso Escrow (Parking Lot) 4522 Market Street

**SEP**  
**28**

### General Membership Meeting

**Oxnard, CA**

Levity Live

**OCT**  
**05**

### Trade Fair

**Oxnard, CA**

Courtyard by Marriott Oxnard

**NOV**  
**09**

### Vino for Vets

**Ventura, CA**

Wyndham Garden Ventura Pierpont Inn

**DEC**  
**08**

### Installation Luncheon

**Oxnard, CA**

Embassy Suites by Hilton Mandalay Beach Resort



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## First Wednesday Benefits Turning Point

About 80 VCCAR members and friends enjoyed the ocean breezes at the Waterside Restaurant and Wine Bar at Channel Islands Harbor for this month's First Wednesday event.

This month, First Wednesday generated \$900 which was donated to the Turning Point Foundation in Ventura, the only local non-profit that addresses the critical community support needs of mentally ill adults, said Michelle Mueller, who organizes the events.

Clockwise from lower left: Ane-Marie Barbettini, Prospect Mortgage; Helene Keddington, John Villar, Gabriela Hernandez, all with Century 21 Troop Real Estate; Gloria Valencia, Priority Title; and Cibeli Tregembo, Pacific Properties.

Below, Jonathan Braun, Keller Williams; and Carolyn Braun and Tamara Rossie-Molina, First American.



Above, Mike Love, Keller Williams; and Tony Palmquist, The Address. At left, Ashley Rose and Mike Araiza with Skyline Home Loans (on the left) and Patty Estrada, First American; and Louie Mendez, Synergy Lending.





Left, Gabrielle Williams and Melissa Hunter, both with Keller Williams; and Kristina Kalaydjian with Contact Escrow. Below, VCCAR Director Cami Pinsak, Realty One, and Kathy Ramirez, First American.





# UPCOMING EVENTS AND CLASSES

## Many VCCAR Events On Tap

The latter part of the year seems to be the time most full with VCCAR events and activities, and this year is no exception.

Kicking things off is the second-annual C.A.R. **YPN Month of Giving** throughout August. VCCAR is joining with AORs across the state to give back to a cause and our Young Professionals Network is supporting Rain Transitional Living Center in Camarillo, which provides a place for people to transition from homelessness to permanent housing.

Please bring unwanted, gently used clothes to the YPN Professional Development session on August 24 (see below for more information), to any of the pre-broker tours on August 23 and August 24, or simply drop your items off during business hours at State Farm Agent Salena Bracamontes' office, 10235 Telephone Road, Suite G, in Ventura.

If you don't have clothes to donate, visit [raincommunities.org](http://raincommunities.org) and click on the donate link to see the wish list of other items the facility needs.

The third and last **YPN Professional Development** session will take place on August 24 at the Pierpont Inn Wyndham Garden in Ventura and will focus on title and escrow along with growing with YPN. The special guest speaker will be Krista Clark, 2017 NAR YPN Chair. There is a \$15 cost if you preregister at [www.ypnsummerseries.eventbrite.com](http://www.ypnsummerseries.eventbrite.com) or \$25 at the door.



Bring your unwanted documents to the annual **Shred Event**, which will be held August 29 in the VCCAR parking lot. You can bring up to 12 copy boxes or six banker boxes of documents to be destroyed by Shred-it

And next month, mark your calendars for the annual **Chili Cook-Off**, which will be held on September 21 in the Aliso Escrow parking lot, 4522 Market Street in Ventura. Come and taste the best chili in town prepared by VCCAR members from 4:30-6:30 p.m.

Finally, don't forget the next **General Membership Meeting** on September 28, which this time will be held at Levy Live. Details will be announced soon.





# YPN Professional Development Summer Series

The **YPN Professional Development Summer Series** is concluding with Session Three on Thursday, August 24, 2017. **THIS FINAL SESSION** will feature Krista Clark, the 2017 NAR National YPN Chair. Don't miss the chance to hear from her as well as other speakers including our own Michael Padilla from Fidelity National Title, Rhonda Wharton from Aliso Escrow and BJ Ward who is past YPN Chair, past VCCAR President and currently Broker and Owner of Comfort Real Estate Service. **\$15 advance purchase or \$25 at the door** and includes session materials, swag bag and appetizers!

03

**FEATURED TOPICS**  
Title  
Escrow  
Growing with YPN



Michael Padilla



Rhonda Wharton



BJ Ward



KRISTA CLARK

**SPECIAL GUEST SPEAKER**  
Krista Clark  
2017 NAR YPN Chair

## DATE

Thursday, August 24

## TIME

Check In: 12:30 PM - 1:00 PM  
Session: 1:00 PM - 3:00 PM  
Networking Mixer: 3:00 PM - 4:00 PM

## LOCATION

Pierpont Inn (Wyndham Garden)  
550 Sanjon Road  
Ventura, CA 93001

## REGISTRATION

**\$15** Advance Purchase  
or **\$25** at the door  
[www.vcrealtors.com](http://www.vcrealtors.com)  
under Events and Classes  
located under Ventura Membership

## QUESTIONS

Program  
Tom Buenger, [tom@buengerinc.com](mailto:tom@buengerinc.com)  
Registration  
Linda Faciana, [linda@vcrealtors.com](mailto:linda@vcrealtors.com)



## BROKER TOUR INFORMATION

**Camarillo: Thursday.** Pre-Tour Meetings are held on Thursdays at the Boys & Girls Club, Networking at 8:45 a.m. 9:00 for the meeting 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 12:00 Noon, but there are no set hours. If a property needs to be removed from the Broker Tour 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 9:00 a.m., at 2350 Wankel Way, Oxnard.

**Santa Paula/Fillmore: Wednesday.** Broker Tour/Caravans in Santa Paula will be from 10 am -12 am. There will be a Pre-Tour/Caravan meeting at the \*new\* Troop Real Estate Office 750 E. Main St., Santa Paula at 9:30 am. Broker Tour lists are pulled off the computer and properties are generally held open from 10:00 a.m. until 12:00 Noon, but there are no set hours. If a property needs to be removed from the Broker Tour 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 9:00 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, located at 463 Pennsfield Place #101 in Thousand Oaks. The meeting will start at 8:30 a.m. It will go to approximately 9:15 a.m. The broker tour follows from then to approximately 2:00 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, located at 1636 Sinaloa in Simi Valley. The meeting starts at 9 a.m. and goes to approximately 9:30 a.m. The Broker Tour starts immediately following and goes to approximately 2:00 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 12:00 Noon.

## REGISTER TO VOTE

It's the best thing you can do for your business.



### Now more than ever, REALTORS® voices need to be heard.

80% of REALTORS® are registered to vote, **but we can do better!** Join other REALTORS® and become an active participant in the political process... **REGISTER TO VOTE.**

State and local associations have launched voter registration drives among our members to increase our political influence and protect our profession.

Help us to update our records and to confirm that all of our members are registered to vote.



### Check Your Status!

- ☐ If you would like to **REGISTER TO VOTE**, it has never been easier. Go to [www.RealtorVotes.com](http://www.RealtorVotes.com) and register. It's that simple.
- ☐ If you **ARE REGISTERED** to vote, let us know so we can update our records. Go to [www.RealtorActionCenter.com/vote](http://www.RealtorActionCenter.com/vote) to update your information.







Be a part of our second annual **C.A.R. YPN Month of Giving** this August. Local Associations and YPN Networks throughout the state are rallying their members to give back to a cause in their area. It's a great way to show how much REALTORS® care. VCCAR YPN is supporting Rain Transitional Living Center in Camarillo which provides a place to transition from homelessness to permanent housing. Please bring unwanted, gently used clothes to any of our upcoming events. No clothes to donate? No problem! Please visit [raincommunities.org](http://raincommunities.org), donate tab, to view the wish list of other items needed for the facility.

**Drop Off Locations** (Please give items to the YPN representative at the event)

### Pre-Broker Tours

Check the calendar at [www.vcrealtors.com](http://www.vcrealtors.com) for tour schedule.

**Salena Bracamontes** (drop off during business hours)

State Farm Insurance Agent  
10235 Telephone Rd., Ste. G  
Ventura, CA 93004

### YPN Professional Development Summer Series

Thursday, August 24 1:00 PM at Pierpont Inn (Wyndham Garden)

# Clean out your closets for charity



## NEW MEMBERS



A larger-than-normal class of 21 new REALTORS® were sworn in by 2017 VCCAR President Lyle Elliott (at left) and presented with their pins at the July New Members Orientation meeting at the Association offices.

Pictured are Cameron Wetherby, Keller Williams Realty; Jesus Camacho, Buenger Commercial Real Estate; Elizabeth Koshak, Keller Williams Realty; Timothy Thompson, Keller Williams Realty; Cassie Stonefelt, ERA Cusick Realty; Ally Limon, RE/MAX Integrity; Karen Merino, Keller Williams Realty; Jennifer Styles, Keller Williams Realty; Dolores Velasquez, Calight Realty & Management; Art Garcia, AM Properties; Robby Hill, Coldwell Banker Property Shoppe; Scott Alexander, Consumers Realty;

Lorin Sweis, Keller Williams Realty; Brandon Wasilewski, Realty ONE Group Summit; Sandy Uribe, Century 21 Troop Real Estate; Nolan Medina, GP Real Estate Company; Norm Nebroski, Keller Williams Realty; Karen Merino, Keller Williams Realty; and Jaime Gonzalez, Your Dream Home Realty.

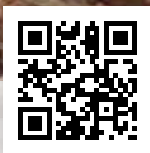
Not pictured were Todd Inglis, Shepherd Realty, and Amy Levy, Truth Realty.



Publications, Inc.

**Foley Publications, Inc.** is proud to partner with the **Ventura County Coastal Association of REALTORS®**. Together we will provide a professional, interactive monthly e-magazine for the Association's membership.

For advertising informaion, please contact Ned Foley at 303-758-7878 or visit our website at [www.foleypub.com](http://www.foleypub.com).



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# Leads and Listings

With **Cloud CMA** and **Cloud Streams**

Online lead generation systems and tactics are always changing. Not only that, as a real estate agent you have a tremendous amount of competition out there and it's not just against other agents. It's against the huge real estate portals and their mass amounts of both accurate and inaccurate information.

## IN THIS SESSION YOU'LL LEARN:

- ① How to stand out from the competition using Cloud CMA and Cloud Streams
- ② How to deliver custom CMA and Buyer Tour Reports in an interactive format
- ③ Open House and Door Knocking scripts to help you generate more listing leads
- ④ How to create Open House Reports to help you capture more buyers
- ⑤ How to use the new "What's My Home Worth" landing page to generate seller leads fast
- ⑥ PLUS, did you know that leads are 2.5 times more likely to convert when you set them up with listing alerts? Learn how to give yourself the competitive advantage!

Friday, August 25  
10:00am – 11:30am

### WHERE?

Ventura County Coastal  
Association of REALTORS®  
2350 Wankel Way  
Oxnard, CA 93030

### HOW TO REGISTER

Visit <http://blog.cloudcma.com/ventura-county/>

### QUESTIONS?

Contact Gabriella:  
[Gabriella@wrstudios.com](mailto:Gabriella@wrstudios.com)

**FREE** Training Class





# 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](http://www.narrpr.com).

## Inventory Falls to 2.15 Month Supply; Sales Drop as Well

Inventory and home sales were both lower in Ventura County in July, according to data from the Ventura County Regional Data Share MLS and Realtors Property Resource (RPR).

In July, 638 sales closed, down 20 percent from the 798 that closed in June and down 9.9 percent from the 708 that closed in July 2016. During the first seven months of the year, 4,211 homes have closed, down 1.5 percent from 4,273 a year ago.

Pending sales also dropped off to 708, down 9.9 percent from June and down 17 percent from 849 a year ago.

Inventory also continues to fall. Last month, 800 new listings were reported, down 18 percent from June and down

19 percent from a year ago. At the end of the month, there were 1,720 active listings, down from 1,840 in June and down 31 percent from the 2,480 listings on the market a year ago.

Based on the current sales rate, there were just 2.15 months of inventory on the market, down 21 percent from the previous month and 30 percent lower than a year ago.

Median sales prices are holding steady, at \$575,000, \$4,000 less than June but 7 percent above the \$539,000 reported a year ago. The median has been basically flat since April.



## Market Data Report

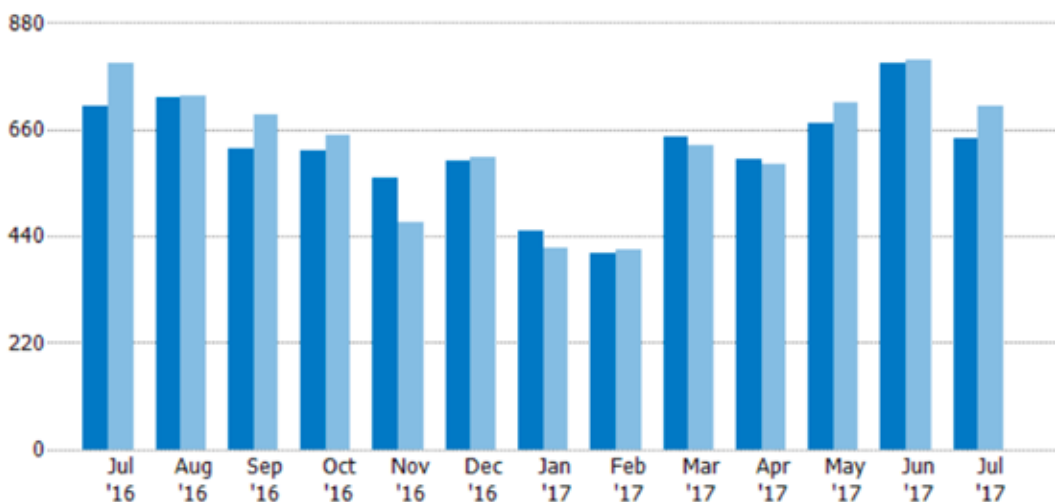
### Closed Sales

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.
Jul '17	642	-9.3%
Jul '16	708	-11.2%
Jul '15	797	-17.1%



Current Year	708	726	622	617	562	596	450	406	646	598	675	798	642
Prior Year	797	731	691	648	467	602	416	414	629	589	714	803	708
Percent Change from Prior Year	-11%	-1%	-10%	-5%	20%	-1%	8%	-2%	3%	2%	-5%	-1%	-9%



Let us help you clear the clutter.

## Ventura County Coastal Association of REALTORS®

is hosting a **FREE SHRED EVENT**  
for our members! Limit per member: 12 Copy Boxes or  
6 Banker Boxes (12" x 10" x 15"). Document Destruction  
Services powered by Shred-it.



**DATE:**  
Tuesday, August 29, 2017

**TIME:**  
9:00 AM - 1:00 PM

**LOCATION:**  
VCCAR Parking Lot  
2350 Wankel Way  
Oxnard, CA 93030



### Improvements Coming in Our Communications, Committee Process

Wyndi Austin  
Chief Executive Officer



Wyndi Austin

One of the most difficult tasks we face as Association staff is evaluating the things we've done right and the things we haven't done as well. As we looked over the many changes we've made this year, we had to take a hard look at the areas that still need improvement. After discussions, evaluating, and researching we recognize a need for better service in the following areas:

**Communication.** Assuming our members know "what to do" or "how to do" something as it relates to your membership is an oversight on our part – we need to better explain ourselves. Additionally, assuming members fully understand the dues and fee deadlines or billing procedures is something to improve upon. We have many departments at VCCAR – MLS, marketing, administration, government affairs, finance, etc. But at the core of what each department focuses on is *membership*.

How are we making changes? Staff is creating a comprehensive new-member application packet that better describes the process and the necessary documents we need to process the application. This packet will include a document checklist, dues, MLS, and key fee structures and a better explanation of requirements of membership such as attending new-member orientation and agreeing to abide by the NAR Code of Ethics.

In addition, we will improve our communications as it relates to membership renewal and MLS fee deadlines, along with a clear outline of the deadlines and consequences of missing them. We will do so through improved emails, text messages, and direct telephone contact.

**Committees.** A recurring comment I've often heard from members is, "I signed up for a committee but never heard back from anyone." Here's an example of a member requesting to get involved, help, and participate and we've completely dropped the ball. This is a perfect example of something we can do much better.

How are we making changes? With the help of the Governing Documents Work Group and final approval from the Board of Directors, members will see a completely new committee structure for 2018.





- The incoming President will select each committee Chair for the coming year and the incoming President-Elect will select the Vice Chairs. The assumption is that the Vice Chair will then roll into the Chair position when the President-Elect serves the following year as the President.
- Members will be alerted when committee applications are available to submit – typically available by October and due by early November.
- Committee members will be approved by the Board of Directors no later than its December meeting and announced shortly thereafter.
- Standing Committees per the bylaws will have a slightly different approach as they have specific requirements and are most often assignments per leadership. This includes the Finance, Grievance, MLS, and Professionals Standards committees.

Keep in mind the following changes:

- If you want to serve as a voting member of a committee you must submit an application by the deadline, and be approved by the Board of Directors.
- Applications after the deadline will be accepted only from the Affiliate and YPN committees as they are viewed as networking groups. A year-round online form will be available for these committees. Once submitted, the request will go directly to the staff liaison and committee Chair so

the member can be contacted and placed on the committee immediately.

- If you miss the deadline to serve on a committee for the year, you are welcome to attend the meetings but in a non-voting capacity.

As we know, change is often difficult. But once we get over the initial resistance to change and self-created obstacles, we can then move on to the action stage. Staff, member volunteers, and your Board of Directors have worked very hard for several weeks in the action stage and you will continue to see more and more positive results. The changes to date have allowed us to keep in concert with the Strategic Plan and checking items off the list brings both a sense of pride and accomplishment. We hope you find value within these changes and welcome your questions or comments anytime.

**Broker office meetings.** Finally, I wanted to let you know I will be embarking on a “Tour of Offices” to better acquaint myself with you and your agents. I will be reaching out to offices and plan to visit as it best fits your schedule. If you have regularly scheduled offices meetings, please reach out as I would love to attend. I look forward to seeing and meeting everyone and understanding how the Association can provide anything you may need.

Have a great end of summer and I hope to see you soon!



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

## Silver Edition Performance Cap with REALTOR® Logo Brand



Light weight, quick dry, performance fabric provides a wonderful feeling and looks great with the REALTOR® Logo. The same fabric used by major athletic and golf brands - very lightweight only 2.4 oz! This performance cap is perfect for work outs and everyday wear.

- Polyester performance material •Structured •Low profile •Four rows of visor stitching
- Six sewn eyelets
- Performance sweatband
- Velcro with elastic backstrap imprint.

**VCCAR member Price \$14.95 plus tax each.**

## The Probate Process (Keys to Closure) Guide

**Quick Overview:** A complete guide about the procedures involved when working with a property sale that is subject to the California Probate Code (PCP)



**Details:** Don't wait until you are faced with a Probate sale - prepare now.

You may someday have clients that will need to rely on you during their most difficult time. Settling the estate of a person who has died can be overwhelming. Surviving heirs are faced with many responsibilities and activities, often including the distribution and sale of real estate. The Keys to Closure guide will provide you with the knowledge to help your clients through the procedures involved in real property sales that are subject to the California Probate Code (CPC).

**VCCAR member Price \$33.60 plus tax each.**

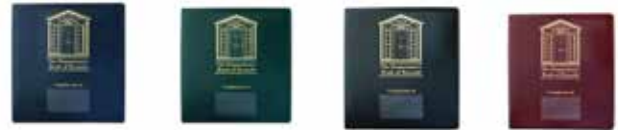
## Colonial Yard Post

- 24 oz. Sturdy Plastic Water Bottle is BPA Free
- Easy to remove screw off lid makes for easy drinking
- Bottle body is formed for easy grip in the middle
- Refreshing colors with the REALTOR® Logo in White
- Refillable and great for the Real Estate Agent on the go!

**VCCAR member Price: \$9.95 NOW \$7.25 plus tax each.**



## The Homeowner's Book of Records



- The #1 closing gift for your clients that helps you market yourself to get referrals in the future! Book includes:
- 1 Thank you letter • 1 5"horizontal pocket for household documents
- CD holder pocket for your electronic storage needs!
- 1 Household Inventory Contents Sheet - double sided
- 2 Business card holders for your card - on front cover & on inside
- 1 Magnetic Emergency & Important Numbers card to attach your business card to
- 13 Category Envelopes - sturdy, oversized & up-to-date for detailed record keeping & receipts.

**VCCAR member Price \$24.95 plus tax each.**

## REALTOR® 24 oz. Plastic Water Bottle - BPA Free

- 24 oz. Sturdy Plastic Water Bottle is BPA Free
- Easy to remove screw off lid makes for easy drinking
- Bottle body is formed for easy grip in the middle
- Refreshing colors with the REALTOR® Logo in White



- Refillable and great for the Real Estate Agent on the go!

**VCCAR member Price: \$9.95 NOW \$7.25 plus tax each.**

## Solid Plastic Real Estate Riders

**6"x24"x 1/8"** These solid plastic riders are double sided and have drilled mounting holes.

**VCCAR member Price each: \$4.95**



**Returns must be within 30 days of purchase unopened package with receipt.**

**No refund on single forms. No exceptions.**

