

# Ventura County Coastal

February 2016



VENTURA COUNTY COASTAL  
ASSOCIATION OF REALTORS®  
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## UPCOMING Meetings/Events

### FEBRUARY 23

New Member Orientation  
Training Room  
9:00-3:00 PM

### FEBRUARY 24

Affiliates Committee  
Board Room  
9:45 AM

### FEBRUARY 25

MLS Basic Class  
Training Room  
1:30-4:30 PM

### FEBRUARY 25

Real Talk Toastmasters  
Training Room  
12:00 PM - 1:30 PM

### MARCH 1

MLS Advanced Class  
Training Room  
2:00 pm—4:00 pm

### MARCH 8

MLS Committee Meeting  
Board Room  
9:00 AM

### MARCH 9

YPN Meeting  
Board Room  
9:45 AM

### MARCH 11

Education & Equal Opportunity  
Committee Meeting  
Board Room  
10:00 AM

### MARCH 15

Board of Directors Meeting  
Board Room  
9:00 AM

### MARCH 16-17

Supra Key Safe Exchange  
Marriott Residence Inn, Oxnard

### MARCH 22

New Member Orientation  
Training Room  
9:00 AM - 3:00 PM

### MARCH 23

Affiliates Committee  
Board Room  
9:45 AM

### MARCH 24

MLS Basic Class  
Training Room  
9:00-12:00 PM

### MARCH 24

Real Talk Toastmasters  
Training Room  
12:00 PM - 1:30 PM

### MARCH 29

MLS Advanced Class  
Training Room  
9:00-12:00 PM



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**Mark Chacon**  
**2016 VCCAR President**



*Mark Chacon*

February marked the first VCCAR General Membership meeting of the year and the first update on important issues affecting real estate sales and our members. We covered local, state and national topics, provided updates from committees and discussed Association changes in 2016.

One of my themes for the year is to provide information on the REALTOR® Action Fund (RAF) and why it is so crucial for the real estate industry. As the VCCAR Local Government Relations committee chair, I learned what CAR and NAR actually do for local Associations. One example is the funding NAR provided to assist us with opposing the Fillmore point of sale ordinance last fall, to the tune of \$12,500. That's a lot of money for an Association our size and it's why we all need to support the RAF.

As you may know, the RAF is a voluntary contribution that's included as an item on your dues billing statement. These funds help NAR, CAR and our Association fight on behalf of the real estate industry and private property rights in general. A big reason we need to grow our RAF now is the new SOAR ballot initiative and whether an extension of 35 years to 2050 is the best approach on behalf of private property owners. Please support the RAF with your contributions. By doing so, you support your industry and your clients.

We held a drawing at the meeting for members in attendance to receive \$100 gift certificates to be used for store merchandise, MLS fees or RAF contributions. The lucky winners were **Bob Wilmer**, Tierra Pacific Realty; **Jennifer Montoya**, Resource For Your Real Estate Service, Inc.; and **Veronica Ramos**, ERA Cusick Realty.

In closing, I want to again encourage each and every one of you to register to vote. 2016 is a very important year politically for our nation and for Ventura County, and I believe everyone should participate in our democratic process. I also ask that you consider including a voter registration card in your welcome gifts for your buyers. When a family is moving into a new home, we as their REALTOR® should help them get resettled in every way possible, and helping them register to vote is one very important way to assist them. We have welcome gift cards with a voter registration card attached available at the Association office. Please stop by and pick up cards for your buyers.

*Mark*

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### **Randy McCaslin** *Chief Executive Officer*



*Randy McCaslin*

At VCCAR's February General Membership meeting, President-Elect Lyle Elliott presented the following information to those in attendance. It is a very important update to be understood by all members of the Association and Multiple Listing Service (MLS.)

#### **Lyle Elliott:**

Last year it was my pleasure to serve as your Association Treasurer. One of the important tasks of this position entails constructing a budget proposal for the next fiscal year. This is [completed] by working with a Committee of 9 people and reviewing current expenses, meeting with committee chairs to insure funding of programs, exploring new services and benefits to you our members and projecting revenue. This proposal is then presented to the Board of Directors for approval.

This year in looking forward, we first looked backward. Where has our association been financially? What have we done well? What could be improved? Have we provided all the necessary services? What has been our track record?

Your association has been diligently managed fiscally for many years. It was founded in 1997 when the Oxnard, Camarillo and Ventura associations combined into its current structure. Since 1997 the Association built reserves, or what we might call a savings account, purchased the lot and paid off the loan on the current Association Building, expanded MLS data services and offered a plethora of tools and services to make your business easier.

It made us think..."What was happening in 1997? So much has changed. A postage stamp cost 32 cents in 1997, a gallon of gas in California averaged \$1.81. Our association and REALTOR® membership was 1,441 Realtors and the median price of a home in Ventura County was \$187,850.

During this time and through all of the changes, then the Association has NEVER raised either the association membership dues or the MLS fees. While the MLS continued to expand, membership grew, data sharing occurred with much of Southern California, new tools like Trends, Cloud CMA, Cloud Stream, RPR, List Hub, Realist, and syndication to hundreds of websites took place. Through the evolution of the MLS, data sharing, and expanded services, NO fee increases were passed to membership.

How was this accomplished? Since the Association had been so well managed funds were pulled from the reserves, or this savings account, to subsidize expenses each year. This allowed us to be current with technology and tools and to insure your business is competitive. It allowed us not to increase any dues while the market, your businesses, and your lives went through major adjustment and transition from 2007-2011.

As we reviewed the projected expansion of technology tools for your businesses and the past utilization of the reserve funds, the Budget Committee presented to the BOD an increase of \$99 in MLS fees effective July 1, 2016. This translates to your annual MLS fees as a total of \$432; the fee increase for brand new members of our MLS was initiated January 1, 2016.

In perspective our membership has increased 43% since 1997, the gallon of gas has increased 37%, the stamp by 53% and that median price home in Ventura County has increased 172% to \$511,800.

As stewards of your funds we felt it imperative to increase these fees to move into a balanced budget in 2016 and 2017 and not dip into the reserve funds to cover expenses and still maintain a prudent reserve in case of any emergencies. I want to reiterate the Association always has been, and continues to be more than financially stable and well managed.

None of us enjoy cost increases in any part of our business however this increase will allow us to explore more cutting edge technologies, more member services, and most importantly creates a sustainable balanced budget and financial infrastructure necessary in any business.

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805.477.5543



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# VCCAR holds it's first 2016 General Membership Meeting on February 11th



*Lyle Elliott provides an update on MLS fees.*



*Cami Pinsak & Rod Tuazon invite members to Real Talk Toastmasters on 2nd & 4th Thursdays at noon at VCCAR.*



*Jim Keith discusses C.A.R. Professional Standards update and the latest with REFAT.*



*Pam Dolin, Chicago Title, speaks about wire fraud in real estate sales.*



*Tamara Rossi & Vanessa Rice report on changes to home warranties regarding hot water heaters and HVAC.*





*Immediate Past President BJ Ward provided C.A.R.'s new MLS rules.*



*President Mark Chacon provides an overview of 2016 at the year's first VCCAR General Membership meeting.*



*President Mark Chacon thanks Neil Kalin, C.A.R. Assistant General Counsel for providing a legal update to VCCAR members.*



*Jorge DeLeon (right) congratulates the newest Broker/Owner/Manager of the Year Armani Amezcua.*

In December a joint task force reviewed options and enhancements to improve our VCRDS MLS. On Thursday February 18th that work was finalized, and the specific information is shown below.

[CLICK HERE](#) for an in depth video regarding the new Print Work Flow.

## Area Exclude Option Added to Search Forms

The screenshot shows a search form for 'Area'. The search criteria is 'A GOA, AGOA, NBPK, TI'. To the right of the search criteria is a grid icon and a checked checkbox labeled 'Exclude'.

## Lease Price Style for Commercial Property Type

The screenshot shows a form for 'Lease Price Style for Commercial Property Type'. It includes fields for 'Listing Price' (000), 'Status' (Active), 'Agreement Type' (Exp/Pt Sell/Lease), and 'Public Viewable' (Yes). The 'Value Range Price' field is set to '1st' and '000'.

## Cross Property Type and Property Subtype Searches

The screenshot shows a search form for 'Property Types' and 'Property Subtypes'. Under 'Property Types', the following options are checked: Residential, Rental, and Commercial. Under 'Property Subtypes', the following options are checked: Apartment, Single Family, and Condominium. The form also includes a note: 'If you select ONE property type, you can click Additional Criteria to further refine your search.'



## 24-Hour Market Watch by Status



## Prevent Listing Price from Being Copied

A form with three main sections: "Listing Period", "Listing Price", and "Service Level". The "Listing Price" section has a text input field with "000" and a "Full Service" dropdown menu. The "Expiration Date" section has a date input field. The "Value Range Price" section has a text input field with "000".

## Restrict Statuses Per Property Type

- ALLOWED STATUSES FOR RENTAL: Active, Pending, Leased, Hold, Cancelled, Withdrawn, Expired.

A form with two main sections: "Price" and "Address". The "Price" section has a "Status" dropdown menu with options: Active, Active, Hold, Leased, Pending, and Withdrawn. The "Address" section has a "Listing Office" dropdown menu with options: 788 Pinetree Cir #27 Thousand Oaks CA 91320 and Keller Williams Westlake (C913890001). The "Comments" section has a text input field. The "Value Range Price" section has a text input field. The "Contingent Information" section has a "Contingent Date" input field.

## Custom Labels and Text in Listing Detail's Listing Summary

- Special Conditions added below Price/Sqft (SP%LP if Sold/Leased)
- HOA Y/N added below Association
- HOA Fee 1 added below Area
- HOA Fee 1 Frequency added below Year Built

## Added a Quick Access Link to the Change Authorization Form



# zipForm® Training

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Thursday, April 14

10 a.m. -12:00 p.m. | zipForm® Basic  
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1:30 p.m. -3:30p.m. | zipForm®  
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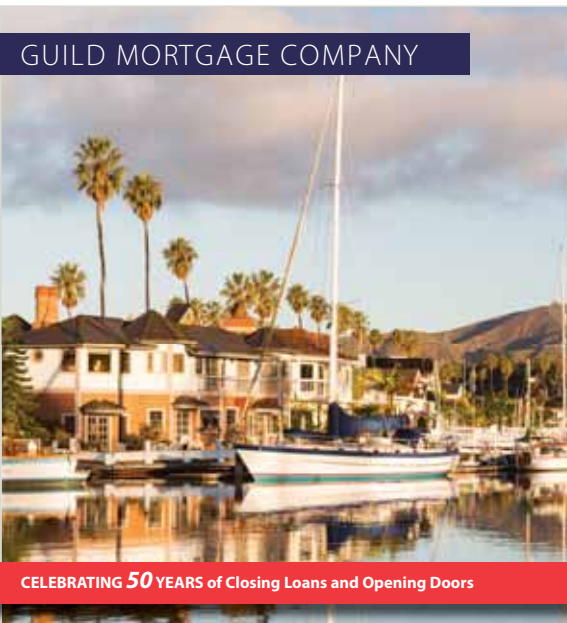
Meets 2nd and 4th Thursdays each month  
Noon to 1:30 pm



VCCAR, Conference Room  
2350 Wankel Way  
Oxnard, CA 93030

For more information, contact:  
Rod Tuazon – [rod@rodtuazon.com](mailto:rod@rodtuazon.com) - (805) 890-5845  
Or Visit: [RealTalkoxca.Toastmastersclubs.org](http://RealTalkoxca.Toastmastersclubs.org)

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| <b>Buffy Bartley</b><br>805-844-2410 NMLS #238746  | <b>Kathy Gray</b><br>805-701-7467 NMLS #238911     | <b>Maribel Pantoja</b><br>805-816-0181 NMLS #286044 |
| <b>Robert Brenner</b><br>805-427-3538 NMLS #240029 | <b>Luis Mendez II</b><br>805-824-7084 NMLS #257057 | <b>Timothy Theys</b><br>805-216-1607 NMLS #256133   |
| <b>Chad Cockerell</b><br>805-216-5511 NMLS #256385 | <b>Wendy Mueller</b><br>805-907-3136 NMLS #234069  |   |

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**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, March 18th, 2016 at 9 a.m.**

**2350 Wankel Way, Oxnard**

## WHAT THE PROGRAM WILL COVER

- All students will receive the 3 hour mandatory courses of agency, ethics, trust funds, fair housing, risk management, management & supervision and two consumer protection courses 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

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 licensees. 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
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### January New Member Orientation at Ventura County Coastal Association of REALTORS®



*Dale King, a past President of VCCAR swore in and presented Realtor® pins as a part of January's New Member Orientation. Pictured in no particular order are:*

Pickens, Sherrie Hardy Moll Realty, Inc.  
 Foley, Christopher M Realty ONE Group Summit  
 Escalante, Thomas Premier Coast Financial Services  
 Hormann, Hans Sun Coast Real Estate Downtown  
 Tran, Thanh TMP Properties  
 Ortiz, Irene Keller Williams Realty  
 Paley, Laura Brennandale Consolidated  
 Reich, Katie GP Real Estate Company  
 Shaw, Clarence GP Real Estate Company  
 O'Toole, Casey Keller Williams Realty  
 Simpson, Sally Keller Williams Realty  
 Wallace, Jennifer Berkshire Hathaway Home Services  
 Ware, Stephen VCHR  
 Abernathy, Coral Interio Real Estate Services Inc.

Espinosa, Annamarie Troop Real Estate  
 Parsa, David Berkshire Hathaway Home Services California Properties  
 Kenney, Sarah Homes For Rent  
 Arzate-Elenes, Sylvia Century 21 Homeland  
 Orosco, Susann Keller Williams Realty  
 Wheat, Mack Al Fox Realty  
 Koehler, Connor Keller Williams Realty  
 Darrah, Laura Keller Williams Realty  
 Ray Jr, Will Century 21 Hometown Realty  
 Hober, Rocky ERA Cusick Realty  
 Angelucci, Lisa ERA Cusick Realty  
 Van Der Kamp, Dyanne Century 21 Hometown Realty  
 Nightingale, Catherine Rincon Property Management

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*Photo: Howard Hughes  
Est. 1940 as Hughes Aircraft  
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NMLS (Nationwide Mortgage Licensing System) ID: 407870. Information is intended for Mortgage Professionals only and not intended for consumer use as defined by Section 1026.2 of Regulation Z, which implements the Truth-in-Lending Act. The guidelines are subject to change without notice and are subject to Kinecta Federal Credit Union underwriting guidelines and all applicable federal and state rules and regulations.



10342-11/15-F-VENT

# Here Are the 20 Hottest Housing Markets

DAILY REAL ESTATE NEWS

Is a winter chill sweeping through the housing market? Fewer homes were for sale in January and for those that were on the market, they saw slower market times, according to realtor.com's latest analysis.

The median age of inventory now stands at 100 days – with homes taking 6 percent longer to sell in January than in December. The median listing price for January was \$227,000, which is up about 8 percent year-over-year.

Still, a handful of markets are outshining the national market. Realtor.com's latest report pinpoints 20 housing markets that are "beating the winter chill." These markets have page views at realtor.com\* that are two to five times more than the national average. Also, homes are moving in 30 to 50 days more quickly.

According to realtor.com®, the following 20 markets thrived the most last month:

Read more: [Holding Firm Against the Tide](#)



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### Open House Registry - Binder Format

\*Place your professional Realtor Open House Registry front and center to achieve greater prospect registration at your open houses!  
 \*200 registration areas 1 double sided "sign in" tent card encourages prospects to register!  
 \*Refillable "Format includes "Do Not Call Law" disclaimer listed under every registration form that prospects sign in on. \*Colors: Brown, Red, Navy, Green, Gray, and Black.

**VCCAR member Price: \$25.95 plus tax.**



### Open House Registry Spiral

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 \*200 registration areas \* 1 double sided "sign in" tent card encourages prospects to register!  
 \* Made with an upgraded metal "O" ring to easily turn pages and add longevity to the registry. \* Non-refillable with tear out sheets \* Format includes "Do Not Call Law" disclaimer listed under every registration form that prospects sign in on like federal law recommends.

**VCCAR member Price: \$16.00 plus tax.**



### Open House Registry Binder in a compact size!

- UPDATED Registration Page Design - Binder measures 7" x 9"
- Page measures 6" x 8.5" - Made in the USA.
- 100 registration pages - printed on one side. - Refillable

Place your professional Real Estate Open House Registry front and center to achieve greater prospect registration at your open houses!  
 Includes: 1 Open House Door Hanger and 1 double sided "sign in" tent card to encourage prospects to register! Note at bottom proclaiming that by providing their contact information they are allowing you to contact them.

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



VENTURA COUNTY COASTAL  
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### Indoor Literature Holder

Accommodates 8 1/2" x 11" paper, with business card holder attachment. 100% Clear styrene. "Slant Back" with "Business Card Holder Attachment". Enclosed sides.

**VCCAR member Price: \$12.95 plus tax.**



### Literature Holder 2 Card Pocket Red

Literature Holder 2 Card Pocket Red or Blue for material 8 1/2" x 11" tall. 100% clear acrylic. Slant back with Red or Blue "Take One" "Leave One" imprint.

**VCCAR member Price \$15.95 plus tax.**



### Generic Brochure Holder

Holds material 8 1/2" wide x 11" tall. 100% Clear styrene. "Slant Back" without "Business Card Holder Attachment".

**VCCAR member Price \$12.50 plus tax.**



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