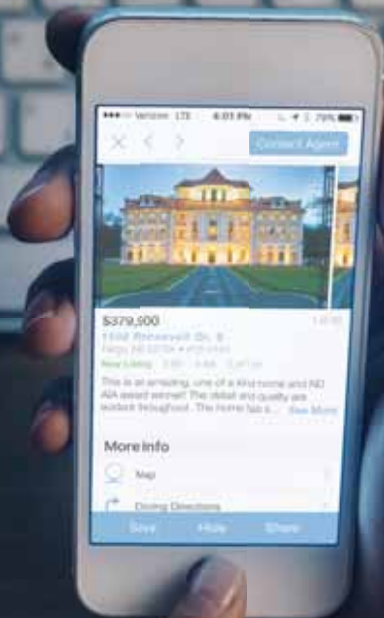


# Ventura County Coastal

July 2016

## New Tech = New Tools for Agents

page 6



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## UPCOMING Meetings/Events

**JULY 19**  
Board of Directors Meeting  
VCCAR Board Room  
9:00 AM

**JULY 19**  
VCRDS - VCCAR  
Board Room  
1:00 PM

**JULY 21**  
REFAT Meeting  
VCCAR Board Room  
1:00 PM

**JULY 26**  
New Member Orientation  
VCCAR Training Room  
9:00 AM - 3:00 PM

**JULY 27**  
Strategies for Thought Leadership  
VCCAR Training Room  
Noon

**JULY 28**  
MLS Basic Class  
VCCAR Training Room  
1:30-4:30 PM

**JULY 28**  
Joint Board of Directors & LGR  
Committee  
VCCAR Training Room  
1:00 PM

**AUGUST 2**  
MLS Advanced Class  
VCCAR Training Room  
2:00 PM

**AUGUST 4**  
MLS Rules & Regulations Class  
VCCAR Training Room  
1:00 - 3:00 PM

**AUGUST 9**  
MLS Committee Meeting  
VCCAR Board Room  
9:45 AM

**AUGUST 10**  
YPN Committee Meeting  
VCCAR Board Room  
9:45 AM

**AUGUST 11**  
Real Talk Toastmasters  
VCCAR Board Room  
12:00 - 1:30 PM

**AUGUST 12**  
Education & Equal Opportunity  
Committee  
VCCAR Board Room  
10:00 AM

**AUGUST 16**  
Board of Directors Meeting  
VCCAR Board Room  
9:00 AM

**AUGUST 16**  
HOME - Housing Issues Forum  
VCCAR Training Room  
5:30 PM

**AUGUST 18**  
REFAT Meeting  
VCCAR Board Room  
1:00 PM

**AUGUST 22-23**  
NAR Leadership Summit  
Chicago, IL

**AUGUST 23**  
New Member Orientation  
VCCAR Training Room  
9:00 AM - 3:00 PM

**AUGUST 24**  
Affiliates Committee Meeting  
VCCAR Board Room  
9:45 AM

**AUGUST 24**  
MLS Basic Class  
VCCAR Training Room  
1:30-4:30 PM



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## VCCAR Continues to Make Progress on Several Fronts This Summer

**Mark Chacon**  
2016 VCCAR President



Mark Chacon

It may be summertime, but the living ain't necessarily easy for VCCAR's officers and staff. There's simply too much going on to kick back and relax! But never fear: your Association will continue to move ahead on many fronts this summer in our efforts to give you the tools and information you need to be the best REALTOR® you can be.

Probably the most important project now under way is transitioning our MLS service from Rapattoni to Flexmls. Project implementation is currently in its initial stage and activity will be ramping up throughout the summer. The project plan calls for us to run both systems simultaneously in November and December to make sure everything is working flawlessly before transitioning exclusively to Flexmls by the end of the year.

You can learn more about Flexmls and other ways technology will be changing the way we do business in this month's cover story beginning on [Page 6](#).

Providing our members with the latest information on trends in real estate is another top priority, and we were excited to have C.A.R.'s executive vice president, Joel Singer, at our General Membership Meeting last month to give us an exclusive look at housing trends. Joel was joined by other speakers and you can learn what they all said in the article beginning on [Page 8](#).

And of course, the General Membership Meeting kicked off VCCAR's annual election of officers and Board Members. You can see who will be leading the Association in 2017 on [Page 10](#), but one of your new officers is incoming Treasurer Jorge DeLeón, who was named Man of the Year recently by the Oxnard Chamber of Commerce. You can see why he deserved the honor in the profile beginning on [Page 12](#).

Finally, we will be closely monitoring the county's General Plan update as it's drafted and amended during the next couple of years. While county policy limits most growth and development to cities, the General Plan could have significant impacts on cities as it deals with issues such as transportation and dealing with climate change. Your voice can be heard as well during the process – learn how on [Page 16](#).

We'll keep you posted on further developments as they happen during the rest of the year. In the meantime, I hope you all are enjoying your summer here in paradise!

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Above, David Warren Peters discusses ways REALTORS® can avoid ADA lawsuits. Left, Matt Capritto, Cindy Diaz-Telly, and B.J. Ward at the event. At right, candidates Ashley Anderson, Sher Heard, Robin Turner, Cami Pinsak, and Jorge DeLeon wait their turn to speak.



**Randy McCaslin**  
*Chief Executive Officer*



*Randy McCaslin*

## Did You Know...

### Marketing Yourself With Honesty and Truthfulness

Last month in this column, I reported on MLS Rule 12.8 regarding the rule against advertising other Broker/Agents listings without their permission.

This month I'd like to discuss truth in advertising. Code of Ethics Article 12 states: "REALTORS® shall be honest and truthful in their real estate communications and shall present a true picture in their advertising, marketing, and other representations. REALTORS® shall ensure that their status as real estate professionals is readily apparent in their advertising, marketing, and other representations, and that the recipients of all real estate communications are, or have been, notified that those communications are from a real estate professional."

Article 12 of the Code of Ethics is supported in the MLS Rule Section 12.10 False and Misleading Advertising and Representations: True Picture Standard of Conduct.

The MLS Rule 12.10 and Article 12 of the Code of Ethics makes it clear that we must always present ourselves and our businesses in a clear and truthful manner in all forms of advertising, not limited to emails, Facebook, and websites but all forms of advertising. The public deserves to know who you are and how you conduct your business prior to hiring you to represent them in perhaps the largest investment they may make in their lives. Marketing yourselves in an honest and truthful manner is the best way for the public and your professional real estate colleagues to know you.



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## Technology Gives Agents New Tools to Build Their Business

*By: Lynn Van Emmerik  
VCCAR MLS Administrator*



The world of technology continues to move ahead at lightning speed, and that's as true in real estate as any other sector of the economy. It seems like every day some new product or service is announced that is intended to give agents and brokers new tools.

Here in Ventura County, VCCAR and the Conejo Simi Moorpark AOR are converting the Ventura County Regional Data Service to the Flexmls platform, which will allow data to be accessed – and added and changed – quickly and easily.

“Technology is consistently evolving, and Flex will move more in rhythm with these advances,” noted VCCAR Vice President Lyle Elliott.

Flexmls will give the local MLS the ability to make listing changes quickly, rather than having to stand in line with other customers of our current vendor. FBS, Flexmls’ parent company, has been in business for more than 30 years and currently serves more than 170s MLS services nationwide. For members, there are four key advantages:

- The agent inputs customer requirements.
- FLEX databases automatically scan the listings.
- You can send the listings that match your client’s requirements directly to your client.
- Updates will be done on a real time basis rather than daily as we do now.

One of the major advantages of the Flexmls system is its robust native mobile application, which will give agents and your customers access to all the VCRDS data and media anytime you need it. And real estate experts warn that agents who do not have robust mobile tools risk falling behind their competitors.

“Mobile tech is where the growth is in the marketplace today, and where significant growth will likely be for years to come,” notes Lisa Mihelich, chief operating officer of zipLogix.

“Those in the real estate industry who have yet to embrace mobile technologies are missing out on a critically important opportunity. REALTORS® who do not evolve and adopt will begin to fall behind. This has always been a competitive industry with an entrepreneurial edge, and those who do not have tech tools at their disposal will find themselves going up against a young generation of



*Finding homes for sale is easy with the Flexmls mobile app.*

*Continued on page 7*



*The Flexmls system can show details and photos of individual properties as well as a map where listings are located.*

*Continued from page 6*

agents who do—and will find themselves at a competitive disadvantage. As client expectations shift, technology is rapidly moving from a convenience to a necessity.”

Work will ramp up over the next few months to launch the new system, with plans calling for running both Flexmls and our current system simultaneously in November and December to make sure everything is working properly before transitioning completely to the new system by the end of the year. Training courses will be offered by both Flexmls and our Association staff.

Flex has also launched a new client portal and app that allows clients to review listings agents send them and save the ones they’re interested in and hide the ones they dislike. iPhone users can also opt into push notifications to hear about new listings as soon as they hit the market.

In addition, technology is providing more and more tools beyond our MLS platform. Among the many tools available are:

**Find**, a program offered by NAR exclusively for REALTORS® in participating MLSs. The software allows agents to access listings from many MLS systems around the state and nation. It is great for referrals and searching for home values in other parts of the state, among other things where an agent or their broker need not necessarily join multiple boards just to see what their MLS data is. Go to <http://solutioncenter.realtor.com/ControlPanel/Login.aspx> to make sure you have a realtor.com account. Mobile apps are available for Apple and Android devices.

**Video:** At NAR’s Emerging Business Issues & Technology Forum in May, a number of tools were called out, including:

- TimeLapse, an iOS app that allows you to create sped-up videos true to the tool’s name. It’s available on iTunes.
- Eyejot, a free service enabling agents to embed short videos directly into email messages. [Corp.eyejot.com](http://Corp.eyejot.com)
- For brokerages wanting to move up from iMovie, there’s WeVideo, which allows branding across videos and collaboration among sales associates and clients. <http://www.wevideo.com/business>

**Safety:** A product called bSafe gives agents the ability to send location-enabled alerts to friends if you’re in danger or to schedule fake check-in calls to help you remove yourself from a situation where you don’t feel secure.

**Lighting:** At a forum on new technologies at the 2015 REALTORS® Conference and Expo, experts said for \$150 to \$200 you can buy a complete LED lighting kit that can illuminate everything from countertops to landscaping with the swipe of a smartphone app.

**Identifying properties:** RESO – the Real Estate Standards Organization – is working on creating a “property unique identifier,” or PUID, for every structure in the U.S. and Canada. While the project will take time, it could eventually be a huge benefit, in particular for the mortgage and title insurance industries.

**Drones:** While regulators debated rules for using drones in commercial efforts, their use has been growing steadily. Now, the FAA has issued rules that will permit widespread commercial use of drones effective on August 29. NAR has created an FAQ page that provides answers on how and where you can use them. <http://www.realtor.org/topics/drones>



*Other technology to help agents include drones to take photos of homes. Drones will be permitted by federal rules effective August 29.*

## Valuable Information and Networking Opportunities Highlights of VCCAR Event

More than 100 members heard valuable insights about the state of the real estate industry and ways to reduce your chances of an ADA lawsuit over your website at last month's VCCAR General Membership Meeting.

Joel Singer, C.A.R.'s chief executive officer, and David Warren Peters, CEO and general counsel of the California Justice Alliance, were among the featured speakers at the June 30 event at the Marriott Residence Inn Oxnard River Ridge.

"As always, the General Membership Meeting provided our members with the opportunity to hear from experts in the field, learn important information, and of course network with their colleagues," said VCCAR President Mark Chacon.

"One of the key takeaways from the meeting was that even though the real estate industry is evolving, REALTORS® will continue to be relevant in the future. People need the personal touch to help them through their most important purchase."

### C.A.R. leader keynotes meeting

Keynoting the event was Singer, who has led C.A.R. since 1989 after having served for years as its chief economist. He reported that statewide, May existing housing sales totaled 410,090, down slightly from the year before but that year to date sales are up 2.2 percent over 2015.

Median prices continue their upward climb, however, reaching \$518,760 in May, up 6.3 percent from May 2015 and now at the highest level since the end of 2007. Meanwhile, new-home construction continues to lag, with about 100,000 units expected to be built this year – only half of those single-family homes.

But despite low inventory, Singer said the outlook for the rest of the year is positive, with statewide single-family home sales expected to top 412,000 and the median price hitting \$498,000.

And finally, Singer noted that buyers and sellers still highly value real estate agents, with 85 percent of California buyers last year saying they would work with the same agent again. Nationwide, 89 percent of sellers used an agent or broker with just 8 percent selling their home themselves.

### ADA lawsuits target business websites

Peters, meanwhile, warned that there are a growing number of lawsuits around the state filed by people claiming that web content can't be accessed by people with visual, hearing, or other disabilities.

"Web content must be accessible to people with disabilities," Peters said. "Finding shelter is among the most basic of human needs and people with visual limitations need housing and should be able to obtain information about properties they might consider without asking friends or family to view web content for them."

*Continued on page 9*



*Top, C.A.R. CEO Joel Singer and VCCAR CEO Randy McCaslin share a moment at the General Membership Meeting. Middle, David Warren Peters makes a point on ADA lawsuits. Bottom, President -Elect Lyle Elliott updates members on the new Flexmls platform.*

Continued from page 8

Common claims in website suits include:

- A text equivalent for every non-text element is not provided.
- Color is used as the only visual means of conveying meaning.
- Text cannot be resized without assistive technology up to 200 percent without loss of content or functionality.

He told attendees nearly all web content can be displayed in an accessible format, they needed to answer three questions about their web content:

- Can the content be read by "Jaws for Windows," which is available at some public libraries.
- Is your text superimposed with magnification, large fonts, and/or different resolutions?
- And does your content use symbols instead of text for navigation links?

More information is available from the World Wide Web Consortium at [www.w3.org](http://www.w3.org).

A third speaker, Karen Tausig, provided important information about senior abuse that's happening in the County, and specifically to her clients.

## Members recognized

Finally, two VCCAR members were recognized for their many years of service to the profession.

**David Bozic** (left in photo below) was named a C.A.R. Honorary Member for Life, an honor given to REALTORS® who have served the Association for a minimum of 25 years and have attained the age of 75. And **Randy Churchill** (second from left) achieved NAR's Realtor Emeritus status, recognizing his 40 years of membership.



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### New Officers, Board Members Elected

VCCAR members have elected their slate of officers and directors to lead the Association in 2017.

Two officers will join incoming president Lyle Elliott. **Matt Capritto** will be president-elect and **Jorge DeLeón** will serve as secretary/treasurer.

Capritto serves this year as secretary/treasurer and as a member of the Board. He is a lifelong area resident with more than 29 years' experience in real estate. He also co-chairs the new member orientation and is a member of the MLS Committee and the VCCAR Travel Team. He is a REALTOR® with Berkshire Hathaway Home Services in Ventura.

DeLeón has more than 20 years' experience in real estate and is broker/office manager for Coldwell Banker Residential in Oxnard. He is a member of the Board, the Young Professionals Network, and several committees: Budget and Strategic Planning, New Member Orientation, Education, Equal Opportunity and Cultural Diversity, and Orientation. He was recently selected by the Oxnard Chamber of Commerce as its Man of the Year ([see story, page 12](#)).

**Matt Capritto**  
2017 President-Elect



**Jorge De León**  
2017 Secretary/Treasurer



In addition, four candidates won seats on the Board of Directors to serve three-year terms.



**Sher Heard** is a REALTOR® with Comfort Real Estate Services in Ventura and for many years was an affiliate member as an escrow officer. She currently serves as chair of the Education Committee and has more than 14 years' experience in real estate.



**Cami Pinsak** is a REALTOR® with Realty ONE Group Summit Ventura County. She has been a salesperson since 2006 and will have obtained her broker's license by the end of the year. She has served on several VCCAR committees over the years, including the Real Estate Fraud Advisory Team and the Grievance and MLS committees. She also was a guest of the Travel Team at the 2015 C.A.R. conference.



**Pam McWaid** is a REALTOR® with Berkshire Hathaway Home Services California Realty in Thousand Oaks. The Camarillo resident currently serves on the Board and on the Travel Team. She chairs the Public Relations Committee and is a member of the Professional Standards Committee. She has 27 years' experience in the industry.



**Robin Turner** is a REALTOR® with Keller Williams Realty in Oxnard. She served on the Board from 2003-05 and has served on numerous committees, including Ombudsman, Equal Opportunity and Cultural Diversity, Education, Grievance, and Public Relations. She has 26 years' experience in real estate.

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## Man of the Year Jorge DeLeón Keeps Up a Hectic Pace

By John Frith

VCCAR Director Jorge DeLeón last month was honored by the Oxnard Chamber of Commerce as its man of the year for his professional and community accomplishments. And as it happened, his passion for both real estate and community service were formed at an early age.

DeLeón, 42, said his first experience in real estate came at the tender age of 8 or 9.

"When I was a little kid, my parents were not close to being bilingual yet but they wanted to buy a house in Oxnard. They enlisted a real estate agent and I served as a translator through the whole process," he recalled. "Envision an 8 or 9 year old in this process. I still remember going into the escrow office and telling my parents as best I could what they were signing and I remember being intrigued by the whole escrow process."

Fast forward a decade when DeLeón was in high school and his parents wanted to move up and he again served as a translator. "They ended up not buying but it opened my mind again to the real estate world."



Jorge DeLeón poses after receiving his award from the Oxnard Chamber of Commerce with (left) Cindy Shadian, the firm's manager for Santa Barbara and Montecito, and (right) Beth Ann Styne, vice president and chief operating officer for Coldwell Banker Residential Brokerage.

So much so that when he graduated from high school he put aside his original aim of studying civil engineering at Cal Poly and earned his real estate license in 1992. In fact, one of the first things

*Continued on page 13*

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he did serve as the official buyer for a home for his parents, Jose and Teresa,

But working weekends was not terribly attractive to a 19-year-old and working Monday-Friday from 8 to 5 was, so he soon gravitated to the escrow side of the industry, where he thrived for the next decade, eventually becoming president of the Ventura County Escrow Association, the first male Latino to do so. Eventually, though, he tired just handling escrows and decided to reinstate his real estate license in 2005. He obtained his broker's license two years later.

After working as a sales manager for homebuilder D.R. Horton during the depths of the Great Recession and then as a REALTOR® for a local firm for a few years, Coldwell Banker offered to make him manager of a small office in Hollywood Beach in March 2012. After three years of building up the Hollywood Beach office, he now manages an additional branch in North Oxnard in the Financial Plaza in addition to two satellite offices for the brokerage.

But while DeLeón is committed to his profession, his real passion is giving back to the community. That, too, was instilled by his parents during his childhood. In the mid-1980s, his parents decided their Americanized children were getting a bit spoiled and needed to experience what it's like to live in Mexico. So Jose quit his job, sold some assets, cashed out part of his retirement account and moved the family to northern Jalisco, where both Jose and Teresa where born and raised.

"For nearly two years, Dad dialed himself into community work. That's what the DeLeón family did – help other people," he recalled. The family helped spearhead projects to bring electricity and running water to the rural community and even irked the local taxi industry along the way.

"My parents owned a Chevy Suburban and if Dad would see someone waiting for a bus – and the service is iffy at best – he'd pick them up and take them into town. Once he received a threatening letter from the taxi association complaining that he was taking away their business," he said.

Those lessons in a dusty Mexican village stayed with him, and while he was active in both the escrow association and later VCCAR – he was recently elected to serve as treasurer next year – he said he always felt he should be doing more for the community.

An opportunity presented itself when he and his family were invited to attend a luncheon to benefit the Turning Point Foundation, which provides services for the mentally ill homeless population throughout Ventura County.

"What Turning Point does moved us tremendously. I couldn't contribute financially at the time because of the recession, but I learned about their volunteer efforts. Eventually the board interviewed me and thought I'd be a good fit," he said, adding his then-6 year old son was instrumental in getting him fully involved.

"We moved from Camarillo to Ventura four years ago and we have a homeless population there my son, Oliver, was not used to. He said, 'Why don't you help them – you help other people find homes.' That helped motivate me to do more for Turning Point," he said.

Most recently, he led a capital campaign that raised more than \$100,000 at a Sunday brunch event. He also has coordinated fundraising events to benefit other area charities and even hosted a dog adoption at his office.

DeLeón and his wife, LeighAmber, have been married for more than 10 years and have four young children – Oliver, Jasper, Violet and Ruby. In his "spare time," he has coached Little League and served as the "team mom" last season for Jasper's team.

He said he was "honored and humbled" at the recognition by the Chamber and urged his fellow professionals to do more for the community as well.

"I want to encourage other REALTORS® to take a risk and do a little bit more for their communities. REALTORS® have a phenomenal opportunity to make a difference in people's lives beyond what we get paid for."

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Rod Tuazon – [rod@rodtuazon.com](mailto:rod@rodtuazon.com) - (805) 890-5845  
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## June New Member Orientation



The following new REALTORS® were sworn in and presented with their pins on June 28 during VCCAR's monthly New Member Orientation.

### Front row, left to right:

Heather Donoviel, RE/MAX Gold Coast REALTORS®; George Youssef, Keller Williams Realty Westlake Village; Jordan Marshall, Mansi Sand & Associates; Lindsey Pettit, Trusted Real Estate Enterprises; Lynda Heredia, Esquire Realty; Yolanda Gonzales, Tri County Realty; Nicole Gruttadauria, RE/MAX Gold Coast REALTORS®; Andrea Robertson, RE/MAX Gold Coast REALTORS®; Scott Nordeng, RE/MAX Gold Coast REALTORS®.

### Center row, left to right:

Teri O'Connor, Keller Williams Realty; Carrie Kelleher, Keller Williams Realty; John Tidwell, John Tidwell, Broker; VCCAR President Mark Chacon; Kelsea Swan, Keller Williams Realty; Krista Gaumer-Nowak, RE/MAX Gold Coast REALTORS®; Gerard Martinez, Keller Williams Realty; Diane Marihew, Berkshire Hathaway HomeServices California Realty; Sarah Goleman, Tracey Lamprecht Real Estate & Management.

### Back row, left to right:

Parker Jellison, Berkshire Hathaway HomeServices California Properties; Alexander Ahearn, Century 21 Troop Real Estate Commercial Division; Martin Ahearn, Century 21 Troop Real Estate Commercial Division.

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**Commitment?** We've got loads of it.

- Ground-level marketing and sales support – For your clients who are selling their home, 7 days a week.
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- Your clients will be more than customers, they'll be members. Member satisfaction score of over 85% in 2015!\*
- Free education & resources – Homebuyer and seller workshops, and homebuyer kit.

**Curious? Allow me to share more – Contact me.**

**Julie Rojas**  
**Mgr. Mortgage Loan Sales**  
 tel: 323.855.9264  
[julie.rojas@kinecta.org](mailto:julie.rojas@kinecta.org)  
[www.kinecta.org/jrojas](http://www.kinecta.org/jrojas)



\*Member satisfaction score derived from Net Promoter Score, which measures how likely someone would be to recommend Kinecta.  
 NMLS National Mortgage Licensing System (ID: 607870). 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. 10721-02/16

### County Holding Workshops on General Plan Update

By Marta Golding Brown  
VCCAR Government Affairs Director

Ventura County is in the process of updating its general plan through 2040, and is holding a number of public workshops to provide input into the process between now and August 11. This will be the first comprehensive General Plan update in almost 30 years.

These workshops are important to REALTORS® because they will give the public a chance to weigh in on these important issues before county officials begin drafting options for the Board of Supervisors to consider when crafting the final plan in the latter part of 2018.

The General Plan is the blueprint for future growth and development within the County's unincorporated areas. Additional workshops will be scheduled soon to address a number of important topics including land use, transportation, water, agriculture, economic development, and climate change. The plan is scheduled to go into effect in 2020.



Marta Golding Brown

#### Upcoming workshops include:

July 27, Somis School, 6:30-8:30 p.m.

July 28, Fillmore City Hall, 6:30-8:30 p.m.

Aug. 3, Saticoy Library, 6-8 p.m.

Aug. 9, Channel Islands Boating Center, 6:30-8:30 p.m.

Aug. 11, Ventura County Government Center, Hall of Administration, 2-4 p.m.



For more information, please contact me in the Association office, or contact Susan Curtis, the county's general plan update manager, at (805) 654-2497 or [susan.curtis@ventura.org](mailto:susan.curtis@ventura.org).

More information is also available on the county's website at [www.vc2040.org](http://www.vc2040.org).



## Interested in advertising?

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## 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 22nd, 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
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# \_\_\_\_\_

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# Lunch & Learn

## Social Security Secrets

Did you know the average retiree leaves tens of thousands of dollars on the table simply by not understanding how to optimize Social Security benefits? Don't be one of them!

Join us for this informative and easy-to-understand class where we will demystify the Social Security system and talk about the wide variety of options.

For instance, there are 567 different ways someone can claim their Social Security benefit; failing to use the right strategy can cost you hundreds of thousands of dollars in unclaimed income over your lifetime and potentially put a surviving spouse at serious financial risk.

**Friday,  
July 29, 2016**

**11:30AM – 1:00PM**

Location:

2350 Wankel Way  
Oxnard, CA 93030

Presented by:

**Adam Strauss**

In Association with:

KEIB 1150AM,

KRLA 870AM,

&

SearchLight Financial  
Advisors



**To reserve your seat call Alma Dominguez (805) 981-2100 x-103  
or email: [store@vcrealtors.com](mailto:store@vcrealtors.com)**

## "Seniors Real Estate Specialist"

This is the only designation created to serve the 50+ community that is recognized and awarded by the National Association of REALTORS®. AARP estimates that 83% of seniors own their own homes. Nearly three million of them will move residences in the next two years and they need someone who can advise them on the best way to maximize their equity.

Chapter 1: Generations  
 Chapter 2: The 50+ Market  
 Chapter 3: 21st Century Retirement  
 Chapter 4: Aging in Place  
 Chapter 5: Independent Living  
 Chapter 6: Housing Options for Assistance

Chapter 7: Financing Options  
 Chapter 8: Tax Matters  
 Chapter 9: Legal Matters  
 Chapter 10: Marketing & Outreach  
 Chapter 11: Buyers & Sellers  
 Chapter 12: Building a Team



**Date: September 15 & 16, 2016**

**Time: 9:00 am – 4:30 pm**

**Cost: \$250.00 (normally \$299.00)**

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

**Register online at:**

[www.coachingtoexcellence.com/sres](http://www.coachingtoexcellence.com/sres)

**Course Provider: Coaching To Excellence #4306**

**Instructor: Debbie Rodgers ABR, ABRM, AHWD, CRB, GRI, e-PRO, PMN, RSPS, SFR, SRES  
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 2012 REBAC Hall of Fame Instructor**



Course fee includes monthly newsletters, access to research, customizable quarterly newsletters for your customers/clients, and placement on the SRES® website. You must achieve an 80% passing grade on the 50 question multiple choice closed book exam. Students will be allowed 50 minutes to complete the test. Designation requirements are:

- Successful completion of the two-day SRES® Designation course.
- Maintain membership in good standing with the SRES® Council and the National Association of REALTORS®. First years membership in the SRES® Council is included in the course fee. After that, the SRES® annual renewal fee is \$99.00.

# Let us help you clear the clutter.



## Ventura County Coastal AOR is hosting a Shred Event for members!

**Limit per members:** 12 Copy Boxes or 6 Banker Boxes (12" x 10" x 15")

Please joins us

**Friday, September 16, 2016**

**9:00 am -1:00 pm**

**VCCAR Parking Lot**

**2350 Wankel Way, Oxnard, CA 93030**

Document Destruction Services powered by Shred-It  
For more information call: (805) 529-5312



# How To List and Sell Commercial/ Investment Property- 1 Day Course

With "emphasis on working with Buyers"

This Course is approved for "7 hours" of Continuing Education Credit  
"CalBre Sponsor No.- 5129"

## Thursday, November 3, 2016



**9:00 a.m. – 4:30 p.m.**

Check-In Begins: 8:30 a.m.

**Course Cost: \$39**

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

**Presented by Michael Simpson Systems**  
Founder/Senior Instructor



Education Committee

### **YOU WILL LEARN THE MARKETING STRATEGIES:**

- How to put 4 marketing systems into action that will deliver every level of client.
- How to qualify prospects in 3 minutes or less and ONLY work with clients who are ready to do business TODAY.
- How to reach eager sellers with MASSIVE portfolios without having a single listing.

### **You Will Learn The Steps:**

- How to calculate Cap Rates, Gross Rent Multiplier (G.R.M's) & set up sheets
- Terminology and tips for communicating with Investors and other C.I. Brokers
- How to calculate return on Investment (R.O.I.) vacancy, expense factors
- How to analyze and determine value using the income approach
- How to do a rent survey and the impact of market rent vs. actual rent on value
- How investors make buying decisions
- How to find investor clients

**PLUS-** How to talk to Commercial Brokers, How to get the appointment, What to say at the appointment, How to analyze scripts, how to calculate GRM, CAP, ROI, ROE, IRR, expenses, vacancy factors and most importantly, how to use them effectively to separate yourself from everyone else, stand out, get business and GET PAID! Huge money making tips, techniques, and strategies in your real estate contracts. How to look different, sound different, use different approaches to be unique. Also includes How to Approach the Commercial Broker and get cooperation every time!

**For more Information, call Alma Dominguez (805) 981-2100 x103 or [store@vcrealtors.com](mailto:store@vcrealtors.com)**

Register by Mail: 2350 Wankel Way, Oxnard, CA 93030, or Fax to (805) 981-2107

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Phone: \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ Email: \_\_\_\_\_

Payment: ☐ Check made payable to VCCAR ☐ Visa ☐ MC ☐ DISC # \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ Exp. \_\_\_\_\_ - \_\_\_\_\_

Signature: \_\_\_\_\_

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### Business Card Wallet

- Size: 4 1/8" wide x 3" high x 3/4" gusset
- Convenient wallet style business card case with ID window and gusseted pockets to hold business cards, credit cards and more!
- Durable Leatherette material. - Comes with the REALTOR® logo

**VCCAR member Price: \$11.95**



### License - Metal - REALTOR® logo

- Made in the USA. - Individually poly bagged
- High quality metal license plate frame.
- Gold with raised navy lettering.
- Advertise yourself on your car and let the prospects know you are an Experienced REALTOR®.
- Our new trademarked wording of Experience and Results combined with the REALTOR® logo is a real winner.

**VCCAR member Price: \$11.50**



### St. Joseph's Statue

Get the listing SOLD! This Original St. Joseph's Statue is said to help sell the home when planted in the yard.

**VCCAR member Price: \$7.50**



### REALTOR® Caps

Perfect for golf tournaments, special events, outdoor activities or just for fun to wear. Our Realtor logo cap is perfect to advertise yourself at any event or just to wear around the house. 100% Cotton Cap High style fabric ring buckle closure

**VCCAR member Price: \$9.95**



### Open House Registry - Binder Format

- Made in the USA. - Refillable - 200 registration areas
- Place your professional Realtor Open House Registry front and center to achieve greater prospect registration at your open houses!
- 1 double sided "sign in" tent card encourages prospects to register!
- Format includes "Do Not Call Law" disclaimer listed under EVERY registration form that prospects sign in on like federal law recommends.

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



### The Homeowner's Book of Records - Refill

Refill includes:

- 1 Thank you letter
- 13 Category Envelopes - sturdy, oversized & up-to-date for detailed record keeping & receipts
- 1 Household Inventory Contents Sheet - double sided
- 1 Magnetic Emergency & Important Numbers card to attach your business card.



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

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

