

Ventura County Coastal

Official Publication of the Ventura County Coastal Association of REALTORS®

July 2017

REALTOR® PARTY MAKES A DIFFERENCE

VCCAR Education and Advocacy Helps End Fillmore Program

page 12





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UPCOMING Meetings/Events

JULY 20 REFAT Board Room 10:00 AM	AUGUST 14 Affiliate Committee Meeting Board Room 10:00 AM
YPN Professional Development Summer Series – Session Two Wyndham Garden (Pierpont Inn) 1:00 PM	Education/Equal Opportunity Committee Meeting Board Room 1:00 PM
JULY 21 Flexmls Training Training Room 10:00 AM	AUGUST 15 Officers and Directors Meeting Board Room 9:00 AM
JULY 25 New Member Orientation Training Room 9:00 AM	AUGUST 16 YPN Committee Meeting Training Room 9:45 AM
AUGUST 1 MLS Rules and Regulation Training Training Room 9:00 AM	AUGUST 17 REFAT Board Room 10:00 AM
AUGUST 2 First Wednesday Waterside Restaurant and Wine Bar 4:30 PM	AUGUST 18 Professional Education for the Professional MLO 8:00 AM Training Room
AUGUST 3 LGR Committee Meeting Board Room 3:00 PM	AUGUST 22 New Member Orientation 9:00 AM Training Room
AUGUST 4 Retirement By Design Training Room 10:00 AM	AUGUST 24 YPN Professional Development Summer Series – Session Three Wyndham Garden (Pierpont Inn) 1:00 PM
AUGUST 8 MLS Committee Meeting Board Room 1:00 PM	AUGUST 25 Cloud CMA Training 10:00 AM Training Room
AUGUST 10 RPR Training Training Room 12:00 PM	AUGUST 29 Shred Event 10:00 AM VCCAR Parking Lot

Cover photo:

From left, REALTORS® Dale King, Matt Capritto, Lyle Elliott, Bonny Goetz, Mark Chacon, and Stuart Monteith after the Fillmore City Council allowed point-of-sale ordinance to sunset. See story on Page 12. Photo by Marta Golding Brown.



VENTURA COUNTY COASTAL
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Lyle Elliott
2017 VCCAR President



Lyle Elliott

VCCAR Plays a Key Role in Ending Fillmore's Point of Sale Program

In last month's edition of *Ventura County Coastal*, I wrote about why VCCAR lobbies our state and federal officials on housing and homeownership issues even though C.A.R. and NAR are already in Sacramento and Washington, D.C., respectively.

This month's cover story is simpler to explain. Nobody promotes private property rights in our service territory here in Ventura County more passionately than VCCAR, and the decision by Fillmore officials to end their 18-month point-of-sale inspection program is a perfect example.

As Government Affairs Director Marta Golding Brown writes in her article on [Page 12](#), REALTORS® were deeply involved in the process from the day the proposal was first made until last month's City Council meeting where the ordinance was allowed to expire.

VCCAR leaders and staff, along with many area REALTORS®, met with city officials, attended meetings, and represented our point of view throughout the process. By educating city officials about the negative ramifications of their first proposal – a 31-point inspection process during escrow – we were able to persuade them to reduce the inspections to just three issues.

Just as importantly, we were able to persuade them to make the program an 18-month trial program instead of a permanent one, arguing that we believed there was really no need for the program in the first place. As it turned out, city staff conducted 60 inspections in those 18 months and found one violation.

Too often the public doesn't understand what local government actions can mean to them in the long run, and without VCCAR's constructive involvement, the odds are the ordinance would have been quickly adopted and the ability of Fillmore residents to buy and sell homes would have been affected.

I'd also like to congratulate our new officers and directors who were elected to serve our members in 2018. We had a really large slate of candidates this year for the Board of Directors, which speaks well of the enthusiasm so many REALTORS® have for our industry and our Association.

Congratulations to incoming Treasurer Carolyn Triebold and our newly elected directors Armani Amezcua, Terri Davis, Sandra Seekins, and Kay Wilson-Bolton. Learn a little bit about them in the article on [Page 4](#).

Finally, I'd like to encourage even more REALTORS® and associate members to become involved. Serving as an officer or a director involves a fair amount of time, but there are many other opportunities to help our Association that require a smaller commitment.

For example, we have 10 committees that meet regularly to help shape everything from educational programs offered to how our MLS system works to social events. And we have a number of work groups that require an even smaller time commitment, such as the work group that will soon gear up to plan our installation event in December.

All of these committees and work groups are always looking for new members, so please think about helping out next year. As the old saying goes, many hands make light work.

And at a minimum, I'd urge all of you to attend at least one of our General Membership Meetings and other events during the course of the year. They're a great way to build your network and learn what VCCAR is doing to help you and our community.

Thank you again for the opportunity to serve as your president this year, and I look forward to a prosperous second half of 2017!

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Triebold, Four Directors Elected to Serve VCCAR



Jorge DeLeon



Carolyn Triebold



Armani Amezcua



Terri Davis



Sandra Seekins



Kay Wilson-Bolton

Carolyn Triebold was elected as VCCAR's 2018 Treasurer and four new directors were chosen as well in this year's balloting for officers and the Board of Directors.

Triebold is an incumbent director and a broker with Premier Options Real Estate who has been a member for 13 years. She has been an active participant in the development of VCCAR's Strategic Plan and has served as the chair of the Website Workgroup, which is working to redesign a more user-friendly site.

She will join incoming President Matt Capritto, President-Elect Jorge DeLeón, and Immediate Past President Lyle Elliott as officers for the coming year.

Elected to the Board were Armani Amezcua, Terri Davis, Sandra Seekins, and Kay Wilson-Bolton.

Amezcua is the manager of VC Property Shoppe and has been a member for 20 years. He has been an advocate for protecting the REALTOR® brand, promoting homeownership, and emphasizing professional and ethical standards.

Davis is an incumbent director who sought a new three-year term and is an agent with ERA Cusick Realty who has been a member for 17 years. She helped form the Mission

Statement to be local advocates for our REALTORS®, to enhance the professionalism, integrity and competency of members, and promote private property rights.

Seekins is an agent with Century 21 Troop Real Estate and has been a member for 30 years. Goals include promoting the REALTOR® image, providing valuable information, and investing in the community by having a voice in radio, print, and television. She also pledged to pass along information so members can best represent their clients.

And Wilson-Bolton is a broker with Century 21 Troop Real Estate who has been member since VCCAR was formed. She noted her long history in various leadership capacities and believes she has institutional knowledge about what has worked and what can be lost and that blending fresh ideas with experience is a good goal for any organization built to last.

The four new directors join returning members Ashley Anderson, Tim Comstock, Susie Hafer, Sher Heard, Jim Keith, Cami Pinsak, and Robin Turner.

Elliott said he was pleased that so many candidates ran for Board positions – nine in all – and said it reflected the strength of the organization.

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GENERAL MEMBERSHIP MEETING

One of the highlights of last month's General Membership Meeting was presentations by three social media experts on how REALTORS® can use three of the most popular platforms today – Instagram, Snapchat, and Facebook.



Facebook. Lynne Estrada is an independent marketing consultant who works with REALTORS® and others to provide insight on how to use Facebook for business. Facebook continues to grow and now over two-thirds of the population uses the service. Facebook Live is the new tool and uses video, which has greater reach than photos. She provided “goody bags” at the end of the session for all participants featuring homemade chocolate pretzels and candies.



Snapchat. Sarah Kenney is a VCCAR member who uses Snapchat on a daily basis. She demonstrated how to take photos and create a bitmoji of yourself, and how she uses the app on a regular basis to communicate with friends. One of those friends used Snapchat as a communication tool when looking for a house. She was able to take pictures and send highlights to the buyer and made the deal.



Instagram. Santa Ana REALTOR® Julio Arana went live on his phone to show attendees his page that he uses to promote real estate. You can check out his work on Instagram at rocknrollrealtor. He uses the app to showcase homes via video and takes pictures of his happy customers and his dog and music. He believes this provides a more personal touch and it has helped his business.

California Senate OK's Real Estate Fee to Fund More Housing

Associated Press | July 6

The California state Senate has approved a new fee on real estate transactions to help generate hundreds of millions of dollars for affordable housing.

The legislation – supported by C.A.R. – passed Thursday would impose a \$75 fee on documents such as deeds and notices, with a cap of \$225 per transaction. The bill now heads to the Assembly.

California is facing an affordable housing crunch, prompting lawmakers to look for ways to spur building of more low-cost housing. The fee is expected to generate between \$200 and \$300 million annually for affordable housing projects.

[Read more](#)

With California Housing Prices Surging, Developers Say They Can't Build Enough Homes

L.A. Daily News | July 5

A new report Wednesday showed there's no end in sight to rising home prices in California, which jumped again over the last year.

The CoreLogic report revealed prices for single-family attached and detached homes rose 5.8 percent between May 2016 and May 2017. Los Angeles County saw an even bigger bump of 6.4 percent, falling slightly short of the nationwide increase of 6.6 percent.

A shortage of available homes drove the price hikes. Developers aren't building enough to keep pace with the demand, and it's only going to get worse, said CoreLogic President and CEO Frank Martell.

[Read more](#)

How High Can Southern California Home Prices Go? A Lot, Experts Say

Orange County Register | June 25

We asked a half-dozen economists and industry analysts what the future holds for home prices in the region. Among their answers:

- Southern California home prices aren't about to drop. In fact, they believe prices will keep rising for two more years, at least, and possibly longer.
- The market isn't in a bubble — yet — although bubble talk is starting to "raise its ugly head" at cocktail parties, one economist said. Some analysts are saying Southern California home prices are showing signs of being overvalued.
- If you're thinking about buying a home, now just might be the time to act provided you don't overextend yourself and you plan to live there awhile.

[Read more](#)

Traditional Home Tours Are Becoming Obsolete

L.A. Times | June 23

A woman in a red dress twirls with a dark and mysterious man through light-filled hallways. Music flutters and surges in a romantically lit courtyard overlooking the twinkling city. A mischievous coda plays, and then the credits roll.

It's a classic scene plucked straight from Hollywood. But this eight-minute mini-movie is far from a silver-screen blockbuster.

It's a real estate advertisement — uploaded to Vimeo — for an \$8.5-million, 1.5-acre compound in Encino.

[Read more](#)

23 Fresh Facebook Post Ideas for Real Estate Agents

Inman | June 21

When was the last time you checked your Facebook feed?

If it's been more than a few minutes, you're one of the few who can resist the allure. Real estate agents live on Facebook, and it makes perfect sense. That's where their sphere is. And that's where they can make new connections quickly and inexpensively.

But posting on Facebook is another thing. It's tricky to strike the right balance between self-promotion and authentic engagement.

[Read more](#)

L.A. County Median Home Price Breaks Record

L.A. Times | June 21

In summer 2007, the Los Angeles County median home price hit an all-time high of \$550,000. It soon plunged as the housing bubble burst and the national economy crashed.

Now the median, the point where half the homes sold for more and half for less, has finally passed the heights of 10 years ago — the result of an improving economy, historically low mortgage rates and a shortage of listings.

According to a report released Wednesday from real estate firm CoreLogic, the county's median price in May rose 6.8 percent from a year earlier to reach \$560,500 as sales jumped 4.8 percent.

[Read more](#)

State of the Nation's Housing: Affordability Puts Pressure on Progress

RIS Media | June 18

Housing has largely bounced back from the crash, with several key gauges again at healthy, pre-collapse levels, according to the newly released State of the Nation's Housing report, published by the Joint Center for Housing Studies at Harvard University. A definitive recovery in home prices, growth in home-building and unbridled demand are strengthening the market, the report reveals, but affordability is putting pressure on progress, especially for low- and middle-income households.

By many metrics, the housing market has overcome the worst effects of the housing bust. Nominal house prices have regained previous peaks, construction volumes are nearing their long-term averages, and household growth is becoming more balanced between the owner and renter markets.

[Read more](#)

10 Biggest Threats Facing Real Estate

REALTOR Magazine | June 16

Global uncertainty and political polarization are the top issues facing the housing industry in 2017 and 2018, according to The Counselors of Real Estate's annual list of the Top 10 Issues Affecting Real Estate. The list was compiled using feedback from 1,100 real estate advisers from around the world who met at a recent CRE conference.

Many of the issues are interconnected and reflect disruption in the economy and multiple real estate sectors, says 2017 CRE Chairman Scott Muldavin. "Despite this unsettling environment, opportunity remains embedded in every issue on the list," the CRE report notes. Here are the top 10 issues cited in the report.

1. Political polarization and global uncertainty.

[Read more](#)

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INSTRUCTOR: Matt Jones, CFP®

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For assistance, contact Alma Dominguez at (805) 981-2100 x103 or alma@vcrealtors.com.

UPCOMING TRAINING CLASSES

Training Classes Offered in July, August

It may be summer, but VCCAR will be offering several training sessions between now and Labor Day. Unless otherwise noted, all these sessions are free.

On **July 21**, VCCAR will be holding a Flexmls training session in the training room from 10 a.m. to 3 p.m. It's a great opportunity to learn more about using the new MLS platform.

On **August 1**, there will be an MLS Rules and Regulations training in the Training Room beginning at 9 a.m., while Flexmls will offer a free introduction to Flexmls webinar on **August 3** from 10-11 a.m. to cover general navigation, listing maintenance, searching, and more.

On **August 10** you can learn how to use the RPR platform to generate reports for yourself and your clients. That will also be in the Training Room from noon until 2 p.m. And on **August 18** Duane Gomer Education will be holding an 8-hour mortgage loan officer seminar that meets CalBRE and DBO renewal requirements. The cost is \$139 in advance.

The third and last YPN Professional Development session will take place on **August 24** at the Pierpont, this one focusing on title and escrow along with growing with YPN. There is a \$15 cost.

Check out the flyers in this month's issue or contact the VCCAR office for more information about any of these sessions.



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CHRISTMAS IN JULY

Christmas in July Event Raises Funds for Food Share

Santa rode a big wave into Oxnard's Tower Club this month, bringing cold, hard cash for Food Share and a good time for some 80 members and guests at the annual Christmas in July event.

Event Chair Bob Davis, a loan officer with Provident Bank Mortgage in Ventura, said the event on July 12 netted about \$2,100 for Food Share, the area nonprofit that distributes millions of pounds of food for the hungry each year.

"This was one of the more fun, relaxed times we've had," said Davis, who has been involved in the event for most of the past 10 years. "And adding comedian Jason Love was a nice touch."

The event was put together by the Affiliates Committee and sponsored by Christine Gonzales with Montecito Bank & Trust; Shelley Wells with Retirement Funding Solutions; Steve Logan and Joey Siddens with First American Title; Davis; Evelynlyn and Jay Flores with Tony's Body Shop; Sarah Kenney with RE/MAX Gold Coast; and Anil Aggarwal with Farmers Insurance.

Davis said Christmas in July started 15 years or so ago as a mid-summer canned food drive until the Committee learned in 2006 that Food Share could actually leverage \$5 worth of food for every dollar raised, so the event has morphed into a fundraiser.



Christmas in July sponsors pose with Jennifer Caldwell with Food Share, on right.

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VCCAR Advocacy Helps End Fillmore Point-of-Sale Inspections

By Marta Golding Brown
VCCAR Government Affairs Director

We've said many times that participating in local, state, and national government affairs calls to action is so important because elected officials do hear us and listen to us. The recent decision by the Fillmore City Council to not renew a point-of-sale inspection program we strongly opposed is just the latest example of the need for REALTORS® to be involved.

By working closely with city officials, your Association was able to educate them about the downsides of point-of-sale ordinances and persuaded city officials to implement a less-stringent ordinance that would last for just an 18-month trial period to determine if there was really a problem. Because virtually no problems were discovered while the ordinance was in place, the Council decided to drop it.

Had we not immediately stepped up to the plate, it is likely the original proposal would have become law and would have caused major problems in the ability of Fillmore residents to buy and sell homes.

VCCAR Immediate Past President Mark Chacon put it well when he said we're not only looking out for the industry, we're looking out for the public.

"The public often doesn't know how proposals like this will impact them," Mark said. "They don't have the time pay close attention and they don't have the expertise to know what the effects will be. In this case, many people would not have been aware of it until they found they couldn't sell their homes."

The issue began in August 2015 when several Fillmore Councilmembers raised concerns about housing conditions in some parts of the city and asked staff to draft an ordinance requiring inspections before a home could be sold.

REALTORS® oppose point-of-sale requirements because they introduce uncertainty into a transaction. Inspections can often delay a sale, sometimes for lengthy periods, and of course in some cases they can block a sale altogether.

Immediately after the issue was first proposed, Fillmore REALTOR® Cindy Diaz-Telly held a meeting in her office with the city manager and VCCAR officers and staff to talk about why the ordinance wasn't needed and would be counterproductive. REALTORS® attended every Council meeting where the issue was discussed as well as numerous meetings with city officials along the way.

As first proposed, every home would have had a 31-point inspection during escrow that would have covered everything from torn window screens, peeling paint, and grass more than 8 inches tall to more serious issues like unpermitted garage conversions. Turnover is slow in Fillmore, and it would have taken 125 years before every existing home today would have been inspected.

Because several Council members clearly believed inspections were needed, we worked to persuade the city to reduce the 31 items down to a more workable three: unpermitted room additions, unpermitted conversions of garages into bedrooms, and subdividing a home into multiple dwellings without permits – all serious permit issues getting to the root of what they wanted to accomplish.

We agreed with the Council that these were serious building code violations, but still believed that point-of-sale inspections weren't necessary. We thought an approach similar to those in Ventura and Oxnard made more sense, where the cities provide a full report on every property's permit history and that report is included in the paperwork accepted by the homebuyer. That way, the buyer is aware of any unpermitted work and takes clear legal responsibility for it.

We also thought that it would be more effective for the city to work with non-profit organizations to help fund needed neighborhood improvements.

Besides holding meetings with city officials, we also engaged the public because, as Mark noted earlier, too often the public isn't aware of the full effects of a new law until they inadvertently run afoul of it.



Marta Golding Brown



We used \$10,000 in local IMPAC funding to begin a public outreach effort and were able to obtain an additional \$12,500 from NAR's Issues Mobilization Program. The campaign educated Fillmore residents about the ordinance's effects via postcards and telephone calls and urged them to contact their city officials.

The combined effort helped persuade the Council in November 2015 to only include the three major points, to make the inspection process voluntary instead of mandatory, and to sunset it in 18 months unless it was found the inspections were truly needed.

In fact, they weren't. Of 61 inspections during that time, only one violation was found, and that was quickly remedied. So last month the Council declined to extend the ordinance.

Although it was a contentious issue, both REALTORS® and the city worked hard to keep the conversations civil and to respect each other's positions. And we still want to work with the city to support neighborhood revitalization programs.

In fact, at the conclusion of the agenda item at last month's Council meeting, Mayor Carrie Broggie publicly thanked VCCAR's members and staff for being part of the process from Day 1 and for participating in all the meetings. Here's what Cindy Diaz-Telly had to say about that:

"As a resident and taxpayer as well as REALTOR® in Fillmore, it is very gratifying to know that the city did appreciate the fact that our REALTOR® community stayed engaged in the journey from the first meeting with the city manager at my office and the first Council meeting, where we shared facts and figures as to why this proposal would not serve the purpose intended," Cindy said.

"I was extremely grateful and proud of my REALTOR® family for stepping up and making sure that the voice of experience and practicality was at the forefront throughout the journey."

So members – when VCCAR, C.A.R., or NAR ask you to let your elected officials know what you think on an important issue, remember that what happened in Fillmore proves that your voice really is important in efforts to protect private property rights.

And beyond that, as 2017 President Lyle Elliott points out, please get involved in other ways as well.

"I urge REALTORS® to get involved in your local government. By getting involved on the planning commission or the zoning commission, you can influence the outcome of many housing debates. Remember – you're the housing expert. Your voice will be heard," he said.



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2301 Daily Drive, Suite 301 Camarillo, CA 93010

Westlake Village

Phone: 805-494-1027 fax: 805-494-4768
4165 E Thousand Oaks Blvd Suite 160 Westlake Village, CA 91362

Santa Clarita Valley

Phone: 661-705-1045 fax: 661-705-1049
23822 Valencia Blvd Suite 211 Valencia, CA 91355

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 **VENTURA COUNTY COASTAL**
ASSOCIATION OF REALTORS® 2350 Wankel Way • Oxnard, CA 93030 • Tel: 805-981-2100 • Fax: 805-981-2107

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 Location TBD Featuring Guest Speaker Katie Lance!
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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NMLS# 258825
Mortgage Loan Consultant
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www.kinecta.org/thull



ROBERT EGBERT
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Robert.Egbert@kinecta.org
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17361-06/17

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

LIVE CLASS - NO 8 HOURS ON A COMPUTER

To Register: Call 949-457-8930 or www.DuaneGomer.com

COMMENTS FROM JUST ONE RECENT CLASS: *Fantastic; Held my interest; Very enjoyable; Stellar; Witty, Very informative; Extremely knowledgeable & Entertaining; Love it; Made topic interesting; Extraordinary; To the point.*

EIGHT HOUR LIVE COURSE : *Includes three hours federal law and regulations, two hours of ethics, two hours of lending standards for nontraditional mortgages and one elective hour*

COURSE TEXTBOOK : *The 157 page book can be downloaded
at www.DuaneGomer.com/pdfs/mlo/2017.pdf*

END OF COURSE ASSESSMENT: *Our Final Project Will Be A Case Study.*



NMLS Rules: To receive credit you must be on time and present for the full 8 hours.

Duane Gomer, Inc. is a NMLS approved provider (#1400388). As such they are responsible for registration, processing of payments, banking of course hours, and content. Their telephone number is (800) 439-4909.

Refunds can be received up to four (4) business days before the seminar for a service charge of \$20.00. Transfers to a different seminar date or location can be requested up to 1 business day before the seminar. "No shows" must pay \$50.00 to transfer to a new seminar.

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.



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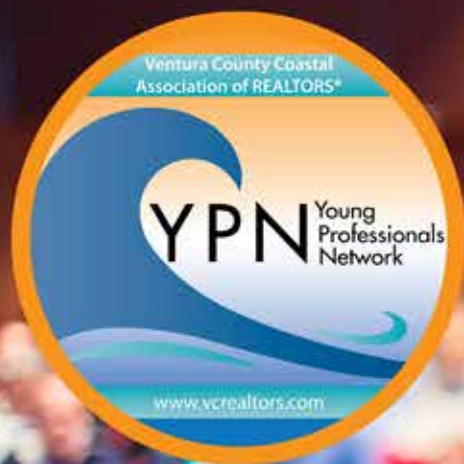
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YPN Professional Development Summer Series

The YPN Professional Development Summer Series has two remaining summer sessions to help REALTORS® gain knowledge from topics on marketing to closing the deal. Don't Miss It! Each session includes marketing materials, swag bag and appetizers!

Register online at vcrealtors.com.

02

Thursday, July 20th
Inspections and Lending
Home Warranty

03

Thursday, August 24th
Title and Escrow
Growing with YPN

Event Information

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

Session Location

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

Register Online

www.vcrealtors.com
under Events and Classes
located under Ventura Membership

\$15

advance purchase
or \$25 at door

Questions: Tom Buenger at tom@buengerinc.com

☐

Session 2
\$15

☐

Session 3
\$15

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Company _____

Phone _____

Email _____

Card Number _____

Exp _____

CSC/CVC Code _____

Billing Zip Code _____



Amex



Discover



Mastercard



Visa



Check (payable to
VCCAR)

Signature _____

Please complete this form and send to Erika Serrano at erika@vcrealtors.com or FAX to 805-981-2107



Thirteen new REALTORS® were sworn in by 2017 VCCAR President Lyle Elliott and presented with their pins at the June New Members Orientation meeting.

Front row – left to right:

Lauren McColloch, Keller Williams Realty; Alexa Woodmansee, Sky View Mortgage Real Estate; Nadene Seider, Coldwell Banker Property Management; Chelsea David, Berkshire Hathaway Home Services; Maria Reyes, Keller Williams Realty; Liliana Villegas, Keller Williams Realty.

Back row – left to right:

Bret McCoy, Berkshire Hathaway Home Services; Serge Agopian, Century 21 Troop Real Estate; Anthony Huerta, Coldwell Banker Residential; Lyle Elliott VCCAR President; Scott Bulmer; Scott David Bulmer Broker; Audry Jenkins, Berkshire Hathaway Home Services; Rosie Licea; Coldwell Banker Residential.

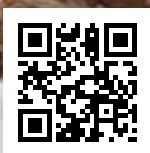
Not Pictured: Fernando Gutierrez, Berkshire Hathaway Home Services.



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.

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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

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.

Homes Still Selling Well but Inventory Falls to 2.69 Months

Homes sold briskly around Ventura County in June as inventory continued to shrink dramatically and sales prices climbed upwards, according to data from the Ventura County Regional Data Share MLS.

During the month, 772 sales closed, up 15 percent from 674 the month before but down 4 percent from the 803 recorded in June 2016. During the first six months of the year, 3,545 properties have sold, virtually the same as the 3,565 sales reported in 2016.

Another 769 new pending sales were reported, even with May but down 15 percent from June of last year, and by the end of the month there were 469 homes still pending, down 8 percent from May and down 14 percent from a year ago.

Meanwhile, 952 new listings were added, down 8 percent from May and down 13 percent from last year. As of the end of the month, there were 1,820 active listings, down about 4

percent from the previous month and down 26 percent from the number of properties on the market a year ago. There were only 2.69 months of inventory available at the end of June, down from 3.17 months in May and 3.44 months a year ago.

The median sales price continues to climb, reaching \$580,000 in June, the highest figure in the past 12 months. That was up \$10,000 from May and up \$15,000 from the previous year. As has been the case during the past year, the median sales price was virtually the same as the median listing price.

Countywide, the most sales were reported in Simi Valley's 93065 ZIP Code, with 75. In VCCAR's service territory, the most activity was in Oxnard's 93035 ZIP Code, with 58. The highest median price reported in ZIP Codes with at least 10 sales was Thousand Oaks' 91361 ZIP Code at \$899,000 while in VCCAR's area it was \$585,990 in Camarillo's 93010 area.



Market Data Report

VCCAR Report

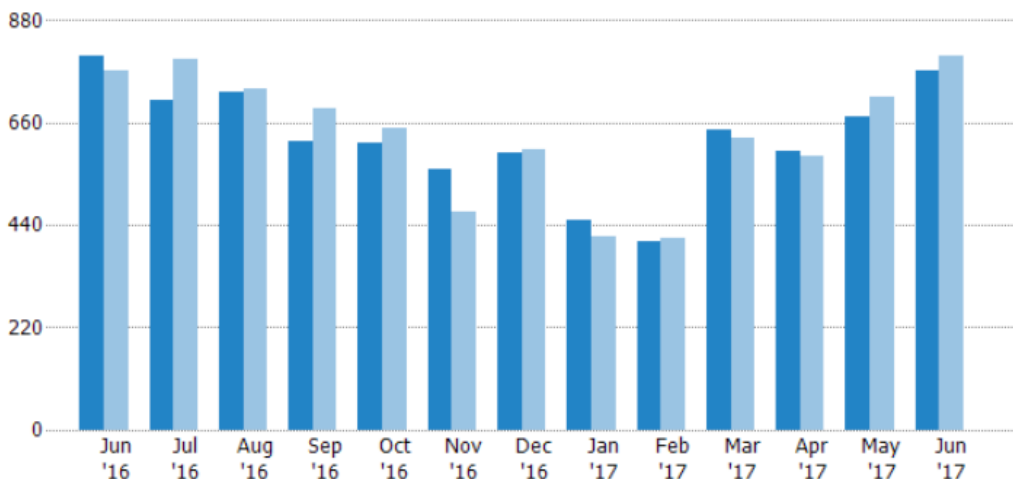
Closed Sales

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

Filters Used

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

Month/ Year	Count	% Chg.
Jun '17	772	-3.9%
Jun '16	803	3.9%
Jun '15	773	-18.4%



Current Year	803	708	726	622	617	562	596	450	405	646	598	674	772
Prior Year	773	797	732	691	648	467	602	416	414	629	589	714	803
Percent Change from Prior Year	4%	-11%	-1%	-10%	-5%	20%	-1%	8%	-2%	3%	2%	-6%	-4%

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

FREE Training Class



MLS

Rules & Regulations TRAINING



VENTURA COUNTY COASTAL
ASSOCIATION OF REALTORS®



AUGUST TRAINING

Date: Tuesday, August 1st

Time: 9:00 AM to 11:00 AM

Location: VCCAR Training Room

Instructor: Ashley Anderson

OCTOBER TRAINING

Date: Wednesday, October 25th

Time: 1:00 PM to 3:00 PM

Location: VCCAR Training Room

Instructor: Cami Pinsak

DECEMBER TRAINING

Date: Monday, December 18th

Time: 9:00 AM to 11:00 AM

Location: VCCAR Training Room

Instructor: Armani Amezcua

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

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

These items and many others will be covered in the FREE class!

Does Your Listing Violate MLS Rules & Regulations?

MLS rules and regulations training covers the following items:

- Common Rules violations and how to avoid them.
- The CARETS Data Integrity Standards & Guidelines.
- Enforcement scheduling and how to avoid accruing unwanted fines.



1. Go to: www.vcrealtors.com
2. Click on **MEMBER SIGN IN** on the right top corner
3. Go to **EVENTS AND CLASSES** under **VENTURA MEMBERSHIP** column
4. Click on **SCHEDULED CLASSES**

-OR-

1. Go to: www.Flexmls.com on **LOG IN**
2. Click on the **PRODUCTS** tab
3. Click on the **EDUCATION CALENDAR**

REGISTRATION FORM

Name _____

Company _____

Phone _____

E-mail _____

☐ Tuesday, AUG 01

☐ Wednesday, OCT 25

☐ Monday, DEC 18

Changes in Bylaws and Policies Are Moving Forward

Wyndi Austin
Chief Executive Officer



Wyndi Austin

The work groups that have been meeting to implement our Strategic Plan have been busy this summer. Perhaps the most active has been our Governing Documents Work Group, which has completed a bylaws revision to be presented to the Board and is making great progress in developing a policies and procedures manual for how VCCAR operates.

We've never had a comprehensive policy manual before and it will really help the Board, committees, and staff follow clear and consistent procedures going forward, making sure that everyone understands expectations and knows what their roles and responsibilities are.

One of the biggest changes as part of our bylaws revision is the way candidates for the Board of Directors are nominated. In the past, a nominating committee chaired by the immediate past president would meet and review members serving on our committees and in other capacities who met the qualifications and ask people the committee thought would make good directors if they were interested in running.

We've obviously come up with some great directors under that system, but we wanted to make sure we weren't missing people who might not be as active in VCCAR but who would bring a lot to the table. We also wanted to be as inclusive as possible.

So one major proposed change will be to allow any member in good standing who meets the requirements to submit a nomination to run for the Board. This will ensure that everyone has an opportunity to be a candidate.

Other bylaws changes are largely ministerial, making sure we're in compliance with model bylaws changes approved by C.A.R. and NAR, such as changing the requirement that all members undergo Code of Ethics training every two years instead of every four years.

One change that is almost funny is that we are finally spelling out VCCAR's jurisdiction in our bylaws. The model bylaws include a placeholder asking each AOR to define their service territory, and we never had actually done so – we had just left the placeholder in place. Now there will be a detailed description of which communities are part of VCCAR.

If the Board approves the bylaws changes, they will be presented to the membership by the end of the month, and you will have 20 days to review them before they go into effect.

On the policy front, as of this writing the Governing Documents Work Group has completed one and a half of the four broad policy sections they're working on. The goal is to present the manual to the Board next month for review and approval.

The first section will deal with governance, defining such things as the composition of the Board, standing rules, duties of officers and directors, and the election process. The second section will focus on committees and task forces – spelling out the differences between them, what the rules are, memorializing standing committees, and defining the duties of chairs and vice chairs.

Financial policies will cover such items as the budget timeline, dues and fees, and staff and officer travel and reimbursement. And General Operations policies will cover such things as who is a member, harassment, the MLS, and professional standards hearings.

The Committee Review Work Group has also been busy and has developed a list of committees for next year. Under our new system, committees will generally work all year on broader issues, while task forces usually will be focused on more-limited issues, such as the annual installation event and new-member orientation.

Two new committees have been formed – Governing Documents, which will review and update bylaws and the policy manual (with the approval of the Board) to keep them current, and Leadership Development, which will be responsible for the new Leadership Academy that will conduct an eight-week training program for members wishing to serve in future leadership roles – again, upon approval from the Board. That committee will also oversee a number of task forces, including installation, nominating, and awards.

Other approved committees are Affiliate, Education, Finance, Grievance, Local Candidate Recommendation, Local Government Relations, MLS, Professional Standards, and YPN.

Taken together, these changes will allow VCCAR to operate more effectively and within clearly understood guidelines in order to meet the challenges and the needs of our REALTOR® and affiliate members.

Look What's Available in the VCCAR REALTOR® Store

3D Home Keychain

- Perfect key ring for your house keys or your clients.
- Made of metal.
- House is attached to a key ring.
- Size of House: 3/4" tall x 3/4" wide x 1 1/4" long
- Keyring: 1 1/4" in diameter
- House is engravable if you want to add a personal and lasting message. You will need to take it to your local jeweler to have the engraving completed.

VCCAR member Price: \$14.95 plus tax.



Home Sweet Home Key Ring

- Made of metal.
- 1/2" ring
- Size of pendant: 1" diameter
- Size of Key: 2 3/4" tall x 7/8" wide
- Keyring: 1 1/8" in diameter
- Beautiful key ring for your agent's house keys or your clients
- Home Sweet Home pendant has inscription on both sides and is attached to ring.

VCCAR member Price: \$7.99 plus tax



Business Card Wallet

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

VCCAR member Price: \$11.95 plus tax



Door Hanger/Double Sided



The different design on each side allows you to choose which style to use based on your mood, your client's style or even the color of the door. Either way, the choice is yours – isn't it nice to have options?

- Door hangers are designed for use on the front doors or inside doors so the Listing Agent can let the visitors know what is going on in the home - Are There Pet's Inside, Please remove shoes before entering our home., Open House In Progress, Please use shoe covers upon entering our home., Lights Off? Doors Locked?
- Beautiful designs will catch Real Estate Agent & prospects attention!
- Laminated so it is long lasting and with a slit on the side so it will fit on any type of door handle or knob without fear of it falling off. • Size: 3" x 8"

VCCAR member Price: \$.75 plus tax

H2Go Force 17 oz. Thermal Bottle

Great for those long days.

- Threaded stainless steel insulated lid
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- 17 oz. double wall 18/8 stainless steel thermal bottle with copper vacuum insulation



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

VCCAR member Price: \$14.95 plus tax

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