

# Ventura County Coastal

Official Publication of the Ventura County Coastal Association of REALTORS®

March 2017

A large crowd of people is gathered in front of the California State Capitol building in Sacramento. The building is a grand, white, neoclassical structure with a prominent dome. The crowd, consisting of people of various ages and ethnicities, is arranged in many rows, filling the foreground. The sky is blue with some clouds. The text "For Some REALTORS®, Volunteering Is a Way of Life." is overlaid on the image in a white, serif font.

For Some REALTORS®,  
Volunteering Is a Way of Life.

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## UPCOMING Meetings/Events

**MARCH 15**  
**YPN Committee Meeting**  
**Board Room**  
**9:45 AM**

**Governing Documents Work Group**  
**Meeting**  
**Board Room**  
**1:00 PM**

**MARCH 16**  
**Renew Your License**  
**Training Room**  
**9:00 AM**

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

**MARCH 17**  
**BOOMER Meeting**  
**Training Room**  
**8:30 AM**

**MARCH 20**  
**Affiliate Committee Meeting**  
**Board Room**  
**10:00 AM**

**MARCH 21**  
**Officers and Directors Meeting**  
**Board Room**  
**9:00 AM**

**MARCH 24**  
**Committee Chairs 1st Quarter Meeting**  
**Board Room**  
**9:00 AM**

**MARCH 28**  
**New Member Orientation**  
**Training Room**  
**9:00 AM**

**APRIL 4**  
**Website Work Group Meeting**  
**Board Room**  
**10:00 AM**

**APRIL 5**  
**First Wednesday**  
**Twenty88 Wine Bistro**  
**4:30 PM**

**APRIL 6**  
**Local Government Relations Committee**  
**Board Room**  
**3:00 PM**

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

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

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

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

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



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**Lyle Elliott**  
 2017 VCCAR President



*Lyle Elliott*

## Flexmls Gives Agents the Tools They Need for 21st Century Success

Nine months ago, VCCAR and CSMAR decided to move our joint MLS system onto a new state-of-the-art platform that provides our members with many new tools and will allow us to make sure you have the opportunity to keep up with fast-moving technology.

As 2016 President Mark Chacon noted in his column last June, we researched our options carefully and made the decision because the Flexmls platform was the best available option. That decision was confirmed this month when a nationwide survey of MLS providers found that Flex was one of the top 2 providers among major vendors, finishing substantially higher than our previous platform.

Since we completed the migration to Flexmls in December, our members have been able to create and customize multiple reports, views, and search templates; upload an unlimited number of high-resolution photos for every listing; and maintain relationships with buyers and sellers while on the go with your smartphone and tablets.

The apps – far superior to the mobile technology we had before – allow agents to conduct virtually all of your MLS activity on the go. You can upload your listings directly from your mobile device, and no longer do you have to upload photos to your computer in order to then upload them into the MLS.

And from the MLS perspective, it gives staff extensive control. In response to market conditions, staff on a global basis can create or change most listing reports, views, searches, and fields quickly and efficiently.

We've provided numerous in-house and online training opportunities during the past six months and while there's a learning curve as there is with any new process, more and more agents are learning how to take advantage of the system's flexibility. VCCAR is also scheduling additional one-hour training sessions that will either give an overview of the system or focus more deeply on an individual aspect. See CEO Wyndi Austin's column on [Page 19](#) for how to register.

I'm also really pleased that Flexmls representatives have demonstrated they really are customer-focused and dedicated to helping everyone learn the system. They have held in-house training sessions here in Oxnard and are responsive to callers' needs. Their online training tools are excellent as well.

For busy agents, their 15-minute Coffee Break webinars give a quick overview of key features, and many in-depth sessions are available at your convenience to learn all of the robust features.

And in the future, we're working on ways to offer even more features that will streamline your workload, such as the ability to connect directly to C.A.R.'s zipForms. You won't have to navigate via the MLS Connect system. Instead, accessing the forms will be seamless.

And while change can be disruptive, it's going to continue happening whether we like it or not. VCCAR is committed to giving our members the most up-to-date technology because real estate experts warn that agents who do not have robust mobile tools risk falling behind their competitors.

As Lisa Mihelcich, chief operating officer of zipLogix, said in last July's issue of *Ventura County Coastal*:

"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 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."

Brad Inman gave us basically the same message at the General Membership Meeting in February.

Your Association is committed to giving you the tools you need and the training to take full advantage of them. Please give us a call if you need any assistance.

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## What is the worst state for first-time homebuyers? California.

San Gabriel Valley Tribune | February 28

If you're a millennial looking to buy an entry-level home in California, good luck. A new report from Bankrate.com ranks California as the toughest state for first-time homebuyers. The rankings are based on five major criteria — housing affordability, the job market for young adults, housing market tightness, credit availability and homeownership among the under-35 crowd.

[Read more](#)

## Case-Schiller: Pace of Home Price Growth "Not Alarming"

RIS Media | February 28

Home prices in the U.S. hiked to their highest level in more than two years in December, posting a 5.8 percent annual gain, according to the recently released S&P CoreLogic Case-Schiller U.S. National Home Price NSA Index. Their pace, though substantial, is not "not alarming," says David M. Blitzer, S&P Dow Jones Index Committee chairman and managing director.

[Read more](#)

## Americans Buy Existing Homes at Fastest Pace in a Decade

Associated Press | February 22

Americans shrugged off rising mortgage rates and bought existing homes in January at the fastest pace since 2007. That has set off bidding wars that have pushed up prices as the supply of available homes has dwindled to record lows. Home sales rose 3.3% in January from December to a seasonally adjusted annual rate of 5.69 million, the National Assn. of Realtors said Wednesday.

[Read more](#)

## How Real Estate Agents Can Live Happily Ever After in Retirement

Inman Select | February 28

*Editor's note: Remember that all VCCAR members now have free access to Inman Select. To access the service, log in at <http://www.inman.com/> with your username, which is your email address we have on file, and enter the temporary password "welcome." If you need assistance, email Inman customer service or call 800-775-4662 and press 1.*

Real estate agents want their happily ever after: a post-career life with the stability that a bucket of money or residual

income can bring. The road to a secure future isn't clearly marked in real estate, the paths at agents' disposal more like winding capillaries — a set of sprawled options realized through careful planning, the earlier the better.

With no one-size-fits-all solution, and uncertainty around what brokerages can and will provide, respondents to Inman's survey for our Special Report on agents' retirement plans shared their unique methods for valuing their businesses, creating a succession plan and implementing systems that take the long haul into account.

[Read more](#)

## 4 Ways Male Agents Put Themselves in Danger

REALTOR® Magazine | January

David Abbasi. Sidney Cranston Jr. Ryan Vega. Beverly Carter. You probably recognize only Carter's name. News of the Arkansas real estate agent's murder in September 2014 made national headlines and reverberated throughout the industry. Abbasi, Cranston, and Vega, three male real estate professionals, were also victims of recent attacks similar to Carter's. Abbasi and Cranston were shot to death in the course of daily business, while Vega, fortunately, survived a stabbing during a showing. Why didn't their cases get as much attention? Because they're men?

Perhaps lopsided news coverage helps give the impression that women in real estate are more at risk than men. But the truth is men face the same dangers. Twenty-two percent of male real estate professionals reported experiencing a situation in the field in the last year that made them fear for their safety, according to the National Association of REALTORS® 2016 Member Safety Report. That compares with 46 percent of females.

[Read more](#)

## Carson Confirmed to Lead HUD

RIS Media | March 2

The U.S. Senate issued a final vote Thursday confirming Ben Carson as secretary of the Department of Housing and Urban Development (HUD), 58-41. The party-line approval assigns Carson leadership of the agency, which currently has a budget of \$47 billion and more than 8,000 on staff.

The housing industry largely took a wait-and-see approach throughout the confirmation process, embracing the opportunity of a new leader.

"Dr. Carson should be proud of his achievement," said Bill Brown, president of the National Association of REALTORS® (NAR), in a statement. "The task at hand is a big one, and we applaud his commitment to the challenges that lie ahead."

[Read more](#)

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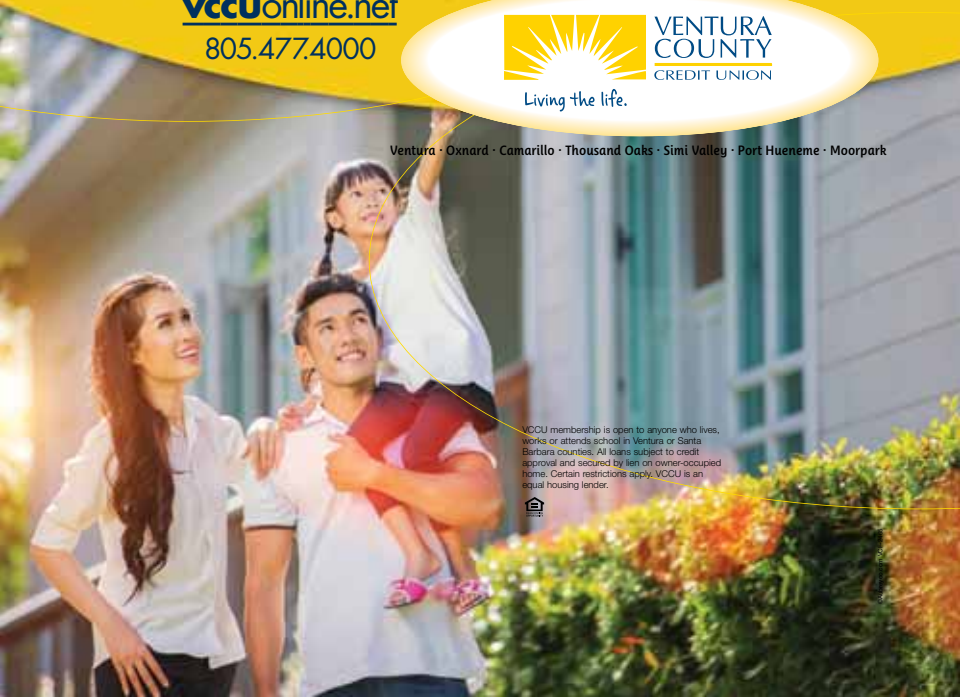


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## FIRST WEDNESDAY

The March 1 First Wednesday event packed members in at Grapes & Hops in Ventura, with proceeds benefitting AIDS Walk Ventura. Thanks to the Affiliate Committee and sponsors Comstock & Calhoun, Mortgage Couch, and Insight Pest Solutions.



Roylin Downs BHHS California (left) Steve Somman with AIDS Walk Ventura, and Mark Ouchi., BHHS California



Shelby Bishop and Matthew Couch from Mortgage Couch



VCCAR President-Elect Matt Capritto and Joey Siddens, First American Title



Carolyn Triebold, Wyndi Austin, Roshiem Austin, Rocky Hober, and VCCAR President Lyle Elliott



Blake Maltman, Pacific Coast Title, and Stephanie Johnston with Comstock & Calhoun

### REALTORS® Help Lead the Fight for Fair Housing

By Marta Golding Brown  
VCCAR Government Affairs Director



Marta Golding Brown

This April marks the 49th anniversary of the passage of the Fair Housing Act, which continues to ensure that no American can be discriminated against based on race, color, religion, sex, familial status, handicap, or national origin.

During Fair Housing Month – and throughout the year – REALTORS® continue to be at the forefront of efforts to ensure that fair housing opportunities are available to everyone. The NAR Code of Ethics commits all REALTORS® to providing equal professional services without discrimination. In fact, the Code of Ethics was amended in 2010 and 2013 to make the code even more stringent.

VCCAR 2017 President Lyle Elliott said the local Association is strongly committed to abide by the Code of Ethics.

“We’re committed to highlight the Fair Housing Act by continuing to address discrimination in our community, to support programs that will educate the public about the right to equal housing opportunities, and to plan partnership efforts with other organizations to help assure all Ventura County residents of their right to fair housing,” Elliott said.

As NAR puts it, “The sale and purchase of a home is one of the most significant events that any person will experience in his or her lifetime. It is more that the simple purchase of housing, for it includes the hopes, dreams, aspirations, and economic destiny of those involved.” It is the duty of every broker, agent, and affiliate member to ensure that nobody is denied the American Dream of homeownership based on discrimination.



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Anti-discrimination laws are grounded in four key federal measures:

**The Civil Rights Act of 1866** prohibits all racial discrimination in the sale or rental of property.

**The Fair Housing Act** makes illegal any discrimination in the sale, lease or rental of housing, or making housing otherwise unavailable, because of race, color, religion, sex, handicap, familial status, or national origin.

**The Americans with Disabilities Act** prohibits discrimination against persons with disabilities in places of public accommodations and commercial facilities.

**And the Equal Credit Opportunity Act** makes discrimination unlawful with respect to any aspect of a credit application on the basis of race, color, religion, national origin, sex, marital status, age or because all or part of the applicant's income derives from any public assistance program.

California's Fair Employment and Housing Act is even more stringent than federal law and prohibits housing discrimination based on age, ancestry, gender expression or identity, genetic information, marital status, medical condition, sexual orientation, and source of income.

The seller, the homebuyer, and the real estate professional all have rights and responsibilities under the law.

**Home sellers** have a responsibility and a requirement under the law not to discriminate in the sale, rental and financing of property. They cannot instruct the licensed broker or salesperson acting as their agent to convey any limitations in the sale or rental because the real estate professional is also bound by law not to discriminate. Under the law, a home seller cannot establish discriminatory terms or conditions in the purchase, deny that housing is available, or advertise that the property is available only to persons of a certain race, color, religion, sex, handicap, familial status, or national origin.

**Prospective homebuyers** have the right to expect that housing in their price range will be made available without discrimination; to receive equal professional service; the opportunity to consider a broad range of housing choices; no discriminatory limitations on communities or locations of housing; no discrimination in the financing, appraising, or insuring of housing; reasonable accommodations in rules, practices, and procedures for persons with disabilities; non-discriminatory terms and conditions for the sale, rental,

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financing, or insuring of a dwelling; and to be free from harassment or intimidation for exercising their fair housing rights.

**REALTORS®**, meanwhile, are prohibited by law from discriminating on the basis of race, color, religion, sex, handicap, familial status, or national origin. A request from the home seller or landlord to act in a discriminatory manner in the sale, lease or rental cannot legally be fulfilled by the real estate professional.

Article 10 of the Code of Ethics provides that:

- REALTORS® shall not deny equal professional services to any person for reasons of race, color, religion, sex, handicap, familial status, national origin, sexual orientation, or gender identity.
- REALTORS® shall not be parties to any plan or agreement to discriminate against a person or persons on the basis of race, color, religion, sex, handicap, familial status, national origin, sexual orientation, or gender identity.

- REALTORS®, in their real estate employment practices, shall not discriminate against any person or persons on the basis of race, color, religion, sex, handicap, familial status, national origin, sexual orientation, or gender identity."

A REALTOR® pledges to conduct business in keeping with the spirit and letter of the Code of Ethics. Article 10 imposes obligations upon REALTORS® and is also a firm statement of support for equal opportunity in housing.

Lenders, meanwhile, cannot discriminate by refusing to make a mortgage loan or provide information about loans, imposing different loan terms, appraising property, or refuse to purchase a loan, or set different terms or conditions for purchasing a loan.

Fair housing laws have allowed millions of Americans to own or rent the homes of their choice. It's up to our industry to continue being the front line of enforcement.



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## For Some REALTORS®, Volunteering Is a Way of Life

Four VCCAR Members Serve in C.A.R. Leadership This Year and Believe It's More Than Worth the Time Involved

By John Frith

VCCAR Editor and PR Consultant

It's a cliché, perhaps, but it is also true that volunteers are the lifeblood of any association. Fortunately, the bloodstream at VCCAR is strong and the Association has been blessed by the hard work of numerous REALTORS® and affiliate members over the years. Four of these leaders are now deeply involved in statewide leadership with the California Association of REALTORS®. Here is why they continue to volunteer their time for VCCAR, C.A.R., and NAR.

### A Passion for the Industry



Cindy Diaz-Telly

Cindy Diaz-Telly has been a REALTOR® for 17 years, and caught the volunteer bug early.

"It was shared with me as a young licensee that no association is as strong as it can be without volunteers," said Diaz-Telly, a REALTOR® Associate with Coldwell Banker Residential Brokerage in Oxnard.

"We can't rely just on our paid staff because they aren't practicing real estate day in and day out like we are. The only way to get effective changes made is to band together."

Diaz-Telly is this year's C.A.R.'s Region 11 Chair, serving as the liaison between AORs from Santa Maria to Thousand Oaks and C.A.R.'s leadership. If a local or regional government is considering actions that could affect the industry or private property rights, the regional chair's job is to let C.A.R. know about it as soon as possible.

"We bring things to the immediate attention of the executive team so they can get in front of it quickly. They depend on us to be their boots on the ground," she said.

As an example, she said when Fillmore drafted its Humane Living Ordinance a couple of years ago it originally required point-of-sale inspections for non-permitted alterations. But VCCAR and the region called on C.A.R. and the National Association of REALTORS® for assistance, and local and national issues funding helped pay for a mail campaign and phone banks to bring pressure on the City Council. In the end, while the ordinance passed, it was phased in with an 18-month test period where there are no costs to the sellers for inspections or violations.

Her list of volunteer posts is long, including serving on the VCCAR Board and as 2012 President; as secretary of the Real Estate Fraud Advisory Team (REFAT); as a C.A.R. Director from 2008-13 and again in 2016; as 2008 President of the National Association of Hispanic Real Estate Professionals' Ventura

County Chapter; and this year as a member of NAR's Equal Opportunity and Cultural Diversity Committee.

She acknowledges that the time commitment can be tough some times, but said it's worth it. "You have to have a passion for the industry and a desire to give back," she said. And she's encouraged that so many younger members are stepping forward to continue the long line of volunteers.

"You can't depend on the same group of people year after year. When that happens, things stay the same, but change is going to happen. It's important that young people come in and replace us with their knowledge and their vision. They're the iPad and iPhone generation – who better to lead the change?"

### Volunteering Boosts the Bottom Line



Janet Dorsey

Janet Dorsey, branch manager for Century 21 Troop Real Estate in Camarillo, is another passionate volunteer who currently chairs C.A.R.'s Homeownership Housing Committee, which helps develop C.A.R. policies regarding common interest developments, general housing policy, and manufactured housing. During her six years or so on the committee, she has also served as Issues Chair for Common Interest Developments and Vice Chair of the full committee.

As an example of the kinds of issues the committee gets involved with, the committee has proposed legislation to require disclosure of the actual costs to produce and transfer documents in common interest developments. The HOA can charge the seller for each set of documents – such as CCRs, rules and regulations, and meeting minutes – that must be given to the buyer.

"They can cost from \$250 a set to as high as \$1,500, and many homeowners don't know the fees exist because the seller usually pays for them," Dorsey explained. "So they're hit with a whopping fee up front when it comes time to sell. We're discussing a bill that will allow people to know the fee exists ahead of time."

Dorsey also has a long history of being active in VCCAR and C.A.R. Locally, she has chaired and served on numerous local committees and was the 2011 President. And at C.A.R., she has been a Director, Region 11 Chair, and a member of the Executive Committee as well as working on Homeownership Housing and others.

She bristles a bit at the idea that there's no direct benefit to REALTORS® for volunteering.

"Everything we do legislatively helps keep us in business," she said. "It helps keep erroneous transaction-related processes and fees out of the transaction. It directly affects every one of us. Plus, I don't think I can complain about something unless I'm directly involved. Then I can complain, talk about it, and take action to help resolve a problem."

But Dorsey recognizes that not every member has the time or the inclination to volunteer. But she said, there are some things they can do to help the cause:

"First of all, thank those who are willing to do the work. And if you're unable to dedicate your time, then contribute to the REALTOR® Action Fund (voluntary contributions to help fund political action at the local, state, and national levels) so those who are involved can help push legislation to protect private property rights and our ability to stay in business."

## A Volunteer for Life



Jim Keith

When it comes to volunteering for the industry, Jim Keith is a lifer. Now in his 43rd year in real estate, Keith continues to serve as a VCCAR Director and as Chair of the Professional Standards Committee. He also is the founder and chair of REFAT and for C.A.R. is the Liability and Risk Management issues chair for the Transactions and Regulatory Committee. That committee has

a broad responsibility, covering issues such as licensure, real estate finance, and transactional procedures as well as liability.

The Director of Risk Management for Berkshire Hathaway HomeServices California Realty, Keith is a strong supporter of REALTOR® ethics and Association efforts to enforce them. One issue he's working on for C.A.R. currently is broker supervision.

"I'm not one to speak about anyone's business model, but when you have a broker 100 or 200 miles away from offices, that becomes a real problem," Keith said. "C.A.R. is going to take some action about how far away someone can be from someone they supposedly supervise."



# VENTURA

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He said VCCAR is fortunate because it has a strong contingent of active volunteers and said the Association has done a good job over the years informing members of the important roles the local, state, and national Associations play in protecting private property rights. And like Dorsey, he argues that volunteering for Association roles does benefit your bottom line by making it easier to stay in business in the first place.

"This business has been very good to me and my family, and I want it to stay that way for my children and my grandchildren," he said. "I was active in C.A.R. in the '80s, the '90s, and again since 2004 or so. And the more I've gotten involved, the more I've learned about how important organized real estate is to everyone in the industry."

Keith ticks off perennial issues REALTORS® have been able to head off, such as repeal of the mortgage interest deduction and point-of-sale requirements that would jeopardize sales.

"Also on the table again is a service tax that would be paid by buyers or sellers on home inspections, commissions – you name it. C.A.R. has been fighting that for several years because it would impact the ability of people to buy and sell their homes. REALTORS® don't always understand what organized real estate is doing to help them keep their businesses going."

## The More the Merrier



B.J. Ward

B.J. Ward chairs C.A.R.'s MLS Policy Committee, which has the primary mission of ensuring that REALTORS® remain the primary provider of information about real estate. It promotes and adopts Model MLS Rules and policies, including the use of technology, and disseminates information about legal developments that can affect MLS operations.

"It's a complex, moving target that's always evolving," said Ward, the broker-owner of Comfort Real Estate in Ventura. "The Committee makes sure that model policy throughout the state is consistent with current business practices."

For example, he notes the advent of social media makes it easier for agents to promote other agents' listings, but they still have to give attribution to the listing agent, just as they've done for decades with print ads.

The 2015 VCCAR President, Ward said he'd like to see more members get involved because like all associations, REALTORS® groups are volunteer-driven.

"I'm 35 and have been volunteering since I was in my mid 20s. Volunteering isn't for everyone. Oftentimes REALTORS® turn the other way when encouraged to volunteer because they don't see a direct benefit to themselves. But you need committed volunteers on the ground to make sure your organization is being run properly," he said.

And he said the natural cycle of the Associations helps groom members into further leadership roles, starting with

serving as a committee volunteer, then possibly a director, then perhaps as an officer with the local Association if that's what a person is driven to do.

"You have a responsibility to involve new people to the Association aspect. With that flow, I cycle out as a VCCAR Director and that opens the door for new people to come in and give a new voice and a new perspective," he said.

Ward also noted that real estate is not immune from the technological changes that have revolutionized other industries, from the news media to shopping to taxis.

"Many industries have been flipped on their heads in the past decade. Look at how much has changed with the real estate profession and how we do business. Many aspects of our businesses have evolved for the better, but it's also important to be aware of ways it can change for the worse," he said.

"We have a responsibility to make it clear to consumer that technology cannot replace the value we bring to a transaction. We can't just sit back and hope consumers realize that, though – we need to be proactive in driving that point home."

## Why Volunteer?

Kevin Dee, the CEO of a professional staffing company in Canada, wrote this summary on [why people should volunteer to help their associations](#)

Associations need volunteers, but why should volunteers take up that challenge? It is extra work, and there is little recognition for that work, but here are my views on why this is a worthwhile thing to do:

1. I want my industry to be strong ... and I believe that I can make a difference.
2. I know that someone needs to do the work and if I am not going to step up then I am expecting others to do my work for me ... that's not who I am.
3. I have learned a ton of stuff in the years that I have been a volunteer for this and other associations.
4. On a more selfish note, I believe that I am viewed as a leader in the industry because of my involvement with the association at the highest levels.
5. I get to sit with, and build relationships with, the most influential people in our industry ... and hopefully, ultimately be counted amongst them.
6. My clients get the benefit of my national level understanding of the issues affecting our industry.
7. I get to influence and shape the industry's future.
8. I get stretched to understand bigger issues, and to wrestle with answers that can affect a whole industry ... that is a challenge I have enjoyed.
9. The people who volunteer are always the positive voices ... and I like to hang with positive people.
10. It is the right thing to do.

So ... set yourself a GOAL ... get involved as a volunteer with your industry association.

# INMAN SELECT

VCCAR is pleased to offer all members with a complimentary online subscription to Inman Select, which provides exclusive breaking industry news, trends, and insights from real estate experts.

To begin your subscription,

- go to [www.inman.com/select](http://www.inman.com/select) and on the top right corner click on **JOIN SELECT**.
- Enter your contact information and your **USERNAME** (which is your email address on file with VCCAR)
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14848-06/16



## NEW MEMBERS



In February, 25 new REALTORS® were sworn in by Matt Capritto, VCCAR President-Elect, at the monthly New Members Orientation and presented with their REALTOR® pins.

### Front row - left to right:

Jorge Barba Campa, RE/MAX Gold Coast Realtors; Glenn Locke, Surfside-Anacapa Real Estate; Nissa Gay, Keller Williams Realty; Juli Lovelace, VCHR; Laura Chamaa, Professional Realty; Gina Denger, Zermeno Mills Realty; Magda Nordahl, Berkshire Hathaway HomeServices California Properties; Elizabeth Pena Fernandez, Intero Real Estate Services; Ernest S. Coronado, Century 21 Troop Real Estate; Janae Garcia, RE/MAX Gold Coast Realtors; Collina Meyer, Metes & Bounds Realty; Jill Maier, Royal Real Estate; Francisco Vasquez, RE/MAX Gold Coast Realtors; Alison R Wright, Coldwell Banker Residential.

### Back row -left to right:

VCCAR President-Elect Matt Capritto; Edgar Barraza, Keller Williams Realty; Paul Johnsen, Keller Williams Realty; Richard Eklove, Real Estate eBroker, Inc.; Patty Fasen, Berkshire Hathaway HomeServices California Properties; David Gardner, RoughanKing Inc.; Nydia Flores, Keller Williams Realty; Joshua T. Bernstein; Pacific Realtors; Antonio Hughes, Keller Williams Realty; Jason Foy, Diamond Realty; Samuel Dunbar, The Dunbar Group; Dan Patterson, Keller Williams Realty.

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## New Listings, Available Inventory Drops Again

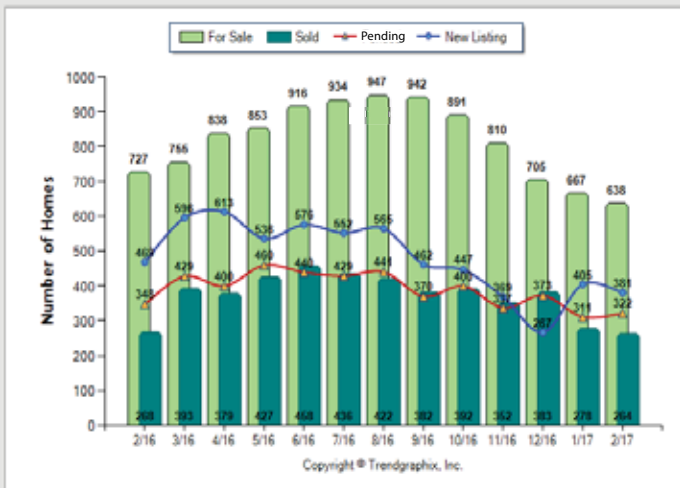
While the number of new listings and total inventory often climbs at the beginning of the year, both figures continued to fall in VCCAR's service territory in February, according to data compiled by the Ventura County Regional Data Share (VCRDS) MLS service.

During February, 638 homes were on the market, down 4.3 percent from January and down 12.2 percent from February 2016. But new listings fell even further to 381, down 5.9 percent from January and down 18.8 percent from the previous year.

Meanwhile, 264 homes sold during the month – down from the previous month and the previous year – while another 322 sales were pending. That total was up 3.5 percent from January but down 7.5 percent from the previous year.

The median price of the homes sold edged upward last month by 1 percent to \$490,000. That's also 1.6 percent higher than a year ago. The average active price continued to climb to \$1.054 million, up 2.9 percent from January and up 14.8 percent from a year ago. The average sold price per square foot also rose to \$341, up 3 percent from last month and up 8.3 percent from a year ago.

## Number of Homes For Sale vs. Sold vs. Pending vs. New Listing (Feb. 2016 - Feb. 2017)



## BROKER TOUR INFORMATION

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

### Camarillo:

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

### Oxnard/Port Hueneme:

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

### Santa Paula/Fillmore:

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

### Ventura:

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

### Conejo Valley:

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

### Simi Valley/Moorpark:

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

### Ojai:

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



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

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

Anyone who fails an exam can take a second test at no cost any time within one year from date of registration or take the optional review again at no cost. Courses are for all 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

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**PROGRAM START DATE:** December 2016

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- Be a first-time homebuyer\*
- Buy a home with applicable HOA dues/fees

#### HOW TO APPLY

- REALTORS® must complete a program application and certification form on behalf of their client. The program application and certification form along with rules and conditions for HAF's Homeowners Association Grant Program are available in **slipForm®** under the **HAF Library**
- Please note: HAF must receive all program requirements no later than thirty (30) days after closing escrow

#### CONTACT:

**(213) 739-8274**

\*See program rules and conditions

*For additional program details and requirements please visit:*

**<http://on.car.org/HAFHOAGRANT>**



Wyndi Austin  
Chief Executive Officer

### A New Staff Member and Flexmls Training Mark Spring's Arrival at VCCAR

Spring often signifies new beginnings or growth and that analogy seems particularly representative of the progress your Association leadership and staff is striving to reach.



Rosa Salazar

I'm pleased to announce our new, full-time staff member, Rosa Salazar. Rosa joins us in the MLS department working specifically in compliance. Her professional experience includes inventory control, customer service, data entry, statistical data management, administrative support, and more. Transitioning from a temporary team member to a permanent one, she brings a wealth of knowledge to the MLS department both in compliance and customer support. Please join me in welcoming Rosa to the Association.

In addition, we have addressed various Flexmls training requests by offering one-on-one learning sessions. Erika Serrano, our MLS Support, is providing members with the opportunity to receive additional insights into how the Flexmls system works. There are a few of items to keep in mind:

- Training is by appointment only and will be conducted at the VCCAR office.
- You must have previously attended at least three live/in person or webinar presentations.
- There can be no more than two people in one session.
- Sessions consist of either an overview of the system or in-depth training in a defined specific area.
- Training sessions run up to one hour.

Please contact Erika directly to schedule your appointment at 805-981-2100 ext. 108 or [erika@vcrealtors.com](mailto:erika@vcrealtors.com).

As we continue to work through the remaining Flexmls migration issues, the VCRDS Committee has requested that we publish a list for members to view. This transparency will allow our members to see the specific areas where staff is concentrating its energies. This list should be available in a few weeks and will be accessible on [vcrealtors.com](http://vcrealtors.com).

We also remain focused on the Strategic Plan. We have made initial strides toward reaching the outlined goals. Various work groups with their volunteers have been assigned and meetings scheduled to dig in and get to work.

The immediate areas of focus include reviewing the existing Bylaws and ensuring they are accurate and up to date; creating a Policy Manual to better guide leadership; analyzing and a full redesign of the website; assessing and recommending non-dues revenue opportunities; and reviewing course offerings with evaluation of instructors/presenters.

I welcome you to engage and be a part of the process. Both leadership and staff are happy to address any questions you may have.

In closing, please mark your calendar and save the date for upcoming key events as we would enjoy seeing you in attendance:

- 1st Wednesday – Wednesday, April 5, in Camarillo.
- General Membership Meeting – Thursday, June 22
- C.A.R.'s REALTOR® Expo - Thursday, October 5.



Wyndi Austin

**flexmls**  
created by FBS

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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!
- Format includes "Do Not Call Law" disclaimer listed under every registration form that prospects sign in on.
- Refillable
- Colors: Brown, Red, Navy, Green, Gray, and Black.

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



## Open House Registry Spiral

- Made in the USA.
- 200 registration areas
- Non-refillable with tear out sheets
- 1 double sided "sign in" tent card encourages prospects to register!
- Place your professional Realtor Open House Registry front and center to achieve greater prospect registration at your open houses!
- Made with an upgraded metal "O" ring to easily turn pages and add longevity to the registry.
- 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!

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

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.

**VCCAR member Price: \$23.95 plus tax.**



## Open House Registry REFILL

- Made in the USA.
- 200 registration areas
- Go Green! Our paper is made from 30% recycled paper!**
- Refill fits our refillable Open House Registry Binder Format
- 1 double sided "sign in" tent card encourages prospects to sign in!
- Format includes "Do Not Call Law" disclaimer that is listed under every registration form that prospects sign in on.

**VCCAR member Price \$17.48 plus tax.**



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- The fabric stretches as you insert cards, to hold them securely, up to five or more cards.
- It has an elastic strip that creates two virtual pockets to keep your cards organized.
- It has a finger notch in the top, which makes it very easy to remove cards from the pocket.
- Non-slip grip keeps your phone from slipping or sliding on surfaces.
- Secret hidden compartment, under the fold, safely stores emergency cash.
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