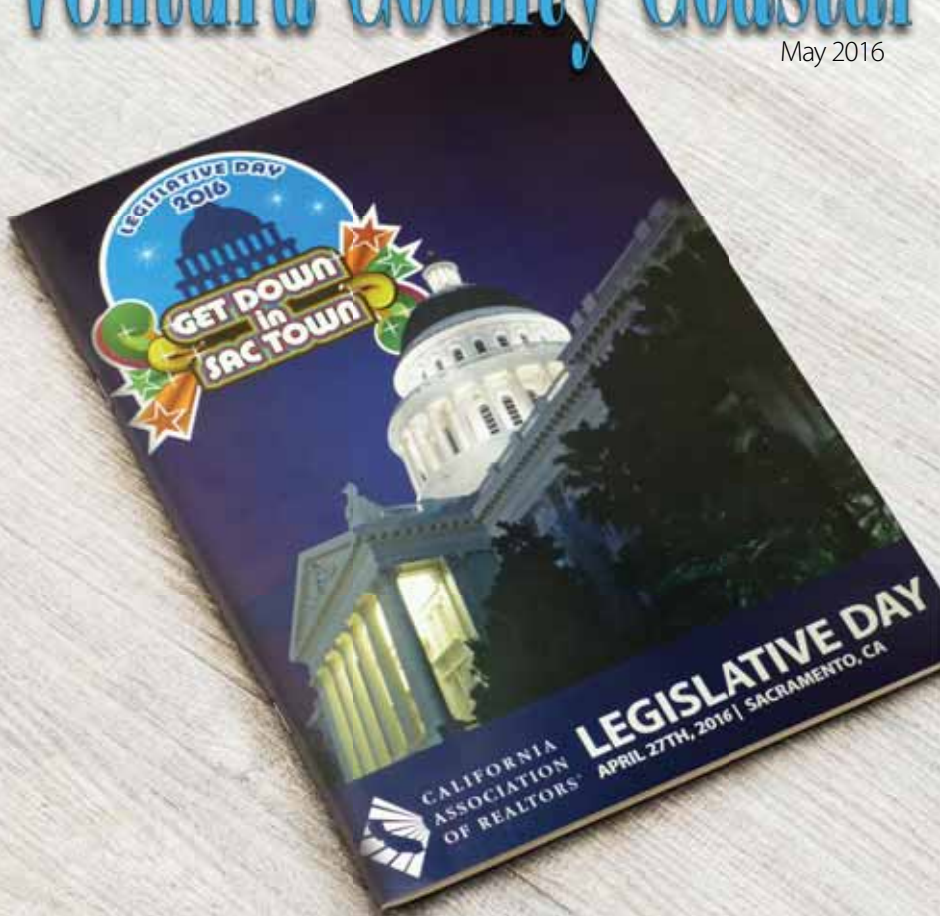


# Ventura County Coastal

May 2016



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## UPCOMING Meetings/Events

**MAY 13**  
Education & Equal Opportunity  
Committee  
Board Room  
10:00 AM

**MAY 17**  
Board of Directors Meeting  
Board Room  
9:00 AM

**MAY 19**  
REFAT Meeting  
10:00 AM

**MAY 24**  
New Member Orientation  
VCCAR Training Room  
9:00 - 3:00 PM

**MAY 25**  
Affiliates Committee  
Board Room  
9:45 AM

**MAY 26**  
MLS Basic Class  
Training Room  
9:00-12:00 PM

**MAY 26**  
Real Talk Toastmasters  
Training Room  
12:00 - 1:30 PM

**MAY 30**  
Memorial Day  
\*\*Association Office Closed\*\*

**MAY 31**  
MLS Advanced Class  
Training Room  
2:00 PM

**JUNE 2**  
How to List & Sell Commercial  
Property  
VCCAR Training Room  
9:00 AM - 4:30 PM

**JUNE 8**  
YPN Committee Meeting  
VCCAR Board Room  
9:45 AM

**JUNE 9**  
Real Talk Toastmasters  
VCCAR Training Room  
12:00 - 1:30 PM

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

**JUNE 14**  
MLS Committee Meeting  
VCCAR Board Room  
9:00 AM

**JUNE 16**  
REFAT Meeting  
VCCAR Board Room  
10:00 AM

**JUNE 21**  
Board of Directors Meeting  
VCCAR Board Room  
9:00 AM

**JUNE 22**  
Affiliates Committee Meeting  
VCCAR Board Room  
9:45 AM

**JUNE 22**  
MLS Rules & Regulations Class  
VCCAR Training Room  
1:00 - 3:00 PM

**JUNE 23-27**  
AE/GAD Institute  
San Francisco, California

**JUNE 28**  
New Member Orientation  
VCCAR Training Room  
9:00 - 3:00 PM

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

**JUNE 30**  
General Membership Meeting  
(Election Meeting)  
Marriott River Ridge Hotel  
3:00 PM



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## Legislative Efforts Keep REALTORS® off the Menu

**Mark Chacon**  
2016 VCCAR President



*Mark Chacon*

I've said many times just how important it is for our industry and our Association to be involved in legislative advocacy. The decisions lawmakers in Sacramento and Washington, D.C., make on any number of issues can have huge impacts on our members and the homebuying process. And it's like the old saying goes – if you're not at the table, you're on the menu.

Last month, 16 VCCAR members and staff traveled to Sacramento to meet with our Assembly members and senators. You can read more about the trip on [Page 6](#).

But I especially want to take a minute to personally thank the REALTORS® who made the trek North. It's important for our great staff members to routinely meet with legislators, but it's even more important that lawmakers hear from agents and brokers who are in the field every day helping Ventura County residents buy and sell their homes. We can provide the anecdotes and first-hand observations about how some bills could make homeownership even harder to attain and how other measures could make the American Dream easier for people to achieve.

Traveling to Sacramento were REALTORS® Armando Gomez, B.J. Ward, Carolyn Triebold, Cindy Diaz-Telly, Janet Dorsey, Jeff Comstock, Jim Keith, Lyle Elliott, Matt Capritto, Pam McWaid, Susie Hafer, Terri Davis, Wayne King, and myself. CEO Randy McCaslin and Government Affairs Director Marta Golding Brown kept us moving to where we needed to be and provided invaluable guidance along the way.

It's a sacrifice for our members to take time away from their businesses, but the benefit to all of us is worth it. Thank you again.

This week, the legislative journey continues as four of our Travel Team members will be in Washington, D.C., to meet with members of Congress and housing officials, as well as hear updates from lobbyists from the National Association of REALTORS®. We will report back to you next month on what we find out.

And I'd like to remind everyone we will be holding our annual elections at our General Membership meeting the afternoon of June 30th. You can also hear first-hand from Travel Team members about the meetings in Sacramento and Washington, D.C., as well as get the bigger perspective from C.A.R. Executive Vice President Joel Singer about legislation and ballot measures that could affect all of us. I hope you'll join us.

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



*Randy McCaslin*

### Thanks for a Wonderful Ride

As you may have heard, I will be ending my career with the Association on January 31. I picked this time to retire to allow me to complete my term on the 2016 C.A.R. Executive Committee, and announcing it publicly now gives the Board of Directors almost eight months to search for your new CEO.

It has been an honor to serve as the Association's CEO and to work on behalf of our members and our industry for all these years. I've been proud to have been a REALTOR® broker and member for more than 40 years, 25 of them as an owner/broker/manager. I was a member of VCCAR's Board of Directors for three years before being selected as your CEO in 2000, and since then have also been honored to serve in a variety of C.A.R. positions, while maintaining my REALTOR® status.

During these 16 years, our industry has ridden the roller coaster from tough times to great times and back again. But during good times and bad, your board and staff have worked hard to keep the Association strong and to provide our members with the kinds of service that helps you all build and grow your businesses. I am honored to have been a part of that team and happy to be able to hand over the keys to a new CEO at a time that VCCAR is as strong and stable as it's ever been.

I want to thank all of our board members and staff, past and present, for your hard work and the support you have given me and the Association. And while there will no doubt be challenges in the years ahead, I firmly believe VCCAR will continue to be an invaluable asset for REALTORS® in Ventura County and to the homeowners and homebuyers who rely on our assistance each and every day.



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# VCCAR's Travel Team Shares Pro-Housing Message With Local Lawmakers

By **Marta Golding Brown**  
*VCCAR Government Affairs Director*

Sixteen Association members and staff traveled to Sacramento last month to meet with local lawmakers as part of the California Association of REALTORS® annual Legislative Day.

More than 2,200 REALTORS® from around the state participated in the event, which besides legislative meetings included briefings from C.A.R. officials and remarks from Gov. Jerry Brown.

"Legislative Day is a great opportunity to learn what's happening in Sacramento that could affect our members and our industry, and an even better opportunity to continue building relationships with our county's Assembly members and senators," noted VCCAR CEO Randy McCaslin. "Fortunately, our local delegation understands the importance of housing and homeownership and our meetings with them were enjoyable and productive."

Travel Team members met with Senator Fran Pavley and Assembly member Jacqui Irwin, and with staff members for Senator Hannah-Beth Jackson and Assembly Member Das Williams. In addition, VCCAR and the Conejo Simi Moorpark AOR hosted a joint reception for Irwin after the legislative visits were concluded.

Among the important points made during the meetings was to remind lawmakers of C.A.R.'s three Hot Issues bills – two that REALTORS® are sponsoring and one we oppose. Sponsored bills are:

- AB 2693, by Assembly Member Matt Dababneh, D-Encino, which would change the super-priority status of so-called PACE loans and require disclosures to consumers before they obtain one of the energy-efficiency loans that are repaid via property taxes. Currently, because the loans often have first priority, above first mortgages, Fannie Mae and Freddie Mac have made it clear that properties with PACE loans are not eligible for financing, which can make purchasing or refinancing a home difficult if not
- AB 2760 by Assembly Member Devon Mathis, R-Visalia, which distinguish between a medically necessary companion or and other animals kept as pets. C.A.R. believes current clarified to allow legitimate support animals to share rental allow property owners to avoid unnecessary litigation.

C.A.R. opposes SB 1053 by Sen. Mark Leno, D-San which would require all residential rental property owners what has always been the voluntary Section 8 housing bill would force property owners to endure additional burdens and increased costs, require them to accept lease terms, and unreasonably interfere with private

*Continued on page 7*

*Sixteen VCCAR members and staff traveled to Sacramento last month as part of C.A.R.'s Legislative Day. Above, from left, REALTORS® Mike Hanley, Nelson Carrillo, and Wayne King meet with Assembly Member Jacqui Irwin, D-Thousand Oaks. At right, Mark Chacon, Terri Davis, Wayne King, Pam McWaid, and Matt Capritto wait for the morning's C.A.R. Morning Briefing to begin.*



*Marta Golding Brown*





*Above, REALTORS® Armando Gomez, Carolyn Triebold, and Susie Hafer made their first Travel Team visit to Sacramento. At left, VCCAR President Mark Chacon poses outside the Capitol. Below, from left, Hafer, Terri Davis, Lyle Elliott, and Chacon meet in front of Ventura County's display inside the Capitol during visits with local lawmakers.*

*Continued from page 6*

C.A.R. lobbyists indicated they were fairly optimistic the sponsored bills will pass and go to Gov. Brown for his signature.

Participating in legislative days in Sacramento and Washington, D.C., is extremely important because REALTORS® play a critical role in stopping bad legislation and promoting good bills. In Sacramento alone, there are approximately 3,000 bills introduced during each two-year session, many of which can affect the way brokers and agents conduct their business. Each bill is reviewed by the C.A.R. staff and lobbyists who look out for our interest, sometimes opposing bills, sometimes supporting bills or remaining neutral. These positions are based on C.A.R.'s established policies and recommendations received from C.A.R. Directors during their business meetings throughout the legislative session.

Attending from VCCAR were the following officers and members:

- President Mark Chacon
- President-Elect Lyle Elliott
- Treasurer Matt Capritto
- Director Terri Davis
- Director Susie Hafer
- Director Jim Keith
- Director Wayne King
- Director Pam McWaid
- Director Carolyn Triebold
- Jeff Comstock
- Cindy Diaz-Telly
- Janet Dorsey
- Armando Gomez
- B.J. Ward

CEO Randy McCaslin and I also participated in the trip.

*Continued on page 8*



*Continued from page 7*

In addition, C.A.R.'s Board of Directors voted following Legislative Day to support a \$1.3 billion proposal by California Assembly members to create affordable housing programs. The proposal would include funding for homeownership and rental housing opportunities, seismic retrofit of soft-story homes, farmworker housing, and shelter programs.

You can also hear first-hand from Travel Team members about the meetings in Sacramento and Washington, D.C., at VCCAR's General Membership Meeting on June 30, as well as get the bigger perspective from C.A.R. Executive Vice President Joel Singer about legislation and ballot measures that could affect all of us. VCCAR will also hold annual elections at that meeting.



*Armando Gomez and Mark Chacon pose outside the Governor's Office with a bronze bear former Gov. Arnold Schwarzenegger donated to the state.*

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# Keysafe Exchange Was a Big Success

Thanks to all of our members for helping make the Supra Keysafe exchange in March a huge success.

During the two-day event at the Residence Inn at River Ridge, 5,008 of the old iBox BT's were exchanged for new low-energy Bluetooth iBox BT LE's. Because so many REALTORS® were involved during a short timeframe, it was essential that everyone arrived at your scheduled time. The vast majority

of you arrived at the appointed time, and the event went as smoothly as possible.

Since then, another 196 Keysafes have been exchanged, meaning all but 46 old lockboxes have been exchanged. That's an incredible 99.2 percent success rate! Thank you all for your participation in this successful event.

– VCCAR Staff Report

*Some of the 5,000 new iBox BT LE's still in their boxes before the Supra Keysafe exchange in March at the Residence Inn at River Ridge in Oxnard.*



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## Real Estate Coach Shares Success Secrets

Travis Robertson, one of the nation's top 25 real estate coaches according to Inman.com, shared his five-stage process for accelerating income growth with more than 200 VCCAR members at an event on May 3 in Oxnard's Tower Club.

Among the tips Robertson shared were creating an integrated marketing program and strategies for creating an unfair competitive advantage in your marketplace. The event was sponsored by Chase.

From left in photo, Rosario Lawrence with Chase, Travis Robertson, Sher Heard, Mark Chacon, and Jorge DeLeon.



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### April New Member Orientation at Ventura County Coastal Association of REALTORS®



### New REALTORS® Sworn In

At the April 18 New Member Orientation at VCCAR, the following people were sworn in by Jim Keith, VCCAR Pro-Standards Chair, and presented with REALTOR® pins: Shanoah Curran, Keller Williams Westlake Village; Monique Hauck, Realty ONE Group Summit; April Hinton, Keller Williams; Herschel Weintraub, Marcus & Millichap; Kristin Vargas, RE/MAX Gold Coast; Tammy Gregory, PPMG; Sandra

Cervantes, RE/MAX Integrity; Gregory Smith, RE/MAX Integrity; Richard Siordia-Gonzalez, Balboa Real Estate; Darlene Vargas, Century 21 Hometown Realty; Antonio Valdez, Tri County Realty; Rick Satie, Keller Williams. Also pictured is Ruby Hernandez, who has since moved.

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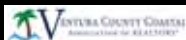
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**Signature:**



# RENEW YOUR LICENSE THE DUANE GOMER WAY

## 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 \_\_\_\_\_

Address \_\_\_\_\_ Zip Code \_\_\_\_\_ Phone \_\_\_\_\_

Please charge my      VISA      MC      DISC      BRE# \_\_\_\_\_

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Billing Address for Credit Card \_\_\_\_\_ Signature \_\_\_\_\_

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

### Women's REALTOR® Logo Branded Polo

Contoured silhouette with easy-wearing 2" side steam vents.

- 6.5 oz., pre-shrunk 100% ringspun cotton
- Soft fashion knit contoured collar and welt cuffs
- Three high gloss pearlized buttons
- Single-needle stitched neck, shoulder armhole and sleeves.

Available in White - Pink - Navy

**VCCAR member Price: \$19.99 plus tax each**



### 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 plus tax each.**



### REALTOR® Visors

Perfect for golf tournaments, special events, outdoor activities or just for fun to wear –Our Realtor logo visor is perfect to advertise yourself. 100% Cotton Visor. High style fabric with Velcro Closure on the back to adjust for comfort fit.

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



### Auto Expense Logs

Log helps the on the go Realtor keep a detailed record of their automobile mileage, tolls and repairs for tax records. # Fits conveniently in a pocket, purse or glove compartment. # Size: 3 5/8" x 6 3/4" # Colors: Red, Black, Navy,

**VCCAR member Price: \$4.00 plus tax each.**



### Open House Registry Spiral

\* Made in the USA. \* Place your professional Realtor Open House Registry front and center to achieve greater prospect registration at your open houses! \* 200 registrations areas \* 1 double sided "sign in" tent card encourages prospects to register! \* Made with an upgraded metal "O" ring to easily turn pages and add longevity to the registry. \* Non-refillable with tear out sheets \* Format includes "Do Not Call Law" disclaimer listed under EVERY registration form that prospects sign in on like federal law recommendations.

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



### Solid Plastic Real Estate Riders

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

**VCCAR member Price each: \$4.95 plus tax each.**



### Outdoor Brochure Dispenser

Outdoor Info Box accommodates 75 sheets of 8 1/2 x 11 flyers. Box is made of poly styrene and a clear acrylic front panel that slides out. Red or Blue imprinted letters say Please Take One. Hardware includes 2 wood screws and 1-18 cable tie. This item will strap around most yard posts with the cable tie or screw directly onto the post.

**VCCAR member Price: \$25.00**



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