

REALTOR® REPORT

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The Official Publication of Southland Regional Association of REALTORS®

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**All SRAR
Members
Are Reminded
2010 Membership
Dues Are NOW Due!**

The last day to pay and avoid a \$25 late
fee is Friday, January 29th.

Volume 90 • Issue 2

Dues billings were mailed to all members at their home
address in early December. E-mail notices were also sent.

Members can save money and time by paying dues online. It is easy, fast and completely secure! As a special
incentive, members who pay online will receive a coupon worth 10% off their next purchase in the SRAR store.

To pay online, go to the association website www.srar.com and click on the dues button on the homepage.

INVENTORY RESTRICTS SALES IN SANTA CLARITA VALLEY

Home sales during November throughout the Santa Clarita Valley were down from a year ago and 2009 will barely match 2008 totals - not for lack of buyers, but because of an extremely limited inventory, the Southland Regional Association of Realtors reported.

Listings fell 45.0 percent compared to a year ago with a total of 818 active listings throughout the Santa Clarita Valley. "That represents a mere 3.5-month inventory compared to the 6.4-month supply of a year ago November. Experts believe a balanced market emerges when the inventory hovers between a 5- and 6-month supply.

"Today's market is not straightforward with inventory, sales totals and declining median prices not telling the full story," said Nancy Starczyk, president of the Association's Santa Clarita Valley Division, noting that the inventory is even tighter than it appears because many of the listings are bank-owned or short sales that already have offers pending.

"There are plenty of buyers out there, especially in the lower price ranges, but the low inventory and problems getting loans make

it difficult to get them into a home," Starczyk said. "The median price is down from a year ago, yet a closer look shows prices firming up and actually rising on entry-level homes due to competition that sometimes has dozens of buyers fighting over a home."

A total of 162 single-family homes changed owners last month, down 17.8 percent from a year ago and off 5.8 percent from this October. At least 115 homes must close escrow during December for the 2009 tally to break even with 2008.

Likewise, condominium sales of 72 units were 1.4 percent below a year ago, but up 16.1 percent from October. At least 90 condos must close escrow to match 2008, otherwise, condo sales will post their fourth consecutive annual decline.

"While a home sale in California may not hinge on an \$8,000 or \$6,500 tax credit, the federal program which was extended until April for first-time buyers and expanded to include repeat buyers certainly will encourage more people to jump into the market," said Jim Link, the Association's chief executive officer.

"That will fuel even greater competition for entry-level homes, even if banks release additional distressed properties onto the market this Spring as expected.

"The slide in prices appears to be over," Link said, "although prices will remain soft until all distressed properties are worked out of the system and traditional sellers return in force."

The single-family median price of \$407,000 for November was down 3.1 percent from a year ago, but up 1.8 percent over October. The median has been above the \$400,000 benchmark every month this year, with the exception of January, after hitting the low for this cycle of \$385,000 in December 2008.

The annual median is likely to post its third consecutive drop - including a 22.0 percent drop in 2008 - although this year it will be a single-digit decline in the range of 5 percent to 9 percent, depending on where the December median comes in. The slowdown in the rate of decline reflects the increased activity and competition in the lower price ranges.

The November condominium median price of \$239,200 was up 1.8 percent from a year ago and 13.9 percent higher than October. It has been above \$215,000 and as high as \$250,000 every month since hitting the low point in March of \$199,500. The condo annual median is likely to post its third consecutive annual decline, although it will be in the range of a 15 percent drop instead of the 24.1 percent decline of 2008.

Pending sales - a measure of future resale activity - of 346 units increased 28.1 percent from a year ago, suggesting that the feverish activity seen through much of this year will continue well into 2010.

HOME SALES UP 5% STATEWIDE

Home sales increased 4.7 percent in November in California compared with the same period a year ago, while the median price of an existing home rose 5.8 percent, the California Association of REALTORS® reported recently.

"First-time buyers continued to drive the market, as many opened escrow to take advantage of the federal tax credit prior to its original Nov. 30 expiration," said 2009 C.A.R. President Steve Goddard. "The extension and expansion of the tax credit until April 30, 2010, along with low interest rates, should continue to positively impact the market in coming months.

"Efforts by lenders and the government to assist homeowners at risk of foreclosure have led to fewer homes available for sale, and an increase in the state's median home price. California's median home price increased year over year in November for the first time since August 2007," Goddard said.

The median price of an existing, single-family detached home in California during November 2009 was \$304,520, a 5.8 percent increase from the revised \$287,880 median for November 2008, C.A.R. reported. The November 2009 median price rose 2.4 percent compared with October's \$297,500 median price.

"With sales bottoming out more than two years ago, and the median home price reaching its trough in February 2009, California remains ahead of the nation in market recovery," said Leslie-Appleton-Young, C.A.R. vice president

and chief economist. "The median price for most regions hit bottom during the first half of the year, and the statewide median home price now is nearly \$60,000 higher than its lowest point in the current cycle.

"California home buyers have responded to the much-improved affordability over the last several months," she said. "Despite November's uptick in the median home price, affordability in the state remains near historic highs."

CALIFORNIA HOUSING QUICK FACTS

- Existing, single-family home sales increased 4.7 percent in November.
- The statewide median price of an existing single-family home increased 2.4 percent in November to \$304,520 compared with October 2009.
- C.A.R.'s Unsold Inventory Index fell to 4.5 months, compared with 7.1 months in November 2008.
- Thirty-year fixed-mortgage interest rates averaged 4.88 percent during, compared with 6.09 percent in November 2008, according to Freddie Mac. Adjustable-mortgage interest rates averaged 4.41 percent, compared with 5.26 percent in November 2008.
- The median number of days it took to sell a single-family home was 33.1 days in November 2009, compared with 44.4 days for the same period a year ago.

Source: California Association of REALTORS®



The Official Publication of SRAR

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NOVEMBER SALES GUARANTEE 2009 WILL EXCEED 2008 TOTAL

An extremely tight inventory limited home sales in the San Fernando Valley during November, but 2009 already has exceeded activity posted a year ago, the Southland Regional Association of Realtors reported.

Once December sales are added in, the year likely will be 5 percent to 8 percent ahead of 2008 for two years of increased activity after four consecutive years of declines, including 34.9 percent and 24.7 percent drops in 2007 and 2006 respectively. For comparison, 2008 was 13.1 percent higher than 2007.

Condominium sales for 2009 will post the first increase in annual sales after six consecutive years of declines, half of which were double digit, including a 33.2 percent drop in 2007. Through November the condo total already was up 4.5 percent over a year ago. Even with only minimal activity in December the annual condo total could well surpass 2008 by 10 percent.

"Given the intense competition for properties priced under \$500,000, many more homes and condos would have changed owners during 2009 if only there had been more properties listed for sale," said Ana Maria Colon, the 2009 president of the Southland Regional Association of Realtors. "Active listings are half of what they were a year ago, creating a situation where dozens of buyers are scrambling over each other every time a new listing hits the market."

Colon and Jim Link, the Association's chief executive officer, expect banks in the coming months to release more properties they acquired through foreclosure, but no one knows the extent of what's called the "shadow inventory" or how quickly those properties will hit the market.

"Current demand most likely will be able to absorb how ever many properties banks release," Link said. "Yet the market will not return to normal until it works its way through all distressed properties and traditional sellers return in greater numbers."

A total of 2,888 properties were listed for sale at the end of November throughout the San Fernando Valley. That was 48.4 percent below the 5,598 listings of a year ago, which was within the 5- to 6-month supply that experts say represents a balanced market. The inventory at the end of November was a mere 3.7-month supply, tipping the balance in favor of sellers.

The increased competition and tight supply stopped the month-to-month slide in resale prices. The median price of homes sold during November was \$395,000, up 5.3 percent over October and 1.3 percent ahead of a year ago November.

The 2009 annual median price most likely will come in 10 percent to 15 percent below 2008, which would be a dramatic improvement following the 28.6 percent drop in the annual median price. It will mark only the second consecutive year that the annual median has declined, after 11

consecutive years of mostly double-digit gains, some of which were in excess of 20 percent.

After setting a record high of \$394,917 in 2006, the condominium annual median price has been sliding and is likely to post the second consecutive double-digit decline in the annual median price, probably exceeding 20 percent. The condo median has been firming up and showing gains on a month-to-month basis through this year after hitting bottom in January with a median of \$190,000. Since June, the condo median has been at or above \$225,000.

"Low interest rates combined with extension of the \$8,000 tax credit for first-time buyers and extension of a \$6,500 tax credit for repeat buyers are sure to bring even more buyers into the market," Colon said. "Everyone is hoping for great deals, which are available compared to years ago, but many buyers are disappointed because they failed to come with professional representation and too often are unprepared for the intensity and quick action needed to win in today's bidding wars."

A total of 582 single-family homes changed owners during November compared to a year ago, a drop of 8.1 percent. Condo sales of 201 units fell 11.8 percent from a year ago, but rose 1.0 percent from this October. Both declines were attributed to a lack of inventory and seasonal factors. Pending escrows, a measure of future resale activity, suggest a slight uptick in activity through December and January. Some 783 escrows were open at the end of November, up 1.5 percent from a year ago.

YREP — SRAR'S NEXT GENERATION OF LEADERSHIP

Members have often asked who will take over the Association once the current leaders retire. The answer is, the YREPers will! Not sure who the YREPers are? They are members of SRAR's newest committee, Young Real Estate Professionals (YREP) — a highly intelligent group of people who are all enthusiastic and eager to improve the professional lives of their peers in the real estate field.

The Young Real Estate Professionals committee was established in 2008 by, then Association President, Mary Funk and current YREP member, Clark Hill. For more than a year, the committee had an average of only 3-5 members, whereas most SRAR committees have at least

15-25. To help boost their membership, YREP decided to host monthly mixers at various locations around the San Fernando and Santa Clarita Valleys. These mixers would typically attract an average of 10-12 people, depending on the location, etc. Yet, membership within the committee remained low. It was obvious new steps needed to be taken in order to move this committee to the next level, or at least bring it up to par.

A new staff team was put in place as liaisons to the YREP Committee in mid-2009. They quickly put their heads together with the small, yet powerful, committee to come up with a new game plan. Through the use

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2010 DUES ARE DUE!

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TAX CREDIT OFFERS MORE FOR REPEAT BUYERS

BY PATTI PETRALIA, PRESIDENT, AND DAVID WALKER, SRAR MEDIA CONSULTANT

If they make the right moves, some existing owners who buy a replacement residence could benefit far beyond the \$6,500 tax credit intended to lure them back into the residential housing market.

According to the Internal Revenue Service, owners do not have to sell their current house to capture the tax credit so long as the replacement house becomes their primary residence.

Assuming owners have the financial ability to hang onto their old residence and that resale prices continue to rise, keeping the prior residence for a period of time before selling could enable them to recapture some or perhaps all of any equity

lost to the economic meltdown.

Just as there are limitations for first-time buyers to capture the \$8,000 tax credit, repeat buyers also must conform to multiple rules:

- First, the current residence must have been owned and used as a principal or primary residence for at least five consecutive years of the eight-year period ending on the date of purchase of a new home as a primary residence.

- The tax credit is available to repeat buyers even if they trade down to a less expensive house, which also could allow owners over age 55 to retain their current

property tax rate if it is lower than what they would pay on the less expensive residence. However, if the replacement home costs more than \$800,000, the buyer is not eligible for that tax credit.

- There are also income limitations: Single taxpayers cannot make more than \$125,000 annually; for married folks cannot earn more than \$225,000 if they file a joint tax return. Plus, there is a phase-out until income reaches \$145,000 for a single taxpayer or \$245,000 for joint tax filers, which means that the credit is reduced proportionately until the buyer reaches the ceiling cap.

- In an attempt to prevent fraud, a home cannot be purchased from family members, which includes parents, grandparents or children.

- Finally, the purchase must take place by April 30, 2010. However, if a binding contract is signed by that date, escrow can close by June 30, 2010 and first-time and repeat buyers would still be eligible for their respective tax credits.

Under additional provisions in the bill, taxpayers can claim the credit on purchases completed in 2010 on their 2009 income tax returns. The bill maintains the provision that home buyers do not have to repay the credit provided the home remains their primary residence for 36 months after purchase. It waives this requirement for active duty military personnel who move due to a military order.

The rules are essentially the same for first-time buyers, but there are multiple mutations and variations, so it's wise to consult a tax advisor and a Realtor before making a move.

the experiences of those who have already served at the leadership level.

So the next time you hear about the YREP committee or one of their events, don't get hung up on the word "young". Instead, think of this group as leaders-in-the-making. And then think about what you can do to assist them in their professional journeys.

If you would like more information about the Young Real Estate Professionals committee, any of the YREP events, or are interested in joining the committee, contact Joey Lewis, Director, Member & Community Relations for SRAR at 818-947-2256 or via email at joeyl@srar.com

YREP — SRAR'S NEXT GENERATION...

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of a little social media (okay a lot of social media), some brilliant marketing techniques and off-the-hook event planning, the YREP Committee has grown to a total of 25 members and the monthly mixers boast an average of 100-120 people.

The committee's rapid growth over the past few months has garnered a lot of positive attention from current members, non-members and even the Board of Directors. YREP even became the official Southern California chapter of the Young Professionals Network (YPN), which is the national organization hosted by the National Association of REALTORS®.

Not only is the YREP committee boosting its own popularity, they're also recruiting new members to Southland Regional and bringing in additional participants to other committees by announcing all upcoming SRAR events and educational opportunities at each of their mixers. The YREPs understand their role at the Association is more than planning fun events. They're job is to expand membership and groom the next generation of leaders at SRAR.

With all its positive exposure, the YREP committee has also caught the attention of a few members who want to know, "Why do you have to make yourselves exclusive to only young members?" It's even been suggested that using the word "young" as part of their name could be viewed as discriminatory.

Let it be known that you do not have to be

young to be a part of the YREP committee or take part in their events. Besides, how do you define "young"? Isn't it relative? And as far as the committee's name goes, the word "young" isn't used to imply an age limit at all. It actually describes the common state-of-mind and experience level in the real estate profession. The YREPs are all like-minded individuals of various age groups who wish to grow and learn while continually creating new opportunities for their peers. They work well together and have become a close-knit group, but are always welcoming new members of any age to join them. In fact, they encourage participation by those with higher levels of experience to share their wisdom.

As far as the word "young" being discriminatory, just think of other groups and opportunities that are exclusive to those of a certain age – AARP, for example, or even the senior's discount at Denny's. One could argue that these benefits are discriminating. But we accept them because it's understood that they provide further opportunities to those who may need a little extra assistance. The YREP committee does the same thing – except this committee is open to anyone of any age or experience level.

The Young Real Estate Professionals is a popular committee and will continue to grow month-after-month. They are, no doubt, the next generation of leaders at Southland Regional Association of REALTORS®, but they cannot do it alone. They must learn through the guidance of their peers and from

FIVE COMMON MYTHS CONCERNING SHORT SALES

BY JEFF KAHN, SRAR RISK MANAGEMENT/REDUCTION COMMITTEE VICE CHAIR

Myth #1: By releasing the lien on a short sale, the lender is automatically agreeing to forgive the debt. When the lender agrees to release the lien, this does not automatically discharge the underlying debt. If the lender does not discharge the underlying debt, the lender is free to pursue the borrower for the deficiency at a later time. The borrower should negotiate for the discharge of the underlying debt at the same time as the release of the lien.

Myth #2: The short sale lender is free to cut the listing and selling brokers commissions as part of agreeing to a short sale. This is not true for any Fannie Mae or Freddie Mac owned loans. Both Fannie Mae and Freddie Mac passed rules prohibiting lenders with Fannie Mae and Freddie Mac loans from renegotiating the Real Estate Brokers commissions unless those commissions exceed 6%. If the lender attempts to cut your commission, you

should check to see if the loan in question is a Freddie Mac or Fannie Mae loan. If so, you should contact them directly to discuss the Fannie Mae and Freddie Mac restrictions against such commission cutting. To determine whether the loan is a Fannie Mae loan go to <http://loanlookup.fanniemae.com>. For Freddie Mac loans go to www.freddie.mac.com/mymortgage.

Myth #3: Sellers should have no concern about the purchase price on short sales since the government has passed regulations that will not tax relief of debt as income. While there are existing Federal Regulations that handle relief of debt as a non taxable event in certain circumstances, California State law does not currently handle relief of debt in the same way. Any relief of debt resulting from a short sale is subject to California State income tax. In addition, not all loans are exempt from relief of debt taxation under

Federal regulations. Therefore, the Seller may be negatively impacted by a lower sale price since the relief of debt would be larger and the resulting tax could be higher. It is critical that Sellers check with the appropriate professional to get tax advice regarding this matter prior to agreeing to a short sale.

Myth #4: The Seller's credit is not impacted in any way if the Seller is involved in a short payoff. While the Seller's credit may be less impacted by a short pay than a foreclosure, it is not true that there is no credit impact from a short pay. Credit reports often show a short pay as Paid for less than balance owed. In addition, any late payments prior to the short pay will negatively impact the Seller's credit.

Myth #5: If the holder of the first agrees to a short sale, the holder of the second will most likely agree to take a very small amount to release a junior lien since the junior lienholder has no leverage in the matter. This is not necessarily true. Very often, the junior lienholder is not willing to take a small or token amount to release its lien. It is important to negotiate as aggressively and as promptly with the junior lienholders as with the holder of the first. The junior lienholders will need to be convinced that agreeing to the short sale is in their best interest.

BRINGING THE DREAM OF HOMEOWNERSHIP WITHIN REACH

As part of its plan to stimulate the U.S. housing market and address the economic challenges facing our nation, Congress has passed new legislation that:

- Extends the First-Time Home Buyer Tax Credit of up to \$8,000 to first-time home buyers until April 30, 2010.
- Expands the credit to grant up to \$6,500 credit to current home owners purchasing a new or existing home between November 7, 2009 and April 30, 2010.

Here is more information about how the Extended Home Buyer Tax Credit can help prospective home buyers become part of the American dream. If you have specific questions or need additional information, please contact a tax professional or the Internal Revenue Service at 800-829-1040.

WHO QUALIFIES FOR THE EXTENDED CREDIT?

- First-time home buyers who purchase homes between November 7, 2009 and April 30, 2010.
- Current home owners purchasing a home between November 7, 2009 and April 30, 2010, who have used the

home being sold or vacated as a principal residence for five consecutive years within the last eight.

To qualify as a "first-time home buyer" the purchaser or his/her spouse may not have owned a residence during the three years prior to the purchase.

If you or your client purchased a home between January 1, 2009 and November 6, 2009, please see: 2009 First-Time Home Buyer Tax Credit

WHICH PROPERTIES ARE ELIGIBLE?

The Extended Home Buyer Tax Credit may be applied to primary residences, including: single-family homes, condos, townhomes, and co-ops.

HOW MUCH IS AVAILABLE?

The maximum allowable credit for first-time home buyers is \$8,000.

The maximum allowable credit for current homeowners is \$6,500

HOW IS A BUYER'S CREDIT AMOUNT DETERMINED?

Each home buyer's tax credit is determined by two additional factors:

1. The price of the home.
2. The buyer's income.

RISK MANAGEMENT TIP

1. To determine whether your loan is a Fannie Mae or Freddie Mac loan go to <http://loanlookup.fanniemae.com> or www.freddie.mac.com/mymortgage.

2. It is critical that Sellers contact the appropriate professional to discuss potential tax ramifications of a short sale BEFORE agreeing to a short sale.

Posting

The following Real Estate Brokers have applied for REALTOR® membership. If you have any objections to an applicant's admittance, the objection should be submitted in writing to the Membership Committee at once. In the event a qualified complaint is received, the complaint will be forwarded to the applicant and to the Chairman of the Membership Committee to ascertain that the complaint comes within the purview of the 7 point criteria established by the National Association of REALTORS®. If it does not, the complainant is notified and the applicant is admitted to membership. If it does, the Membership Committee Chairman shall appoint a panel of 3 members from the committee to interview the applicant. The Panel shall make its recommendation to the Membership Committee, which shall then forward its recommendation to the Board of Directors. If the committee recommends disapproval of the application, the Board of Directors will review the recommendation and render a final decision.

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Vic Kharadjian
15431 Valerio St.
Van Nuys, CA. 91406

Mcelveen, Ryan Joel
Ryan Mcelveen
13000 Pierce Street
Pacoima, CA. 91331

Parsons, Ken John
Pasadena Market Center, Inc.
445 S. Fair Oaks Ave.
Pasadena, CA. 91105

Perelshteyn, Stanislav
States Realty, Inc.
5060 Tendilla Ave.
Woodland Hills, CA. 91364

Pornthebsiripong, Praparpun
Taurus Financial
7035 Atoll Ave.
North Hollywood, CA. 91605

Watanabe, Mary
All Star Realty
171 E. Thousand Oaks Blvd., #203
Thousand Oaks, CA. 91360

Yeager, William
RealEstate.com Realtors
4350 Executive Dr., #201
San Diego, CA. 92121

SECOND POSTING

Ahmadi, Cyrus
Standard Realty
18757 Burbank Blvd. #205
Tarzana, CA. 91356

Alberti, Susan Lee
Frazier Mt. Real Estate
3400 Mt. Pinos Way
Frazier Park, CA. 93225

Baker, Todd Allen
Todd Baker
10830 Hayvenhurst Ave.
Granada Hills, CA. 91344

Contreras, Julio A.
Julio Contreras
5807 Topanga Cyn. Blvd. G301
Woodland Hills, CA. 91367

Gomez, Raul
RG Housing Services
14304 Filmore Street
Arleta, CA. 91331

Nicsinger, John J.
John Nicsinger / Broker
18909 Braemore Rd.
Porter Ranch, CA. 91326

Rouse, Sallie
Personal Touch Properties
815 W. Avenue J.
Lancaster, CA. 93535

Sternick, Shawn Michael
Shawn Michael Sternick
28467 Santa Rosa Ln.
Santa Clarita, CA. 91350

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Arahamian, Norair / Cardea, Inc. / Northridge
Briascio, Richelle / Rodeo Realty / Northridge
Carson, Christopher D. / Re/Max Lifestyles / West Hills
Condon, Bruce K. / Pinnacle Estate Properties / Valencia
Corey, Maria / Keller Williams Realty / Studio City
Ellinger, Mercedes A. / Coldwell Banker Prime Properties / Northridge
Heatherly, Sherry / So. Coast GMAC / Santa Ana
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Hsing, Bruce Hsu-Hui / Gold Star Realty / Encino
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CAREGIVER.....(818) 916-9802
WWW.MYDANSHAMIR.COM
Exp. #6

BILL HOLT'S HANDYMAN SERVICE
Plumbing, electrical, painting, drywall repair. no job too small. All work guaranteed. Small Pool & Spa Repair.
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Exp. #6

CLEANING
SPECIALIST IN VACANT HOMES, CARPET SHAMPOO.
REASONABLE PRICES.....(818) 916-9802
EXP. #4

TERMITE INSPECTION

Termite & Retrofitting

Termite Inspection

- Fast report (fax or e-mail)
- Bill to escrow
- Free inspection if competitive bid
- All works fully guaranteed
- We will beat or meet other bid

Retrofitting Inspection

- Gas shut-off valve
- Water conservation
 - Ultra low flow toilet
 - Shower head
 - Certificate of compliance
- Smoke detector
- Window safety glazing



Call: (818) 886-7378
(310) 328-7378



Get two inspections for one call

CONSTRUCTION

STYL'N CONSTRUCTION, INC.



R.E.O. / Foreclosures

Email: Styl'n@earthlink.net

Hey Brokers - We Do It All!

- | | |
|--------------------------|---------------------------------|
| • Trash-Outs | • Lead Bids |
| • Initial Yard Clean-Up | • Retrofitting Bids |
| • Initial Cleaning | • FHA - HUD Lender Requirements |
| • Emergency Preservation | • Interior Paint |
| • Pool Clean-Ups | • Carpet - Vinyl - tile |
| • Monthly Services | • Exterior Paint |

No One Has Our Experience Or Billing Terms!

STYL'N CONSTRUCTION INC.
9939 Canoga Avenue Unit "J"
Chatsworth, CA 91311
www.broker-solutions.com

Office: (818) 407-1327

Fax: (818) 407-1462

Licensed • Bonded & Insured • Lic. #806623

REALTOR® RESOURCE CENTER

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LEGAL

THE LAW FIRM OF KATZ & BLOCK DENNIS P. BLOCK & ASSOCIATES The Number One Law Firm Specializing in **TENANT EVICTIONS** UNLAWFUL DETAINER



ENCINO
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- Guaranteed rapid filings
- No office visit required
- Free telephone consultations
- More experience than any other law firm
- Lockout Management service available

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FREE FORMS AND
TELEPHONE CONSULTATIONS

Open Monday through Saturday

Call after hours for our informational hotline
including free forms

OTHER AREA OFFICES:

LOS ANGELES **VALLEY VILLAGE**
323-938-2868 **818-432-1980**

TOLL FREE
800-77EVICT

www.evict123.com

TERMITE INSPECTION & FUMIGATION

NORDHAGEN AND DAUGHTERS

EXTERMINATING
COMPANY INC.

TERMITE INSPECTIONS & FUMIGATIONS

SRAR 2002 "AFFILIATE OF THE YEAR"

YOU'VE TRIED THE REST...
YOU DEMAND THE BEST...
PUT US TO THE TEST !!!

- ◆ We do our OWN fumigations (No Sub-Contractor)
- ◆ Salaried inspectors (NO COMMISSIONS)
- ◆ FREE inspection if competitive bid
- ◆ Computer generated, emailed reports
- ◆ Recommended repairs performed by our company
- ◆ Licensed, insured and bonded

800-933-7378 800-649-1922 FAX
818-886-3454 661-255-1902 FAX
661-254-2133

Affiliate member SRAR
Affiliate member REOMAC
Member PCOC (Pest Control Operators of California)
CA Reg. # PR 2861

MAINTENANCE & REPAIRS

TILE & MARBLE RESTORATION

CLEAN SEAL REPAIR, REGROUT,
FREE EST & CONSULTATIONS.

42 YRS IN BUSINESS IN SFV
PROBLEM SOLUTIONS - HARRY

818-989-4161 CELL 818-261-1411

Exp. #5

PROFESSIONAL SERVICES

PERMIT PLAN PERMIT PLAN
LEGALIZE ROOM ADDITION
BUILDING CODE VIOLATION

ALEX818-497-3799
Ex. #3 (2010)

RETROFITTING & HOME INSPECTION & R.E.O. REHAB CROWN CONSTRUCTION G.C.

Bonded, Insured, Lic. B850720. Painting, plumbing,
carpentry, electric, trash out. Free est.

Cell 818-635-9910 - Off. 818-981-6437

email: akouc3@yahoo.com

Exp. #3

MOLD INSPECTION

ESCROW MOLD SCREENING / INVESTIGATIONS

Professional Property Inspections. LLC / Environmental
Services. Certified Environmental Professionals. CIEC,
CIE, CMRS, CMR, CRMA, WRT.....(818) 707-7725
Exp. #3 (2010)

SIGNS

ARTO SIGN CO. DIGITAL & SILK SCREEN PRINTING

www.ArtoSign.com

Customized, Personalized RE Signs

For Sale Sign Panel Size 36"x30"x24" Open House panel Size 24"x18"
Material: 0.093" Styrene, 10mm Coroplast, 1/4" MDF Hardboard-more...

Low Pricing
QTY. 3 **\$39.95 ea.** QTY. 6 **\$34.95 ea.**
Full Color, Digital Printing

ARMANDO SANDOVAL
818-822-1198
www.ArmandoSandoval.com

SUNNY YI
800.644.9994
www.SunnyYi.com

TEL: 818-500-9111
5838 SAN FERNANDO RD. #C, GLENDALE CA 91202

REAL ESTATE

\$39 per month

100%

COMMISSION



GOLD STAR REALTY

We Offer:

Full Time Experienced Broker
Equipped Offices & Conference Rooms
Most Southland MLS Services
Friendly and Helpful staff

(818) 757-4567

20 YEARS IN BUSINESS

17815 Ventura Blvd., Suite 205, Encino

REALTOR® RESOURCE CENTER

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LOANS & INVESTMENTS

FAST CASH - NO DOCS Private Money

Low Interest, Low Points, Great Terms

On any type of property- land, commercial, residential, income, non-owner occupied.

Hard money loans, equity loans, bridge loans, construction loans, land loans, commercial loans, creative financing!

If it makes sense, We Do It!

1st, & 2nd's
Brokers/Agents Welcome!
We also purchase notes.

(800) 348-1242

(818) 880-1020

Fax: (818) 878-0250

E-mail: Mirzaian@earthlink.net
Community Loans & Investments
26500 W. Agoura Rd. #102, Calabasas, CA 91302
www.communityloansandinvestments.com

PROFESSIONAL SERVICES

H.SINGH'S HAULING

Best rates in the valley. Specializing in vacant & foreclosed houses. Clean up, construction, & debris removal. Reliable & same day service. Free estimates.
(818) 201-6312 • Cell (818) 916-8786
Exp. #2

INCOME TAX PREPARATION

Haven't filed? - Federal & State - ALL YEARS
CTEC Certificated & Bonded
Call Milt Cohen 818-709-8087
UNCMILT@sbcglobal.net
Exp. #9 (2010)

FULL DOMESTIC SERVICES

LIVE IN OR LIVE OUT, COMPANIONSHIP
CAREGIVER.....(818) 916-9802
WWW.MYDANSHAMIR.COM
Exp. #6

REO LOCKSMITH. NEALS KEY SERVICE
QUICK ON TIME SERVICE FOR REOS & EVICTIONS.
CONVENIENT BILLING.
.....(818) 363-8010.....
Exp. #2

LICENSED LAND SURVEYOR
LOT LINES, CERT OF COMPLIANCE,
LOT LINE ADJUSTMENT
DAN MAY.....661-297-2667
Exp. #26

CLEANING
SPECIALIST IN VACANT HOMES, CARPET SHAMPOO.
REASONABLE PRICES.....(818) 916-9802
www.mydanshamir.com
EXP. #4

RETROFITTERS

A1 RETROFITTERS

A1 Retrofitters is Licensed (527682),
Bonded, & Insured.
We bill escrow for your convenience.

Retrofitting

E.Q. Gas Shut Off Valves
Ultra Low Flow Toilets
Smoke Detectors
Water Heater Strapping
Window Safety Glazing

**REO / Foreclosure Repairs
Buyers List's**

Call Today! We Can Do It All!

(818) 360-4259

(866) 738-7734

www.a1retrofitters.com

REAL ESTATE

**GENERAL
REALTY GROUP, INC.**

Celebrating
14 Years in
Business

100%
Commission

EARN MORE KEEP MORE

Only \$69/Month

- Residential
- Commercial
- Investments
- Mortgages
- Business Ops
- Industrial

Also Ask About ...

- ☒ New Annual Plan
- ☒ Branch Licensing

For a Confidential Interview...
contact Dean Dana - Broker

office: 818-778-1112 ext. 49
e-mail: dean@generalrealty.com

www.generalrealty.com

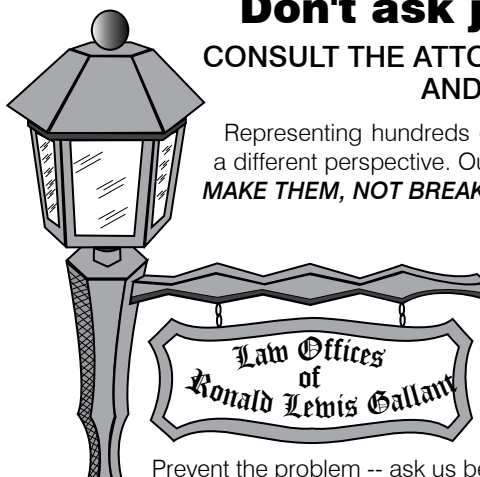
each office is independently owned and operated

LEGAL

Legal Problems? Don't ask just an attorney

**CONSULT THE ATTORNEY CHOSEN BY BROKERS
AND THEIR AGENTS**

Representing hundreds of REALTORS® and associates gives us
a different perspective. Our goal is to **KEEP DEALS TOGETHER --
MAKE THEM, NOT BREAK THEM**, and keep you out of trouble.



Prevent the problem -- ask us before you or your client act.

- Former Assistant United States Attorney and Professor of Law
- Master of Law Degree
- MASTER CARD/VISA ACCEPTED
- Review of Real Estate Documents
- Negotiations
- Business and Tax Advice
- Real Estate Litigation
- Dept. of Real Estate and SRAR Disciplinary Matters
- CC&R AND HOA Issues
- Corporations
- LLC and Partnership



15760 VENTURA BLVD. • SUITE 700 • ENCINO • (818) 501-0780

REALTOR® RESOURCE CENTER

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REAL ESTATE

Top Producers Share Their Keys to Success



Mike Somers is a leading sales agent for Park Regency Realty and the organizer and host of a weekly sales agent workshop called "Keys to Success." Mike has been coordinating this workshop meeting, held at Park Regency's corporate offices, for 10 years now and has brought in some of the industry's leading professionals to talk about generating business, creating success and building a reputation for real estate professionalism. The advice and secrets revealed in these meetings have guided thousands of others carving out real estate careers. You are invited to join Mike at one of these life-changing events (see schedule below). After all, we're in this together and there's certainly enough opportunity out there for everyone to succeed.

Free "Keys to Success" Workshops

THURSDAY
JAN. 14TH, 10AM

Meet Fernando Garcia



Top Producer at Park Regency every year since 2003. Over \$15 million closed in 2009.

THURSDAY
JAN. 21ST, 10AM

Meet Jimmy Sandoval



Entered the Real Estate Industry 4 years ago and has quickly risen to #2 in the company. Over \$13 million closed in 2009.

THURSDAY
JAN. 28TH, 10AM

Meet Rodney & Nelly Gonzalez



Have been with the company for 5 years and closed over \$10.5 million in 2009.

THURSDAY
FEB. 4TH, 10AM

Meet William & Leticia Mera



Have finished in the top 5 for production every year since 2003. Over \$7.5 million closed in 2009.



818-363-6116

www.ParkRegency.com

REAL ESTATE

Private Offices for BIG Producers

90% Commission Plan
Extra Income from Loans • 24/7 Management Support

e-RealtyLoans.com e-RealtyHomes.com

Contact: Jennifer 818-264-7132
or Adrian 818-264-7135
for more details or an appointment.

CONSULTING & TESTING

818.470.5942
ASBESTOS? MOLD?
LEAD? RADON?

General Building Contractor

State of California Lic. #518509-B1, Asbestos, Hazardous)

Asbestos Testing

State of California - Certified Asbestos Consultant (08-4431)

Lead Testing

State of California Department of Health Services - Certified Lead Inspector #14733

Mold Testing

American Indoor Air Quality Council - Certified Microbial Consultant

Radon Testing

American Association of Radon Scientists and Technologists - Certified Measurement Professional #1281

Koonce Consulting & Testing

Chuck Koonce is licensed and certified for all general building and environmental testing. Serving the REALTORS® of the San Fernando and Santa Clarita Valley's for over 20 years.

TECHNOLOGY

CASH for Your Clunker Website!

Trade In your old third party website for up to **\$450** off a new Premium Agent123 Website.



- ✓ Customizable Premium CARETS IDX
- ✓ Customizable Target Market Searches
- ✓ Google®, Yahoo®, & Bing® Placement!*

RealtyTech

Let Us Do the Work For You!



Get Started >>

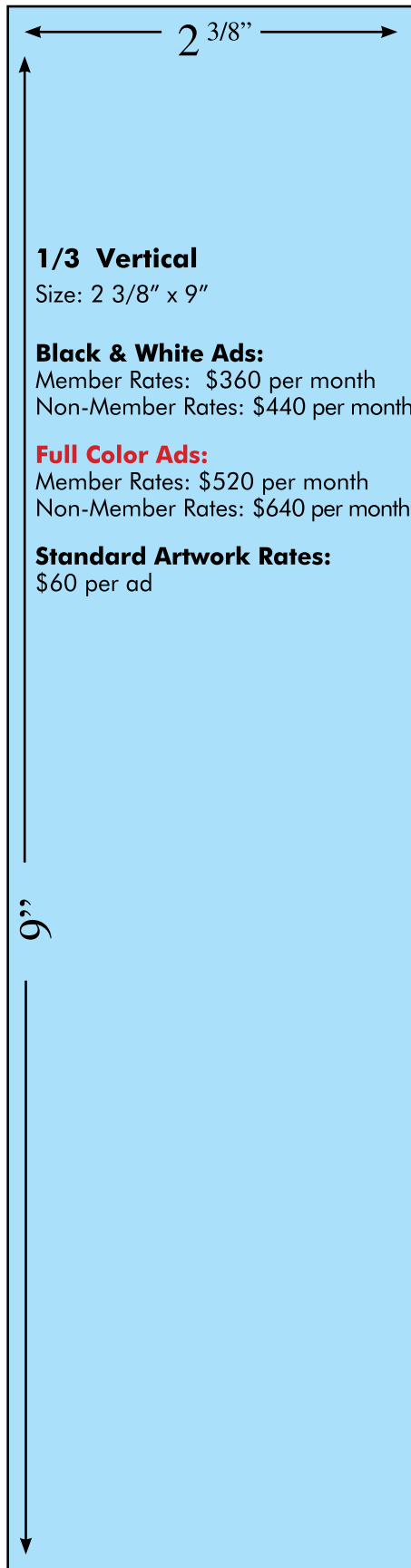
1-877-832-4428

* Time frames vary depending on program & target marketing area.

DISPLAY ADVERTISING RATES & SPECIFICATIONS

****RATES PRICED ON A 4 WEEK BASIS:**

One month of web advertising & two printed issues of an ad



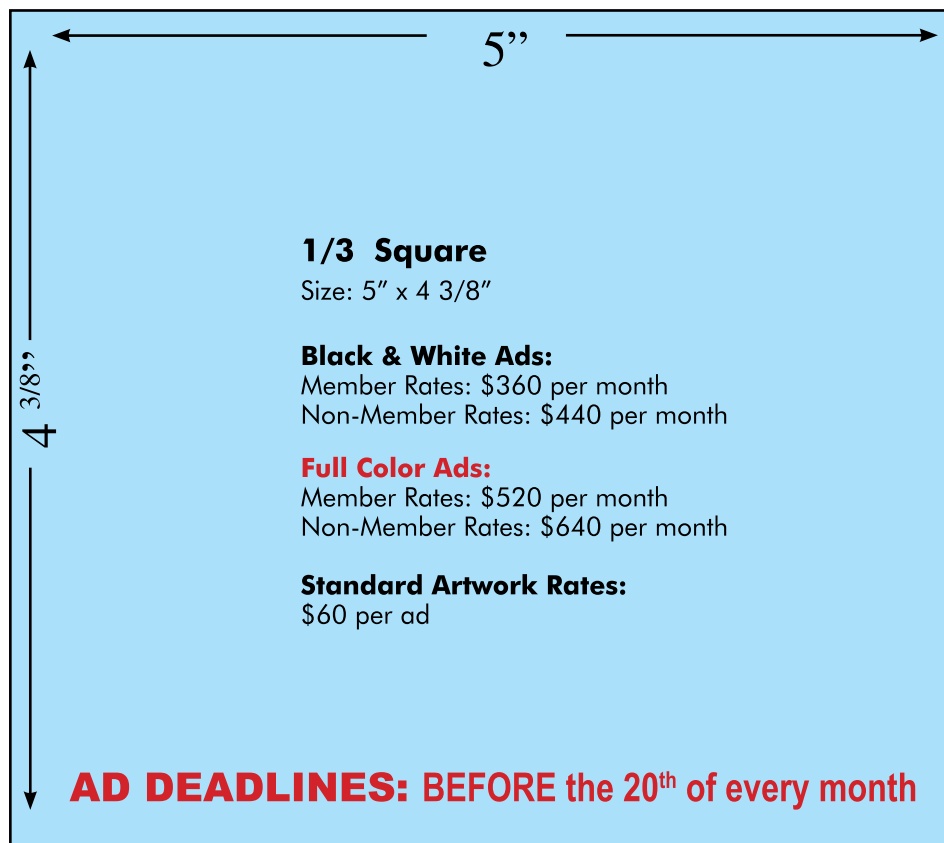
A vertical rectangular diagram representing a 1/3 Vertical ad. The width is labeled as 2 3/8" at the top. The height is labeled as 9" on the left side.

1/3 Vertical
Size: 2 3/8" x 9"

Black & White Ads:
Member Rates: \$360 per month
Non-Member Rates: \$440 per month

Full Color Ads:
Member Rates: \$520 per month
Non-Member Rates: \$640 per month

Standard Artwork Rates:
\$60 per ad



A square diagram representing a 1/3 Square ad. The width is labeled as 5" at the top. The height is labeled as 4 3/8" on the left side.

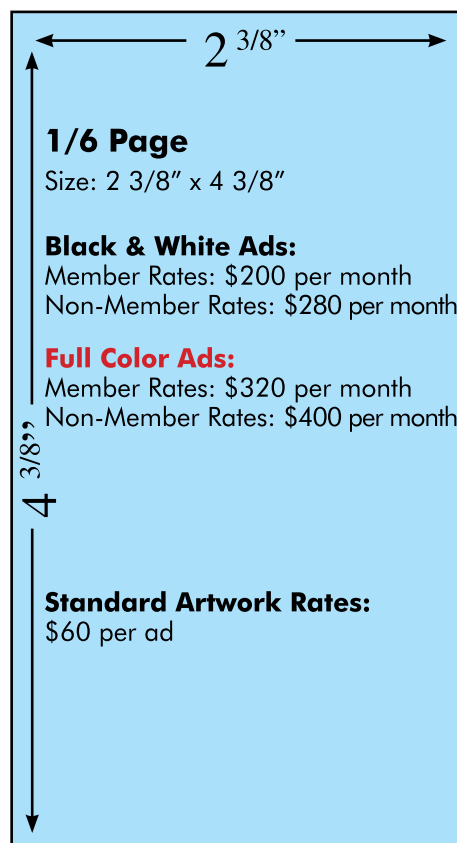
1/3 Square
Size: 5" x 4 3/8"

Black & White Ads:
Member Rates: \$360 per month
Non-Member Rates: \$440 per month

Full Color Ads:
Member Rates: \$520 per month
Non-Member Rates: \$640 per month

Standard Artwork Rates:
\$60 per ad

AD DEADLINES: BEFORE the 20th of every month



A rectangular diagram representing a 1/6 Page ad. The width is labeled as 2 3/8" at the top. The height is labeled as 4 3/8" on the left side.

1/6 Page
Size: 2 3/8" x 4 3/8"

Black & White Ads:
Member Rates: \$200 per month
Non-Member Rates: \$280 per month

Full Color Ads:
Member Rates: \$320 per month
Non-Member Rates: \$400 per month

Standard Artwork Rates:
\$60 per ad

NOW OFFERING FULL COLOR DISPLAY ADS!

Our NEW AND IMPROVED REALTOR® REPORT display advertising options. Now publishes ads in both print and online.

Display Advertising Mechanical Requirements

Digital advertisements (for printed version only) are accepted in PC format (InDesign, Photoshop, Illustrator) with all supporting files (images & fonts), or you may supply the ad as a high-resolution PDF (PDFx1a). PageMaker, Microsoft Word or Freehand files **will NOT be accepted**.

Ads can be submitted on CD or e-mailed to printshop@srar.com. No hard copy will be accepted.

Proofs or hard copy sample must be supplied for all ads. PDFs are acceptable as long as color is not critical.

Display ads should employ line screens no finer than 120. Material should be prepared allowing for approximately 30% gain on press. Any screen that will not be acceptable if printed as a solid should be held below 85%.

REALTOR® Report is printed in 4-color process (CMYK). All colors MUST be in process CMYK. SRAR is not responsible for missing portions of ads due to customer design error.

****PLEASE NOTE** AD SPACE IS LIMITED.** Ads are taken on a first come first served basis.



7232 Balboa Blvd.
Van Nuys CA 91406

PRESORTED
STANDARD
U.S. POSTAGE
PAID
VAN NUYS, CA
PERMIT NO. 1088

Regular mail not fast enough?
Read REALTOR® Report on-line at www.srar.com

AREA MEETING ANNOUNCEMENTS

EAST NORTH

Thursdays

Chairperson: Doc Holladay

Phone: (818) 705-7575

Location: Lulu's Restaurant - 16900 Roscoe Blvd.,
Van Nuys

Time: 8:45am

OUTWEST

2nd & 4th Thurs of Mo.

Chairperson(s): Jim Bevis, Chairman
Louis Mowbray, Vice Chairman
Larry Gutierrez, Membership

Phone: Jim – (818) 522-4113

Email: jabevis@ca.rr.com

Phone: Lou – (818) 703-7209

Email: lmowbray@pacbell.net

Phone: Larry – (818) 645-8224

Location: Denny's, 8330 Topanga Cyn. Blvd.

Time: 8:30am – 10:00am

COMM. INVST. PROP.

3rd Tues of mo.

Chairperson: Brian Hatkoff, CCIM

Phone: (818) 701-7789

Web: www.c-rex.org

Time: 8:30 A.M.

Location: SRAR Auditorium-7232 Balboa Blvd.,
Van Nuys

January 19, 2010: LA County Assessors Office:
What is the County doing with Commercial Property
Values?

February 16, 2010: David Newman, CPA: What
new tricks does the IRS have for Commercial Real
Estate?

BUSINESS OPPORTUNITY

4th Tues of mo.

Chairperson(S): Harvey Osherenko

Phone: 522-7592

Location: SRAR – **Time: 9:00 A.M.**

January 26, 2010 Meeting

In addition to Business Opportunity Marketing we will
be adding IRC1031 Exchanging. If you can not sell
it, exchange it.

Learn how to use other Equities beside cash for the
down payment.

We will be available to answer any questions you
may have that can not wait until January 26th. Send
to harveyok2@yahoo.com.

R.E. NETWORK

Fridays (expt. holidays)

Contact For Information: Bud Mauro

Phone: (818) 349-9997

Location: El Cariso Golf Club Restaurant, "The
19th Hole". 13100 Eldridge Ave., Sylmar CA. Exit
210 Frwy at Hubbard, N. to Eldridge, E. to Golf
Club Entrance. [TG-482 D 3]

Time: 8:30 – 9:30 A.M. - EVERY FRIDAY

SCV CARAVAN

1st and 3rd Fridays

Location: Home Town Buffet- 23154 W. Valencia
Blvd., Santa Clarita Valley

Date: 1st & 3rd Friday's

Time: 8:30am

Topic: MLS Marketing Meeting

FEBRUARY 5

Acton, Agua Dulce - AC, ADUL

Canyon Country - CAN 1, CAN2, CAN3, RBGL,
SAND

Newhall - NEW4

Saugus - BOUQ, CJRC, COPN, PLUM

Valencia - BCRO, CRSO, NBRG, NPRK, TSRO,
VALB, VALC, VALN, VLWC

FEBRUARY 19

Castaic - ECAS, HASC, HILC, HSHL, LOAK,
NCAS, NLAKE, PRKR, VVER

Newhall - DNEW, NEW1, NEW5, PLAC

Stevenson Ranch - SOSR, STEV

Valencia - VAL1, VALW, VSUM, VWES