# REALTOR® REPORT

The Official Publication of Southland Regional Association of REALTORS®

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# SRAR INSTALLS 2010 PG. 2 PRESIDENT, PATTI PETRALIA & PRESIDENT-ELECT, FRED SABINE

Volume 90 • Issue 4

# SRAR INSTALLS 2010 PRESIDENT, PATTI PETRALIA, AND DIRECTORS

Patti Petralia — who began her career in real estate in 1977 and was sworn in on Jan. 16 as the new leader of the Southland Regional Association of REALTORS® — told attendees at her installation dinner that she is "excited about the opportunities 2010 will offer" and about "going beyond the successes of 2009, and there were many successes."

"I believe we are now presented with the opportunity for growth and improvement in our industry to be able to step forward and to be proactive in advocating for the protection of housing rights," Petralia said. That will be accomplished by educating Realtors on how best to guide buyers and sellers through the maze of financing and housing opportunities and choices; by emphasizing and encouraging the importance of professionalism among real estate professionals; and promoting value of the Realtor specialty designations.

"Our industry is progressing toward

stability," she said, "and there are many good reasons to buy real estate in 2010," including the extension to April 30 of the first-time buyers federal tax credit along with its expansion to repeat buyers, a firming up of resale prices, low interest rates on home loans, and the ongoing appeal of the California lifestyle.

Petralia also said one of the Association's goals for the New Year would be to expand programs where Realtors give back to their communities, "by getting involved in community housing projects, charitable events, green activities and neighborhood safety and beautification.

"Realtors can and will do more," Petralia said. Realtor Fred Sabine also was installed as the Association's President-Elect, along with other professionals who will serve on SRAR's board of directors, including: Sharon Barron, Ana Maria Colon (the 2009 President), Gina Covello, Winnie Davis, Jim Ezell, Wendy Hale, Loren Hansen, Debbie Hawkins, Jeff Kahn, Bud Mauro, Alice McCain, Olga Moretti, Gaye Rainey, Bonnie Strassmann, Daniel Tresierras, Gina Uzanyan, Andy Walter, Gary Washburn, Steve White, and Pat A. Zicarelli, who served as the evening's master of ceremonies.

and Mark Gonzales, Young Real Estate Professionals.

About 350 people attended the installation gala along with multiple elected leaders, including: Los Angeles City Controller Wendy Greuel; L.A. City Council members Tony Cardenas, Paul Koretz, and Jan Perry; and, Mitch Englander, representing Councilman Greig Smith, and a representative of L.A. County Assessor Rick Auerbach.Petralia also extended special thanks to numerous people attending the ceremony, including immediate past President, Ana Maria Colon, and Jim Link, the Association's Chief Executive Officer.

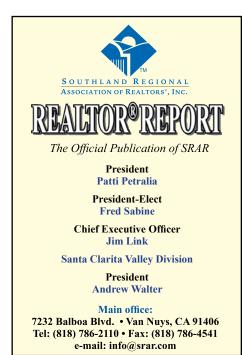
Eighteen of SRAR's past Presidents — the Association has been the voice for local real estate since its founding in 1920 — were honored along with three professionals who received the highest honors for 2009: Winnie Davis, a past President and the 2009 Realtor of the Year; Olga Moretti, also a

past President and the 2009 Service Award Recipient; and Dennis Dishaw, the 2009 Affiliate of the Year.

"There are so many people here who have influenced and enriched my life, both professionally and personally,"

Petralia said. "To each of you, my my heartfelt thanks."





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# C.A.R. MEMBER **LEGAL SERVICES ENHANCED**

C.A.R.'s Legal Department is proud to offer three new and improved legal services for REALTORS®. To meet our members' high demand for legal advice, we are rolling out a new legal webinar, legal blog, and automated legal hotline system. Plus you can still reach us by calling our Legal Hotline or visiting Legal online at www. car.org.

From keeping you updated on new laws to addressing your day-to-day legal issues, our Legal Department is committed to helping you stay at the top of your game. You can now tap into our legal knowledge and prowess in the following ways:

C.A.R. Legal Live Webinars: Starting March 1, 2010, our legal team will conduct online webinars for members only, free of charge, on the first Monday of every month. In our first Legal Live webinar, Senior Counsel Stella Ling will give an update on short sales and other legal developments, and answer legal questions submitted by webinar participants. From the ease of your computer, you can participate in this interactive webinar, get answers to your legal questions, and find out what legal challenges other REALTORS® may be facing. Our first Legal Live will be held on March 1, 2010 from 1 to 2 p.m. Registration is simple, but space is limited, so sign up now by clicking here.

Updated Legal Blog: We have revamped our Legal Blog to better suit your needs.

**CONTINUED ON PAGE 4** 



1. Make sure you are using the most current version of the SRAR addendum. It has been updated numerous times over the past few years. The most current version has a revision date of 9-09.

2. Do not rely on the MLS or property flyers to determine what is included or excluded in the sale. Make sure to spell this out in the offer or counter offer.

# TAX CREDIT DRIVES INCREASE IN **PENDING SALES**

#### BY PATTI PETRALIA, 2010 SRAR PRESIDENT

The federal tax credit for purchasing a home is contributing to a broad improvement over year ago levels in homes sales with pending home sales gaining as buyers rushed to capture the tax credits.

The National Association of Realtors' Pending Home Sales Index — a forward looking indicator based on contracts signed in December — increased 1.0 percent to 96.6 from 95.6 in November, and remains 10.9 percent above December 2008 when it was 87.1

In November, the monthly index had fallen by 16.4 percent from surging activity in preceding months. Lawrence Yun, NAR chief economist, said it's important to recognize how the tax credit is skewing market data. "There are easily understood swings in contract activity as buyers responded to a tax credit that was expiring and was then extended and expanded," he said. "These swings are masking the underlying trend, which is a broad improvement over year ago levels. December activity was the fifth highest monthly tally in two years."

Buyers who have a contract in place to purchase a primary residence by April 30, 2010, have until June 30, 2010, to finalize the transaction to qualify for a tax credit of up to \$8,000 for first-time buyers and \$6,500 for repeat buyers.

In the West United States NAR's pending sales index fell 3.8 percent to 119.9 but is 18.6 percent above a year ago. Yun projects the extended and expanded tax credit will encourage 2.4 million households to take the credit in 2010.

"While new-home sales will remain low due to a lack of construction, existing home sales are projected to rise to around 5.6 million in 2010," Yun said. Last year there were 5.16 million existing-home sales.

He added that one of the greatest benefits of rising sales will be firming home prices.

"For several months now we've been seeing stabilization in all of the home price measures as inventory is pulled down," Yun said. "As a result, the housing wealth for many middle class families has begun to stabilize."

# ... A STEP IN THE GREEN DIRECTION

Among the many specialty designations a Realtor can earn, the Green Designation is one of the newest, with the first educational class held in November 2008.

Green isn't just a trend; it's a movement. The National Association of Realtors believes that every step toward a greener, more sustainable environment is a step in the right direction.

Whether you're looking to green your home, your business or your life, an NAR Green Designee can help.



A lot of people today are greenwashing, or falsely claiming to be green. To help you distinguish fact from fiction, the Green Resource Council provides NAR Green Designees with up-to-date resources and

ongoing education about green materials, energyefficient technology, green ratings, green design, green incentives and green living.

NAR's Green Designation NAR's directory at www.greenresourcecouncil.org to find an NAR Green Designee in your market.

There are multiple options open for Realtors who wish to earn the designation.

The California Association of Realtors offers the designation in several formats throughout the state. For a complete listing of upcoming classes and dates, review the education calendar at C.A.R.'s website: www.car.org/education/ designations/greendesignation/

Did You Know? Forty percent of Realtors report that green building is important to their business and clients, while 87 percent believe it will be of even more interest a year from now.

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# C.A.R. MEMBER LEGAL SERVICES ENHANCED

#### **CONTINUED FROM PAGE 3**

Our newly formatted blog allows you to pick the legal topic you want to kick around with others in your field. Just submit a legal question or comment, and you'll get a response from C.A.R. veteran attorneys Neil Kalin and Sanjay Wagle. Your question or comment may even pique the interest of your peers in the REALTOR® community. Our Legal Blog will also be a good way for you to take a look at the hot topics of the day for the real estate practitioner. Access our Legal Blog now by going to http://www.car.org/legal/legalblog/.

Automated Legal Hotline: We recently automated the intake process for you to speak one-on-one with an attorney on our Legal Hotline. You can now bypass our customer service representatives altogether by submitting your legal question online, any time of the day or night. We will give you a priority calling status, and a C.A.R. attorney will generally contact you within one business day. You will still receive the same high level of legal guidance and insight you've come to expect. Try our new automated system now by visiting our website at www.car.org. Just click "Contact Us" at the bottom of the page, choose "Legal Hotline ACCESS" in the drop down menu, and fill out the short form.

C.A.R. Member Legal also provides REALTORS® with many legal articles covering a wide range of topics of interest. Two of our new legal articles available at http://qa.car.org/ are as follows:

Homebuyer Tax Credit Update.

Mortgage Loan Activities (2010 Update).



Washington DC • 2010

Open Registration: February 17

Hotel Reservation Deadline:

April 17

Real Estate Summit:

May 11

Capitol Hill Visits: May 12-13

Trade Expo: May 12-14

# **UPCOMING CLASSES**

#### **INTRODUCING NAR'S NEWEST CERTIFICATION!**

According to National Association of REALTORS® (NAR) data, nearly one-third of all existing homes sold recently were either short sales or foreclosures. To help REALTORS® meet the needs of home buyers and sellers who need these services, NAR has launched a new Short Sales and Foreclosure Resource (SFR) Certification.

The SFR Certification will give you a framework for understanding how to:

Direct distressed sellers to finance, tax, and legal professionals

- Quality sellers for short sales
- Develop a short-sale package
- Negotiate with lenders
- Tap into buyer demand
- Safeguard your commission
- Limit risk and protect buyers

This is the only Short Sale certification course recognized by NAR.

To receive the SFR Certification, you must complete the one day core course and successfully past the exam, as well as view three 1-hour Webinars, and submit completed application (\$175 application fee). For more information, visit http://realtorsfr.org

NAR's Short Sales and Foreclosures Course also meets the elective course requirement for the ABR® Designation awarded by the Real Estate Buyers Agent Council (REBAC). For more information about the ABR® Designation, visit http://www.car.org/education/designation/abr/

#### Learn the ins and outs of foreclosures

Serve your buyers' interests by taking the Short Sales and Foreclosures: What buyer's Representatives Need to Know Course.

Date: Wednesday, March 10, 2010

Time: 8:30 a.m. to 5:00 p.m.

Location: Burbank Association of Realtors®

2006 W. Magnolia Blvd. Burbank, CA 91506 818-845-7643

brian.paul@burbankrealtors.org.

Price: \$99.00

Make check payable to C.A.R.

Instructor: Joe C. Ramos

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Coach & Trainer

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- Familiarize yourself with the basic structure of the agreement.
- Learn how to create, modify, cancel, or close a transaction.
- Identify, explain, understand, and remove contingencies.
- Complete all mandatory and recommended disclosures.
- Ensure all commissions are paid in full and on time.
- Understand all the important terms of the contract.

Register today to get all the facts you need about the most important form in California real estate.

DATE: March 17th, 2010

TIME: **9:00 A.M** 

LOCATION: 2006 West Magnolia Bl.

Burbank, CA 91506

PRICE: \$59 for members, \$69 for non members

ENROLL: Call the Burbank Association of

**REALTORS®** at 818.845.7643

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# **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.

#### **RESPONSIBLE REALTOR® APPLICANTS**

#### FIRST POSTING

Anderson, Danielle Dominique Estates of Today 256 S. Robertson Blvd. #7596 Beverly Hills, CA. 90211

Gross, Michael Universal Estate Properties, Inc. 19929 Ave. of the Oaks Newhall, CA. 91321

Jones, Amie Jo. Amie Jones 8820 Baird Ave. Northridge, CA. 91324

Knapp, Donald Ross Pacifico Real Estate Group 215 N. Marengo Ave. 3rd Floor Pasadena, CA. 91101 Miller, Richard Allen M & M Financial Services 16055 Ventura Blvd. #1200 Encino, CA. 91436

Morgan, Lanita Rene Metropolis Investment Group, Inc. 17434 Emelita St. Encino. CA. 91316

Sherf, George Expert Realty & Loans, Inc. 17320 Hamlin St. Lake Balboa, CA. 91406

Thomas III, Ashley Ashley Thomas Broker 820 East Avenue K #C Lancaster, CA. 93535

#### SECOND POSTING

Bykov, Jean Marcus Jean Marcus Bykov 5330 Zelzah Ave. #8 Encino, CA. 91316

Cook, Scott James Architecture 8, Inc. 264 S. La Cienega Blvd. #1167 Beverly Hills, CA. 90211

Datuin, Norman I. Loan Fund Unlimited, Inc. 25000 Avenue Stanford, Suite 205 Valencia, CA. 91355

Dhillon, Kulbir Elite Real Estate Agents 25014 Las Brisas Rd., Ste. D Murrieta, CA. 92562

Eisenberg, Jeffrey Mark Southern Oaks Mortgage, Inc. 25000 Avenue Stanford, Suite 95 Valencia, CA. 91355

Importa, Melissa / Re/Max Marquee Partners / Manhattan Beach

Jahangard, Houman

Royal Rep

5250 Premiere Hills Cir. #101 Woodland Hills, CA. 91364

Mesropian, Mesrop Mesrop Mesropian 18530 Hatteras St. #223 Tarzana, CA. 91356

Tchourkina, Olga Olga Tchourkina 12115 Magnolia Blvd. #205 Valley Village, CA. 91607

Tran, Louis TNK Realty 18566 Sherman Way Reseda, CA. 91335

#### **REALTOR® APPLICANTS**

Alcazar, Paula / Zip Realty, Inc. / Culver City Aroyan, Linda Lanille / Keller Williams Encino-Sherman Oaks / Encino Ashcroft, Denise M. / Keller Williams Calabasas Estates / Calabasas Baliton, Ronnie Lowen Aviles / Infinite Visions Realty, Inc. / Glendale Barcarse, Henry R. / Coldwell Banker Greater Valleys / Granada Hills Bernal, Ernesto / Pinnacle Estate Properties, Inc. / Northridge Bran, Christina M. / Red Sign Real Estate / Northridge Calderon, Winifred / C-21 All Moves / Granada Hills Castillo, Mitzi / Century 21 All Moves / Granada Hills Clevenger, Christopher / Keller Williams VIP Properties / Valencia Corcoran, Chadwick J. / David Spiegel & Associates, Inc. / Woodland Hills Crystal, Max / White House Properties / Woodland Hills Danielson, Clara C. / Real Estate eBroker / Vista Dickerson, Angela M. / Estates of Today / Beverly Hills Doctorow, Frani H. / Dilbeck Realtors / Sherman Oaks Dorfman, Chuck Tzuika / Rodeo Realty / Sherman Oaks Dudley, Nancy Lisalee / US Mountain Properties / Pine Mountain Elliott, Melina / Global Realty / Northridge Enriquez, Giovanni / Keller Williams / Northridge Ezell, Sean Bret / Coldwell Banker / Granada Hills Fields Jr., Cornell / Keller Williams Realty / Valencia Geller, Sheldon Allen / Re/Max OTB Estates / Woodland Hills Gonzalez, Zenaida / Dilbeck Estates / Calabasas Haim, Este Arielle / White House Properties / Woodland Hills Harutunian, Armineh / C-21 All Moves / Granada Hills Hasani, Bekin / B.P. Realty / Sherman Oaks Hernandez, Angel Esteban / Pinnacle Estate Properties / Northridge

Kouyoumdjian, Michael / Ewing & Assoc. Sotheby's International Realty / Sherman Oaks Ladizinsky, Elizabeth / John Aaroe Group / Sherman Oaks Luna, Juan R. / Jesse Oscar Aquilar, Broker / San Fernando Lynch, Stephen Brady / Keller Williams / Studio City Lyubliner, Michael / Umbrella Real Estate Group, Inc. / Lake Balboa Mavros, Marilyn Maria / Elite Estates / Thousand Oaks Meyer-Bourne, Jeanne M. / Prudential California Realty / Chatsworth Miller-Sharma, Anna Camille / Tallent & Assoc. Realtors / Winnetka Moro, Xenia / Century 21 All Moves / Granada Hills New, Nadereh / Prudential California Realty / Chatsworth Patel, Deepen Vinod / Pinnacle Estate Properties / Northridge Patel, Vinod C. / Pinnacle Estate Properties / Northridge Policarpio, Ferdinand M. / M & M Financial Services / Encino Rawls, Benjamin King / Altera Real Estate Mel Wilson & Associates / Northridge Read, Donna Lee / All Seasons Realty / Frazier Park Restivo, Sheila Marie / Rodeo Realty / Woodland Hills Ruiz, Vicky / Park Ave. Realty / San Fernando Stevens, Joanne Louise / Coldwell Banker Residential / Sherman Oaks Thomas, Trevor / Bankers Realty Exclusive, Inc. / Westlake Village Vacas, Monica B. / Re/Max Grand Central / Tarzana Van Wert, Timothy Bernard / Dilbeck Realtors / Stevenson Ranch Wee, Roberta Alabata / Exclusive Estate Properties, Inc. / North Hollywood Weng, Xiaoyi / Rodeo Realty, Inc. / Northridge Wilner, Carmen C. / City Lights Financial / Agoura Hills

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Exp. #9

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Exp. #9 (2010)

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EXP. #4

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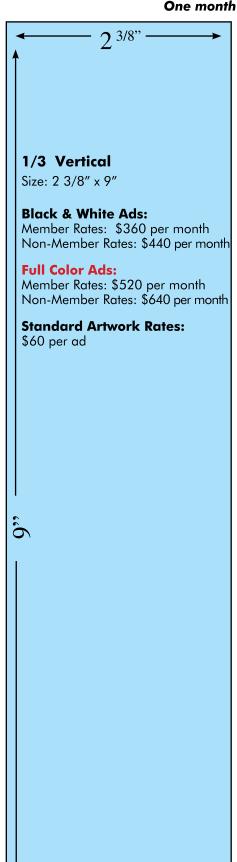
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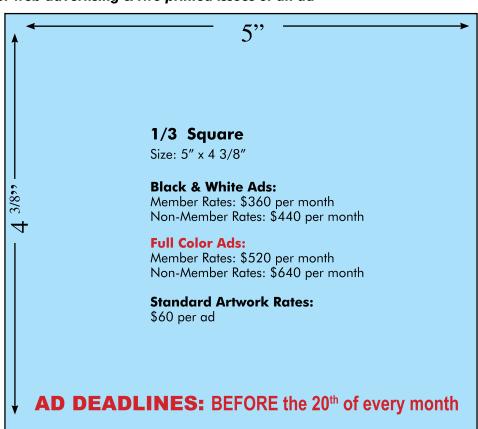
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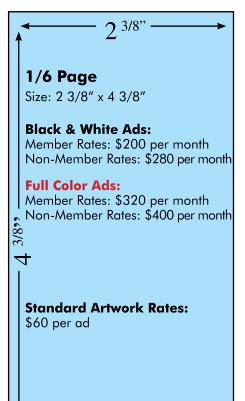
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# Display Advertising Mechanical Requirements

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.



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#### 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: Imowbray@pacbell.net Phone: Larry - (818) 645-8224

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

Time: 8:30am - 10:00am

#### **COMM. INVST. PROP.** 3<sup>rd</sup> 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

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.

#### **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

MARCH 5 - Acton, Agua Dulce - AC, ADUL Canyon Country - CAN 1, CAN2, CAN3, RBGL,

SAND

Newhall - NEW4

Saugus - BOUQ, CJRC, COPN, PLUM

Valencia - BCRO, CRSD, NBRG, NPRK, TSRO,

VALB, VALC, VALN, VLWC

MARCH 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