REALTOR® REPORT

The Official Publication of Southland Regional Association of REALTORS®

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Now-Dec. 17th

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QUESTIONS AND ANSWERS:

SRAR TO CONVERT TO NEW MLS PLATFORM

As previously announced, SRAR has entered into an agreement with California Regional Multiple Listing Service (CRMLS) for a new MLS system. Effective in January, SRAR MLS data will be transitioned from the current Tempo MLS system to Matrix, an MLS platform used by over 200,000 real estate agents throughout the country.

The following are some of the questions and answers regarding this change.

Why are we changing?

SRAR's contract with SoCal MLS for the Tempo system expires on December 31, 2010. While SoCal and the Tempo system have served the association well over the last four years, your association leadership has the responsibility to do its due diligence to make sure we are providing the best possible service at the lowest possible cost. The end result of the research and negotiations was the decision to change to the Matrix system.

Who is CRMLS?

CRMLS is a regional multiple listing service based in Pomona that is comprised of 23 REALTOR associations and over 33,000 members. With the addition of SRAR, that membership base will increase to 44,000. CRMLS has been in operation for well over 20 years under the name of MRMLS. The name was changed when a merger with CalRedd, which serviced several associations in the northern part of the state, merged with MRMLS.

Does SRAR have an ownership interest in CRMLS?

No. As was the case with the agreement between SRAR and SoCal, the relationship between SRAR and CRMLS is a contract for services.

How does Matrix compare to Tempo?

Very favorably. As previously stated, Matrix is a state of the art system that is used by many of the largest multiple listing services around the country. It has a number of features and functions not available in the current version of Tempo. In fact, had we decided to stay with SoCal, members would have had to go through a system conversion in 2011 as Tempo is being replace with an upgraded system. Some of the features and functions in that system are already in Matrix.

Is the system compatible with Apple computers?

Yes! As this is a question that has come

up repeatedly over the last several years, compatibility with Apple was a requirement in selecting a new system.

What about those members who use the Wyldfyre (CRIS-Net) system?

The e-neighborhoods Wyldfyre platform will continue to be available for the many members who use that system. Members will have to download an upgraded version of the software just as they have had to do when upgrades were released in the past. The details of that download will be forthcoming.

What about other products we currently get through the MLS?

Most of the other products or functions, i.e. Mongofax, ListingBook, Point 2 Agent, IDX, etc. are included in the new agreement. Either the identical product is offered or a similar product that performs the same function is included.

How will this affect our MLS fees?

This is good news. It was the goal of your leadership to either extend the existing contract or select a new system without incurring a fee increase. This is difficult to do in a down market and declining membership base. However, we are pleased to inform members that an MLS fee decrease is budgeted for next year.

When will the decrease take effect?

The MLS fee decrease will be effective with the next billing cycle which is in spring of 2011. Members have already paid their fees through April, 2011.

Will members have to attend a mandatory training class?

No, however members are strongly encouraged to attend one of the many classes being planned. Matrix is very intuitive and user friendly. Between in-person classes, help screens, on-line videos and tutorials, members should have no problem learning the system.

What about listing data?

Conversion of listing data, active as well as history, is underway. This is a major undertaking but is progressing smoothly. Members will not have to re-enter listings. However, when the system goes live, members will be asked to check their listings to make sure all data fields are accurate.

What about saved client files, etc.?

SRAR Technical staff, CRMLS and SoCal and eNeighborhoods staff are working to

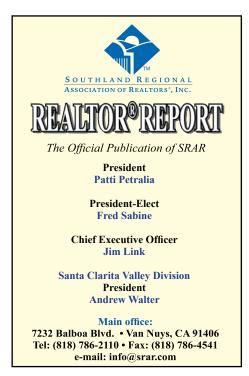
convert saved files from current Tempo programs to the Matrix system. Members will have to update files to complete any new fields, but basic information should be moved to the new programs.

Will members still have access to the CARETS database?

Yes. Members will continue to have access to all the data from the broad southern California area that is covered by the MLSs that comprise CARETS.

In summary, your leadership realizes that a conversion of this magnitude impacts every member and will require patience and cooperation. Every step is being taken to make the conversion as smooth and trouble free as possible. In the end, the membership will have a better system at a lower cost. Informational meetings are being scheduled in both the Van Nuys and Santa Clarita Valley offices. Broker/Owner meetings have been scheduled in both locations. Training classes will start the first of January. Webinars and videos will be available for members. Every effort is being made to make this a smooth transition with the least impact on members.

For updates and additional information, watch www.srar.com, REALTOR Report and please read all of the association's email newsletters.



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S.F.V. HOME SALES SLOW EVEN AS INTEREST RATES, PRICES REMAIN LOW

Consumer uncertainty combined with limited access to credit and seasonal factors combined to yield a slowdown in home sales during October throughout the San Fernando Valley, the Southland Regional Association of REALTORS® reported.

The 532 single-family homes that closed escrow last month compared to 663 in October 2009, a drop of 19.8 percent. Even with the drop, the total was still up 64.7 percent from the low water mark set in January 2008. The 168 condominiums that changed owners were 26.3 percent below a year ago and 60.0 percent higher than the record low.

"Loans are dirt cheap, yet credit is still tight," said Patti Petralia, president of the Southland Regional Association of Realtors. "Large banks are slowly opening the credit pipeline, but many lenders, especially smaller community banks, impose layers of credit requirements that too often are impossible to meet."

From the free flowing, anything goes era of the boom market, lenders have gone 180 degrees in the opposite direction, despite government efforts to prod them to resume lending.

The slowdown in sales has allowed the inventory to grow slightly and puts downward pressure on prices. The median price of the 532 homes sold during October came in at \$385,000, off 1.3 percent from a year ago. It was only the second month this year that the median came in lower than the prior year. Prices have been gradually rising from the low of \$339,900 set in February 2009 and remain 13.3 percent above that mark. The condominium median of \$220,000 was off 6.4 percent from a year ago. The condo median was up 15.8 percent from the record low for this cycle.

A total of 3,729 properties were listed

for sale throughout the San Fernando Valley at the end of October. That was up 30.5 percent from a year ago and represents a 5.3-month supply at the current pace of sales - right in the range regarded as a balanced market.

"Even with highly favorable interest rates and a larger selection, resale activity has ground to a halt as prospective buyers wait to see what will happen with the economy," said Jim Link, the Association's chief executive officer. "If you can get a loan, it truly is a great time to buy, yet most of the loans being issued today refinance existing loans with only one out of five loans going to home buyers.

"Recovery was underway just a few months ago," Link said. "Now we're back in the doldrums."

S.C.V.

CONDO BUYERS TAKE ADVANTAGE OF LOW PRICES, AFFORDABLE INTEREST RATES

Low resale prices and attractive interest rates on home loans pushed condonlinium sales up during October in the Santa Clarita Valley while consumer uncertainty and tight credit, especially on jumbo loans, depressed home sales, the Southland Regional Association of Realtors® reported.

Defying seasonal trends and uncertain market conditions, the 74 condominiums sold last month increased 1.4 percent compared to a year ago and rose 4.2 percent from this September. Condo sales are up 138.7 percent from the low point for this cycle, which came in January of 2008 when a mere 31 condos sold.

Existing single-family homes sales during October throughout the Santa Clarita Valley declined 26.9 percent compared to a year ago. A total of 144 homes changed owners, 53 transactions lower than the 197 sales of October 2009. Part of the decline is seasonal, although home sales are still up 45.5 percent from the record low for this cycle.

"Renting costs more today partly because

former home owners who were displaced due to foreclosure have put pressure on rentals, pushing rental prices up," said Andrew Walter, president of the Santa Clarita Valley Division of the Southland Regional Association of Realtors®, "Renters who can qualify for a loan have figured out that with today's low condo resale prices and low interest rates on loans it's often cheaper to buy a condo rather than rent an apartment."

The condo median price of \$239,000 was up 1.7 percent from a year ago and 9.1 percent ahead of the September median. The condo median is down 39.8 percent from its record high, but up 16.6 percent from the low point of \$205,000 set in January 2009.

The median price of single-family homes sold last month was \$390,000, down 7.1 percent from a year ago when the median was \$420,000. The median has been floating between \$390,000 and \$420,000 throughout the year, with the

October median up 1.3 percent from the record low for this cycle.

"Many prospective home buyers are taking a wait-and-see attitude about the direction of the economy," said Jim Link, the Association's chief executive officer. "The uncertainty about the economy, tighter loan qualifying standards, and difficulty landing loans has stalled sales, particularly in higher price ranges, yet for anyone who can get a loan, it truly is a great time to buy."

The active inventory of 1,294 units reported at the end of October was up 77.5 percent from a year ago when there were only 729 active listings. At the current pace of sales, that represents a 5.9-month supply - right in the middle of the 5- to 6-month supply that represents a balanced market.

Pending escrows - a measure of future resale activity - suggests that the market will continue to slow as the holidays approach. There were 328 open escrows at the end of October, down 15.0 percent from a year ago.

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BEGINNING JANUARY 2011!

FREE MEMBER BENEFITS FOR C.A.R. MEMBERS

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USMC RESERVE TOYS FOR TOTS

BY PAULINE TALLENT, REALTOR®

Toys for Tots, is the organization that collects toys for under-privileged children at Christmas. It was started in Hollywood, in 1947. Major Bill Hendricks (later, Colonel) was in the Marine Corps Reserve. He was Director of Public Relations for Warner Brothers Studios. His wife Diane, had made a doll, and wanted to give it to a "needy" child. Major Hendricks asked around to find an organization that would handle this donation, but to no avail. Thus "Toys for Tots was started. Walt Disney designed the logo, and many Hollywood celebrities became involved. For a few of years it did well, then sort of petered out.

In 1953, in Washington, D.C., two Marines, one a combat photographer, the other a combat correspondent, came to the decision that Toys for Tots needed reviving. They decided, over "a cool one at Henderson Hall," to place a large photo of a child on a collection box, and distribute these boxes coast to coast. It would be a good way of drawing attention to, and reviving Toys for Tots. Headquarters agreed, and it became a mission of the Marine Corps Reserve. In 1991, the Secretary of Defense, authorized the Marine Corps, to establish the Marine Corps Toys for Tots Foundation, which now master-minds the annual toy drive.

SISgt H.B. Wells was the combat photographer, and TISgt. Robert W. Tallent, the combat correspondent (who had just

returned from Korea) and happened to have an 1 8-month old daughter, who became the subject of the first photo session. The original poster may not have survived, but in possession is a delighthl "outtake" of Debbie Tallent sitting on the lap of a tough looking Marine, and wanting no part of it.

H.B. Wells and Bob Tallent, were actively involved in the Toys for Tots program until, first Bob in 1994 and then H.B., passed on. To honor the memory these two caring Marines, Pauline Tallent (Bob's wife), has continued doing her part to keep the program alive in the San Femando Valley. Every year she holds a buffet luncheon in her office, invites family, friends, fellow workers and clients, and admonishes them to please bring more than one toy! And of course, always attending the luncheon, is the original 1953 poster child Deborah Tallent. Further more this family undertaking. will survive. Another daughter, Karen Tallent, and her husband Jerry McGibben, have been collecting toys, over the years, in Playa del Rey, where Jerry has a long established automotive repair center, and is very well known. They also, this year, distributed seven boxes to business colleagues in the area. These toys are then brought to the San Fernando Valley and added to Pauline Tallent's collection, and will be picked up by the Marines on Saturday, December 1 1,20 10.

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INSTALLATION DINNER TICKETS AVAILABLE

SRAR members are invited to attend the 91st Annual Installation and Dinner Dance being held on Saturday, January 22, 2011 at the Sheraton Universal Hotel where 2011 SRAR President Fred Sabine and the 2011 Board of Directors will be installed.

Cocktails and complimentary hors d'oeuvres will be available beginning at 6:30 p.m., followed by a gourmet dinner. Music and dancing entertainment will be provided throughout the evening.

Tickets for the black tie optional affair are \$100 each and may be ordered by sending in the flier in this issue of REALTOR Report. Reserved tables of ten may be purchased. Seating for purchases of less than ten cannot be reserved.

We look forward to sharing this exciting evening with you.

SRAR 2010 Kids Holiday Toy Drive

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Bring all collected toys to the SRAR office by **December 17, 2010**

MARY FUNK RECEIVES TOP C.A.R. AWARD



A local REALTOR® and community leader was tapped recently to receive the highest recognition that can be bestowed by the California Association of REALTORS®, one of the largest state trade associations in the nation.

Mary Funk, a resident of the Santa Clarita Valley and a long-time leader of the Southland Regional Association of REALTOR®, was awarded the 2010 California Distinguished REALTOR® Award. The award was announced at C.A.R.'s October meeting of directors and officers.

Only 20 REALTORS® have received the annual award from the 160,000-member state trade association. She is the third member of SRAR to receive the DRA, including Tom Carnahan in 2005, and Jennie Stabile in 1994.

Recipients cannot apply or be nominated, but are selected by a committee of the most recent Distinguished REALTOR® Award honorees. The committee makes an independent decision based solely on an individual's leadership, service and contributions to C.A.R. over the course of many years and decades. The identity of each year's selection is a closely guarded secret until the final announcement.

"I remember sitting there wondering who would receive it this year," Funk said. "A friend sitting with me said the look on my face was one of total shock when I heard my name called. I was stunned and remain very grateful."

Funk has devoted her life to service

through leadership — in her profession as a REALTOR® and in her community.

She has been active in local real estate for 30 years and from the beginning carved out time to devote to her local and state professional associations.

Over the years she has served in virtually every leadership capacity in both organizations — from a committee member, chair, director, and officer, with extensive stints on CAR's executive and finance committees.

In addition to her career-long service to C.A.R., Funk also has been exceptionally active in community organizations and the Southland Regional Association of REALTOR®. While Distinguished REALTOR® Award winners typically do not aspire to run for election as C.A.R. president, Funk served as the 2008 president of SRAR. The local association also selected Funk as its 2003 REALTOR® of the year.

"There is a no more fitting recipient for this prestigious, exclusive honor," said Patti Petralia, president of the Southland Regional Association of REALTORS®. "Mary Funk exemplifies the dedication and leadership qualities needed to make our profession and our state and local associations strong. We are honored to call her a friend and a colleague."

To be considered for C.A.R.'s top honor, potential recipients must have been a California REALTOR® for at least 20 years, must have demonstrated outstanding service to C.A.R. for at least 15 of those 20 years, must be a C.A.R. Director for Life, and must be a current, active C.A.R. member in good standing.

Funk will again be honored in January in San Diego at C.A.R.'s annual installation banquet when Beth L Peerce, another leader to emerge from the Southland Regional Association of Realtors, will be sworn in as C.A.R.'s 2011 president.



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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.

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FIRST POSTING

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Goodman, Joseph L. Hayden & Bach 11271 Ventura Blvd. #341 Studio City, CA. 91604

Hogstrom, Frank Exit Realty SCV 23734 Valencia Blvd. #307 Valencia, CA. 91355

Napolitano, Michael Dilbeck Realtors 1030 Foothill Blvd. La Canada. CA. 91011 Nazaryan, Genrik New Generation Mortgage & R.E. 19641 Parthenia St. #203 Northridge, CA. 91324

Ruben, Rubino George Aramax California Realty 10722 Arrow Route #216 Rancho Cucamonga, CA. 91730

Severino, John City Lights Financial Express, Inc. 29134 Roadside Drive, Suite 106 Agoura Hills, CA. 91307

Stripling, Roy Anthony Meridian Capital AV 38345 30th St. E. Suite B-1A Palmdale, CA. 93550

SECOND POSTING

Patillo, Toni E. Keller Williams Santa Monica 2701 Ocean Park Blvd. #140 Santa Monica, CA. 90405

REALTOR® APPLICANTS

Andrade, Ana / Sukasa Dreams & Trust Realty / Van Nuys Arikat, Saoud Samih / Zip Realty / Emeryville

Asiss, David / International Real Estate Group / West Hollywood

Avraham, Liron / Rodeo Realty, Inc. / Sherman Oaks

Evans, Michele R. / Top Choice Realty and Investment / Encino

Fuentes, Marcelo Antonio / Dreams Come True Realty & Mortgage / Woodland Hills

Guzman, Jesse / Global Realty / Van Nuys

Hartoyan, Arman / Dilbeck GMAC Real Estate / Sherman Oaks

Javed, Haroon A. / Inqlabi Singh / Northridge

Lima, Joselito Padua / Property Exchange / Burbank

Mc Coy, Tina Marie / Keller Williams Realty / Calabasas

Morgan, Candice Joyce / Rah Realty / Marina Del Rey

Okkayan, Petty / Infinity Real Estate / Los Angeles

Parker, Roxene M. / Broker On Wheels / Valencia

Pisani, Richard Orland / Dilbeck GMAC Real Estate / Sherman Oaks

Ramirez, Donna Marie / Bill Toth & Associates / Burbank

Roshay, Alana Kristine / Infinity Real Estate Group / Los Angeles

Ross II, Robert Paul / Keller Williams R.R. Gable / Northridge

Rozansky, David / Top Choice Realty / Encino

Skouros, Thomas Christopher / Re/Max Olson & Associates / Northridge

Truong, Cynthia Trucxinh / North American Realty / Sherman Oaks

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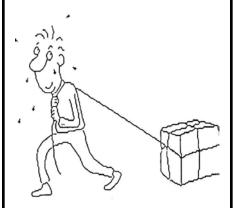


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AREA MEETING ANNOUNCEMENTS

EAST NORTH

Thursdays

Chairperson: Doc Holladay Phone: (818) 987-9500 Co-Chair: Rudy Leon Phone: (818) 642-7839

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. 3rd Tues of mo.

Chairperson: Brian Hatkoff, CCIM

Phone: (818) 701-7789

Web: www.commercialdataexchange.com

Time: 8:30 A.M.

Location: SRAR Auditorium-7232 Balboa Blvd.,

Van Nuys

BUSINESS OPPORTUNITY 4th Tues of mo.

Chairperson(S): Harvey Osherenko

Phone: 522-7592

Location: SRAR - Time: 9:00 A.M.

No meetings in November or December due

to the hollidays.

Next meeting January 25th

We will be having special guest speakers and a light lunch.

On the following subjects:

IRC 1031 Tax Deferred Exchanges Exchange

what you do not want for

what you want, and Business Opportunities How to increase your FICO SCORE.

How to buy at pre-foreclosure and Trust Deed sales.

How to use the Cusip number to get your stolen property back.

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

DECEMBER 17

Castaic Newhall Stevenson Ranch Valencia

