

REALTOR® REPORT

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The Official Publication of Southland Regional Association of REALTORS®

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USE OF ELECTRONIC SIGNATURES IN REAL ESTATE TRANSACTIONS

BY JEFF KAHN, SRAR 2011 RISK MANAGEMENT COMMITTEE

There are currently two programs real estate agents are using to obtain electronic signatures from their clients. Digital Ink is the program now being offered as a free member benefit from CAR. DocuSign is the other program. DocuSign requires payment of a monthly fee. The programs have similar features. This article will discuss Digital Ink since many of our members will be using this free program.

The Digital Ink program is found within the Zipforms 6 program. CAR has reported a major increase in usage of electronic signatures since Digital Ink became a free program for agents.

This article is not a "how to" guide for using this program. There are numerous training manuals and webinars that can be found at www.car.org to explain how the program works. Rather, this article will deal with several of the major issues and concerns regarding usage of electronic signatures in real estate transactions. For an in depth discussion of various issues concerning the usage of electronic signatures please see the CAR Q & A entitled "Electronic Signatures and Records in Real Estate Transaction" which can also be found at www.car.org.

Most real estate documents can legally be signed with electronic signatures. The main exception deals with documents requiring legal notice to be given such as 3 day notice and eviction documents from landlord to tenant. For a complete list of documents that require a "wet" signature please see Question 3 of the above referenced CAR Q & A.

There are three issues which agents should be particularly concerned with regarding the Digital Ink program as it is currently configured. First, the cover letter that is sent to clients along with the documents for signature states "Your documents are ready to sign". Buyers and sellers could misinterpret this language to mean you are advising them to sign the documents without

a thorough independent review. Needless to say, if there is a later problem, they might claim they did not review the documents as a result of this statement. Since you have the ability to add your own message to this cover page, it is strongly suggested that you include language similar to the following: "Before signing any documents, please carefully review and contact me to discuss the completeness and accuracy." You can come up with your own language, but the key point is to counsel your clients to thoroughly review all documents and consult with you before they sign any documents.

Second, currently the Liquidated Damages and Arbitration of Disputes paragraphs in the Purchase Agreement are defaulted by Digital Ink to require the buyer and seller to initial both paragraphs to complete the signing process. This is not appropriate since the buyers and sellers should have the option of initialing or not initialing these paragraphs. These are actually legal rights which should only be triggered by an affirmative act. As such you should always modify this default to require the parties to choose to or not to choose these options. You do so by manually going into the form and changing these paragraphs to make them optional. You just need to click on the box next to the paragraphs and a drop down menu will give you the choice to make these paragraphs optional.

Third, you have the ability to Verify signatures in this program. It is not a requirement of the program but an option you may choose so that you have a level of security that the person "e-signing" the documents is actually the person who is supposed to be signing these documents. There is a fee of \$5 that must be paid to verify a signature in a particular transaction. If you choose to have the signatures verified, the program will search public records and require the signor to answer certain questions to which only the signor would

know the answers. This may be a wise idea depending on the particular situation.

Digital Ink has now added the ability to add non CAR forms to the group of documents you can send out to your clients for signature. You may add the SRAR addendum or your own office forms as long as they are PDF files.

Whether you decide to use e-signatures with your clients, it is important to learn and understand the program since other agents will be using this program and as mentioned above, the use of e-signatures will undoubtedly continue to grow.

RISK MANAGEMENT TIPS

It is important to send a personal note along with the documents you email advising the client of the importance of reviewing the documents thoroughly before signing them and to contact you to discuss the documents before signing them.

It is important to mark both the liquidated damages paragraph and the arbitration of disputes paragraph as optional. The default in the system is to require the parties to initial these two paragraphs. This is not appropriate as the client should have the option of initialing or not initialing these paragraphs. You can change these paragraphs to optional by clicking on the paragraph itself right next to the initial boxes and changing the setting to optional.

CONSUMER PRICE INDEXES						
JANUARY 2010						
\$	INDEXES			PERCENT CHANGE		
				YEAR ENDING		ONE MONTH ENDING
	JAN 2010	DEC 2010	JAN 2011	DEC 2010	JAN 2011	JAN 2011
Los Angeles - Riverside - Orange County	224.610	226.639	228.652	1.3	1.8	0.9



SOUTHLAND REGIONAL
ASSOCIATION OF REALTORS®, INC.

REALTOR REPORT

The Official Publication of SRAR

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SAN FERNANDO VALLEY HOME SALES UP SLIGHTLY DURING JANUARY AS AFFORDABILITY HITS RECORD HIGH

Home sales throughout the San Fernando Valley during January increased slightly compared to a year ago due to record-high affordability in the form of very favorable resale prices and low interest rate on home loans, the Southland Regional Association of REALTORS® reported.

Sales typically come in slowly through the early months of the year due to seasonal factors, but the 499 homes that closed escrow last month were up 1.0 percent from a year ago. That tally also was up 54.5 percent from the record low for this cycle.

The 194 condominiums sold last month were down 5.4 percent from a year ago, but up 83.8 percent from the record low, which came in January 2008.

"Overall, from my personal experience and the reports I'm getting from REALTORS®, the market seems to be gradually getting better. I hope it's a trend," said Fred Sabine, president of the Southland Regional Association of REALTORS®. "Record-high affordability is the good news, making it easier than ever before for a family to buy their first home."

Indeed, the California Association of REALTORS® recently reported that the percentage of first-time buyers who could afford to purchase an entry-level home in

California rose to 69 percent in the fourth quarter of 2010, matching the record high set in the first quarter of 2009.

"Plus, prices are not likely to skyrocket, perhaps ever again," Sabine said. "Instead, resale prices will move up gradually over time."

The median price of the 499 homes sold last month in the San Fernando Valley was \$350,000, down 7.9 percent from a year ago. That was nonetheless up 3.0 percent from the record low, which came in February 2009.

Likewise, the condominium median price of \$200,000 was off 7.0 percent from January 2010, but up 5.3 percent from the record low, which was set in January 2009.

"Consumer uncertainty about the economy is the primary brake on sales," said Jim Link, the Association's chief executive officer. "Families buy homes when they feel secure about their jobs and the economy and that is improving gradually."

While the number of bank-owned properties on the market appears to be declining, Link said he expects short sales to dominate resale activity for months to come.

"Short sales are definitely up, which will depress sales statistics because they take longer to close than traditional sales," Link said. "Short sales also impact the median price, offering buyers an unprecedented opportunity to buy at the lowest possible price."

While a December to January drop in resale activity is typical, Link and Sabine said they expect to see sales pick up as Spring approaches, even though pending sales suggest activity will soften further before it in~proves. However, today's highly favorable opportunities eventually will trump consumer uncertainty, prodding many to get of the fence and jump into the market.

Those who do will find a slightly larger selection of homes to choose from. There were a total of 31086 active listings throughout the San Fernando Valley at the end of January, up 11.2 percent from a year ago.

At the current pace of sales the inventory represents a 4.5-month supply, only slightly below than the desired 5- to 6-month inventory that represents a balanced market.

SCV HOME SALES SLOW EVEN AS THE MEDIAN PRICE POSTS A RECORD LOW AND AFFORDABILITY HITS A RECORD HIGH

Despite record-high affordability for first-time homebuyers, sales of existing single-family homes and condominiums in the Santa Clarita Valley fell during January due to seasonal factors and ongoing consumer concerns regarding the economy, the Southland Regional Association of REALTORS® reported.

A total of 117 homes changed owners last month, down 14.6 percent from a year ago. It was the lowest total for a January since 2008 when a record low 99 escrows closed.

Condominium sales dropped 12.7 percent from a year ago, also the lowest tally since January 2008. Condo sales had been trending higher, but started to slacken after federal tax credits ended.

"Perception is critical," said Sal Aranda, president of the Association Santa Clarita Valley Division. "Prospective buyers understand all the reasons why buying now makes sense - low interest rates, low prices, limited competition, a growing inventory - but if buyers think the economy is shaky, they sit on the fence, preferring to wait, even if it means missing an opportunity."

REALTORS® expect short sales to be a major factor in the market for at least another year or two, making "it easy to see that properties are undervalued" and more affordable than at anytime in decades, Aranda said. Indeed, the California Association of REALTORS® recently reported that the percentage of first-time buyers who could afford to purchase an entry-level home in California rose to 69 percent in the fourth quarter of 2010, matching the record high set in the First quarter of 2009.

"Seeing sales dip in January is not unusual due to typical seasonal factors," said Jim Link, the Association's chief executive officer. "Activity should pick up in the coming months, but another reason why January sales fell may be because short sales simply take longer to complete than traditional transactions."

"The median price of the 117 homes sold in January was \$345,000, down 13.5 percent from a year ago - a new record low for this cycle, dipping 10.1 percent below the prior low of \$385,000 set in December 2008.

The condo median price of \$254,000 was up 8.1 percent from a year ago. The median is 23.9 percent higher than the record low of \$205,000, which came in January 2009.

"It will take time to find some measure of normalcy, yet I'm confident Santa Clarita - named one of the best places to live in California and blessed with incredible schools - will do just fine," Aranda said. "Banks are starting to lend again and soon enough buyers will see that that affordability will never be better and that they can get into a home for as little as 3.5 percent down."

There were a total of 1,162 active listings throughout the Santa Clarita Valley at the end of January. That was 46.2 percent higher than a year ago.

At the current pace of sales, that represents a 7.0-month supply - above the 5- to 6-month supply that represents a balanced market. Only recently has the inventory started to move higher.

Pending sales - a measure of future resale activity - were off 6.6 percent from a year ago with 309 open escrows at the end of January compared to 331 a year ago.

FALSE 'TRANSFER TAX' E-MAILS CREATE DOUBT

BY FRED SABINE, PRESIDENT, AND DAVID WALKER SRAR MEDIA CONSULTANT

Southland Regional Association of Realtors® Realtors have been receiving so many calls from confused, irritated clients about two widely distributed false e-mail chains that their state and national trade associations have taken the unusual step of issuing a "Myth Busters" flyer in an effort to separate fact from fiction.

"Two e-mail chains have circulated among members (and the public) and are generating a lot of confusion in the Realtor ranks. Both are wrong," a flyer from the National Association of Realtors stated.

"Misinformation has been circulating again on the Internet," stated the California Association of Realtors. The source of either e-mail is unknown.

One e-mail chain — with a subject line titled "Homeowners Listen Up" — states that legislation pending in the U.S. Senate would require an energy license or retrofit for home sales.

"This e-mail is FALSE," N.A.R. stated. "There is no requirement in H.R. 2454, the American Clean Energy & Security Act, that home sellers obtain either a license or energy audit to make energy retrofits before they can sell their home."

"What the pending legislation does provide would be matching grants for home improvements. State government would administer the program, which is voluntary

and available to all property owners. A packet of facts and frequently asked questions which N.A.R. created is available at www.realtor.org/government_affairs.

But the other false e-mail — titled "National Real Estate Transfer Tax" — continues to circulate and generate anger and confusion. While the source of the e-mail is unknown, in this instance an opinion article in the Spokane, Wash., *Spokesman-Review* falsely reported — and subsequently corrected — that the healthcare reform act passed last year contained a provision for a 3.8 percent "sales tax" or "transfer tax" on the sale of a home.

"This information is incorrect," C.A.R. stated. Nothing in the healthcare act will "impact the exclusion on capital gains earned from the sale of a primary resident up to \$250,000 for individuals and up to \$500,000 for married couples."

What the healthcare reform bill does impose is a 3.8 percent tax for top tax bracket households that applies to capital gains above the normal exclusion, C.A.R. reported. Only 2 percent of U.S. households — individuals earning more than \$200,000 or \$250,000 for married couples filing jointly — would be subject to the tax. No one else would be effected.

"The other thing to remember," said Beth L. Pearce, president of C.A.R., "is that

it extends to ALL unearned income, i.e., capital gains," not just home sales.

Even so, Pearce said even the wealthy most likely would wind up paying little or nothing because of a raft of exemptions that could be claimed for improvements to property and costs related to a sale.

Pearce gave an example of a home purchased a decade ago for \$350,000 and sold now for \$1 million that would have a "gross profit" of \$650,000.

"But after they took off their closing costs on both ends, let's say \$80,000 to purchase and to sell, and then take off any money spent to improve the house over the course of ownership, say only \$50,000, you'd have costs totalling \$130,000," Pearce said. "Now deduct the \$500,000 exemption for the couple and the \$130,000 costs, and you're left with \$20,000 in real profit."

A 3.8 percent tax on that \$20,000 and there's an additional cost of \$760 due to the new tax, Pearce said. If there are more deductions, as is often the case, the high-income filers would owe nothing. That's a far cry from the e-mail's false claim that there would be a \$24,700 tax on the entire \$650,000 gross profit.

"The phone calls keep coming," Pearce said. "It's been a real problem."

AMERICA NEEDS AN AFFORDABLE, REGULATED SECONDARY MARKET

REALTORS® welcome calls for an orderly transition from the current form of the secondary mortgage market to a new structure that would enable Americans to achieve affordable, sustainable mortgages.

"We cannot have a restoration of the former secondary mortgage market with entities that took private profits while pushing losses onto the taxpayer," said Ron Phipps, president of the National Association of REALTORS®. "The new system must involve some government presence, ... to ensure a continued flow of capital to housing markets during economic downturns when large lenders flee the housing market."

Phipps' comments were in response to a plan released earlier this month by the Obama Administration for reforming the housing finance market.

"As the leading advocate for home ownership, NAR recognizes that the existing system failed and that changes are needed to protect taxpayers from an open-ended bailout," Phipps said. "We believe there

must be a certain level of government participation to provide middle-class families access to affordable mortgages at all times and in all markets."

"An efficient and adequately regulated secondary mortgage market must make available to consumers simple yet safe, reliable mortgage products like the 15- and 30-year fixed-rate mortgages."

A system that is dominated by a few large banks that are "too-big-to-fail" would inevitably involve huge taxpayer risk of another bailout. REALTORS® believe that the size of the government's participation in housing finance should decrease if the market is to function properly, but notes that when private capital fled the marketplace during the recent financial crisis, government backing of residential mortgages was critical in sustaining the housing market.

"Without government support, the financial crisis could have been far worse," Phipps said. NAR's economists estimate that a retreat of capital from the housing

market will negatively impact the economy; because for every 1,000 home sales, 500 jobs are created for the country.

NAR encourages private sector participation in less traditional mortgages in innovative ways, such as through covered bonds. NAR, however, opposes raising fees for current well-qualified consumers to cover losses stemming from mistakes made in the private business decisions of the former Fannie Mae and Freddie Mac.

Reducing the government's involvement in the mortgage finance market is necessary for a healthy market, but should not be done at the expense of the economy or home buyers.

"Any proposal for increasing fees and borrowing costs beyond actuarially sound levels will only make it harder for working, middle-class individuals to achieve home ownership, and only the wealthy will be able to achieve the American dream," Phipps said.

NEW FTC REQUIREMENTS FOR SHORT SALES

REALTORS® who negotiate short sales with lenders and those who promote their services as a way to help consumers avoid foreclosure must generally comply with new disclosure and other requirements under the federal Mortgage Assistance Relief Services (MARS) rules, according to the NATIONAL ASSOCIATION OF REALTORS® (NAR). These new rules, however, do not apply to real estate agents who limit their short sale services to providing customary assistance to consumers in selling or buying short sales, such as listing homes for sale, showing homes, and finding desirable homes for consumers, and who do not negotiate with lenders and do not promote their services as a way to help consumers avoid foreclosure. C.A.R. is in the process of expeditiously preparing standard forms for REALTORS® to use to comply with MARS.

On February 23, 2011, NAR announced that the Federal Trade Commission (FTC) staff's position is that real estate agents who negotiate short sales with lenders, along with those who promote their services as a way to help consumers avoid foreclosure, must generally comply with MARS (which came into full effect on January 31, 2011). Other mortgage assistance relief services offered to a consumer in exchange for consideration that are generally regulated under MARS include, without limitation, negotiating, obtaining, or arranging a loan modification, deed-in-lieu of foreclosure, loan forbearance, or extension to cure a default.

Under the FTC staff's position, real estate agents who fall within the scope of MARS must generally provide certain disclosures, refrain from claiming an advance fee, refrain from engaging in certain deceptive acts, retain records for 24 months, and monitor their independent contractors and employees as specified. More specifically, real estate agents who negotiate short sales with lenders and those who promote their services as a way to help consumers avoid foreclosure must comply with the MARS rules, including, but not limited to, the following:

Disclosure Requirements:

- Disclose on promotional materials for general commercial communications that the company is not associated with the government, and that a lender may not agree to change a loan.

- Disclose, before a specific consumer agrees to use an agent's services, as above, and that: (1) the consumer may stop doing business with the brokerage at any time; (2) the consumer must pay the broker's total compensation as specified if the consumer accepts the lender's offer; and (3) the consumer does not have to pay the brokerage if the consumer rejects the lender's offer.

- Disclose, when furnishing the lender's offer of mortgage assistance relief to a consumer, items (2) and (3) directly above, and provide a notice from the lender of the material differences between the lender's offer and the consumer's current mortgage loan.

Prohibited Acts:

- Refrain from requesting or receiving payment until the consumer enters into a written agreement with the lender (California law further restricts advance fees).

- Refrain from engaging in certain deceptive acts, such as representing that a consumer should not contact the lender, misrepresenting the likelihood of obtaining a short sale, misrepresenting the amount of time it will take to accomplish a service, misrepresenting the consumer's obligation to make loan payments, or representing the benefits of any MARS service unless such representation is based upon competent and reliable evidence substantiating its truthfulness.

Record Retention and Monitoring Duties:

- Keep for 24 months copies of records, including, but not limited to, all consumer files, contracts, MARS disclosures, written communications, commercial communications, marketing materials, websites, weblogs, sales scripts, and training materials (California law further regulates record retention).

- Take reasonable steps to monitor that their independent contractors and employees comply with these rules, such as monitoring communications directed at specific consumers, establishing a procedure for receiving and responding to consumer complaints, investigating promptly and fully each consumer complaint received, and maintaining records to show compliance with the monitoring requirements.

Finally, MARS also prohibits anyone (not just MARS providers) from providing substantial assistance or support to a MARS provider, when that person knows or consciously avoids knowing that the provider is engaged in any act or practice that violates MARS.

The MARS rules are fully set forth at Part 322 of Title 16 of the Code of Federal Regulations. The FTC also offers a business compliance guide called "The Mortgage Assistance Relief Services Rule". For information on NAR's guidelines on MARS, visit www.realtor.org and search for "New FTC Rule".

NEW ETHICS ADVOCATE PROGRAM ADOPTED

When filing a Grievance with the Professional Standards department here at SRAR, you will now be offered the services of an Ethics Advocate. If you elect an Ethics Advocate, they will be available to assist you through all or any part of the process, from assisting in the drafting and submission of Complaint forms, to the collection of the evidence and exhibits in support of your complaint, and the filing of the complaint with the Association. You may also request that your EA accompany you to the hearing, and even to speak on your behalf.

Ethics Advocates are also available in the event that a complaint is filed against you. As the "Respondent", your EA will discuss the many options that are available to you in the preparation of your defense and the presentation of any evidence. You can also

request the EA to attend the hearing and speak on your behalf.

Ethics Advocates can only assist in cases that are considered "disciplinary" in nature; they cannot assist with arbitration matters, which would result in monetary awards.

Ethics Advocates are not attorneys and cannot practice law. They take their directions from you. They are not going to take over your case, but, as experienced Professional Standards members, they know the process and are able to provide valuable assistance in order to make the entire process easier for all the parties.

The Ethics Advocate services are also available to members of the public.

For any questions regarding this new program or to file a complaint, please contact our Professional Standards Committee at 818-947-2226.

IN MEMORIAM

The SRAR is saddened to report the passing of longtime REALTOR member, DON GALASSO. He is survived by his wife, Sandy. Deepest sympathy is extended to family and friends.

SRAR GOOD SAMARITAN

The SRAR Good Samaritan program is designed to feature REALTORS® that have made a difference in their community through charitable and/or volunteer endeavors. Not only are the monthly recipients featured in the REALTOR® Report, but their name is also added to the Good Samaritan plaque, which is hanging in the front lobby of SRAR.

MEET ARNIE COHEN – SRAR’S GOOD SAMARITAN OF THE MONTH!

Southland Regional Association of REALTORS® is proud to have Arnold “Arnie” Cohen nominated as February’s Good Samaritan. Arnie has been a member of SRAR in good standing since 1977. He has been nominated by Lela Leong of Bank of America Home Loans who has worked with Arnie for over 20 years.

Throughout the years SRAR has hosted a Holiday Party and Gift Giving Event for children in the SRAR community that have very little by way of holiday joy. This holiday event would not be complete if not for the generous spirit of Arnie Cohen who comes every year on a fire truck as Santa Claus.

During the Korean War when Arnie was serving in an Air Rescue Unit over seas, he was approached one holiday season by his commanding officer inquiring about his plans for the Christmas Holiday. Arnie told him he didn’t really have any plans and so the commanding officer responded “Good! You are going to be Santa Claus!” That year his outfit collected candy, gum and canned food from the guys in his own outfit, as well as from other troops in the area – all donations were given from the c-rations allotted to the soldiers. He was then given a Santa suit by special services and started giving out gift packages to the native children on various islands; this experience was one of the most rewarding that Arnie had had.

Once he had completed his tour of duty, Arnie returned home and went into business with his dad in a grocery store. As time went by things began to slow down in the little store and one Christmas being exceptionally slow, Arnie thought it would be a fun to liven things up a bit by handing out candy canes to the neighborhood children in a Santa Suit. The children were lined up around the block! Thus another holiday tradition had begun.

After the grocery store had closed and Arnie ventured into real-estate he still wanted to give joy to children that were less fortunate – and so he became involved with several fund raisers and the Toys for Tots program through the United States Marines Corps. Although Arnie enjoyed the work he did with Toys for Tots and the many toy collection drives he participated in, he also wanted to continue to witness the joy on children’s faces as they received toys that they may not have otherwise received, and so he joined forces with the fire department and their program that was named at that time “Toys for Needy Children”. From that day until the present Arnie has been active in the Fire Departments program renamed “Spark of Love” in toy collection drives and is taken to various locations on a fire truck donned in his Santa suit delivering gifts and holiday cheer to children all over the Los Angeles area.

Not only has Arnie been Santa to hundreds

of children for over 30 years, but he also is active in the LA Rod and Reel Club fundraising and providing fishing trips and picnics for handicapped children.

Arnie is truly Santa all year long, and his unselfish and humble spirit of giving has touched hundreds – if not thousands of children’s lives thru the years. SRAR is proud to have Arnie Cohen nominated as Good Samaritan and wish him all the best in his future work. Arnie can be reached at RE/MAX Olsen and Associates, Inc. at 818-366-3300 or via email at arniejcohen@aol.com.

If you would like to nominate someone for the SRAR Good Samaritan award, visit us online at www.srar.com, go to the Membership page and click on Good Samaritan to download the nomination form, or you can stop in the front lobby and pick one up. Submit completed nominations forms to Kit Young at kathleeny@srar.com

AREA & OTHER ‘BEST WAYS TO SEARCH MLS IN SAN FERNANDO VALLEY’

Map Searches, Zipcodes, APN, partial APN...and AREA!

Attention All Agents regarding Searching in the San Fernando Valley:

On December 15th, 2010 the areas of San Fernando Valley changed.

The City name and the Area name became the same.

The old area names are gone (ES,EN,CSF,WS,WN).

In other words, the city of Tarzana is the Area now called Tarzana.

City Encino is in the Area of Encino.

City Granada Hills = Area Granada Hills.

Therefore in Matrix, for the San Fernando Valley, searching Area is a better and easier way than searching City.

In Matrix, city is not a required field! Yea.

Area has a look up function which makes it easier to list the cities you would like to search.

Map Searches, Zipcode and APN or partial APN are also good ways to search.

Thomas guide/Map Book is no longer a required field in all CARETS MLS’s so that is not a good way to search.

More tips coming soon.

SRAR’S MEL WILSON APPOINTED TO METROPOLITAN TRANSPORTATION AUTHORITY BOARD

Mayor Antonio Villaraigosa announced today the appointment of San Fernando Valley REALTOR® Mel Wilson to the Los Angeles County Metropolitan Transportation Authority (MTA) Board of Directors.

“Mel Wilson brings a wealth of transportation, business, and civic experience,” Mayor Villaraigosa said. “He will be a valuable contributor and leader on the MTA Board and I look forward to working with him again.”

Mr. Wilson previously served on the MTA Board of Directors for four years in the 1990’s. He served with Mayor Villaraigosa when he was an alternate on the MTA Board.

Mr. Wilson owns and operates his own real estate company, Altera Real Estate, Mel Wilson & Associates, in Northridge. He also

is active in civic affairs in the San Fernando Valley and was selected to the Kodak All-America Football Team in 1975 and drafted in 1976 by the New York Giants.

Mr. Wilson was the SRAR REALTOR of the Year in 1991, served as President in 1997, and currently serves as SRAR’s Legislative Consultant. He has also served many years as a CAR and NAR Director.

Mr. Wilson’s appointment is effective immediately. He attended his first MTA Board meeting on February 24th.

Under California law, the mayor of Los Angeles appoints three members to the MTA Board, one of whom must be a member of the Los Angeles City Council. Mayor Villaraigosa’s current appointees are Councilmember Jose Huizar and Richard Katz.

2 New Advertising Options at SRAR!

Option 1: SRAR TV!

Gain exposure for your company everytime SRAR TV is viewed!

Videos stay on SRAR.com for one week, but remain on our YouTube page FOREVER!



www.srar.com/tv

Your company name, phone number, email address, and website will appear throughout our weekly video!



New videos are posted weekly!

Sponsor 1 weekly video = \$200

Sponsor 2 weekly videos = \$350

Sponsor 3 weekly videos = \$450

Sponsor 4 weekly videos = \$500

***Sponsor 2 or more videos and run them consecutively or break them up throughout the year.**

Option 2: SRAR Blasts!

Gain exposure for your company with our Events & Education Blasts!

Events & Education Blast emails are sent every two weeks to **ALL** Members of SRAR, including our SCV branch!

Sponsor the Events & Education blast for just \$300 per month! That's two blasts that will go out to our more than 10,000 members with your company's logo, which will link directly to your website...unbeatable!

For more information on these new advertising options, contact Joey Lewis at 818-947-2256 or via email at JoeyL@srar.com



SOUTHLAND REGIONAL
ASSOCIATION OF REALTORS®, INC.

Events & Education

SRAR Members | MLS | Events/Education | Affiliates

Advertise Your Business with SRAR Events Blasts!

Your company's logo goes here and is linked directly to your website!

Events & Education Blasts go to ALL members of SRAR every two weeks!

WCR- Womens Council of Realtors-Monthly Business Meeting/Luncheon
March 21, 2011 - 11:30am-1:00pm
Location: BJ

The San Fernando Valley Chapter of Women's Council of Realtors Invites you to our Monthly Business Resource Meeting/Luncheon. Communicating Effectively under Pressure SHORT SALE SPEAKER. Marc Souza, REO - Short Sale Manager @ Wachovia, A Wells Fargo Company.

A reservation made, is a reservation paid! Pay online at www.wcrsfv.org or Contact Catherine da Gama (818)-883-8577

[Click HERE for flyer](#)

WCR's 2nd Annual WCR Bowling Tournament
April 25, 2011 - 6:30-9:00pm
Location: AMF Woodlake Lanes @ 23130 Ventura Blvd, Woodland, CA 91364
Cost: \$10 non bowlers \$20 bowlers

Women's Council of Realtors San Fernando Valley Chapter Presents: 2nd Annual WCR Bowling Tournament. If you don't bowl...come enjoy the networking and cheer for your winning team. Raffle prizes will be given out.

Team Sponsors: Lane in the sponsorship name \$125 Event Sponsors: Sponsors display, Lane in sponsorships name, include one bowler entrance fee, & website recognition.

To check on our upcoming events: www.wcrsfv.org

[Click HERE for flyer](#)

NEW! SRAR Mobile App for Smartphones

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- Upcoming Events & Classes
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- Email SRAR
- Call SRAR
- Map to SRAR (GPS Locator to SRAR Main Office)
- Refer SRAR (generates a pre-populated email to send to friends, colleagues, etc.)
- MLS Services (including mobile access to CRISNet MLS)
- Real Estate Links Why use a REALTOR? (information for your clients on the importance of using a REALTOR)



How do I get it on my phone?

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Women's Council of Realtors San Fernando Valley Chapter



presents

2nd Annual WCR Bowling Tournament

Monday, April 25, 2011

AMF Woodlake Lanes

Team check in 6:30 PM

23130 Ventura Blvd

Bowling 7:00 to 9:00 PM

Woodland Hills, CA 913

If you don't bowl...come enjoy the networking and cheer for your winning team.

**Entrance Fee: \$20 per person
\$10 per person (non bowlers)**

Ways to Participate:

\$50 Team Sponsors

Lane in the sponsorship name

\$125 Event Sponsors

Sponsors display, Lane in sponsorships name, include 1 bowler entrance fee, & website recognition

To register, contact Catherine da Gama at (818) 883-8

Check upcoming events: www.wcrsfv.org

San
Fernando
Valley





Cutting Edge Technology Symposium
for the Real Estate Community



SRAR's Real Estate Technology Committee





SOUTHLAND REGIONAL
ASSOCIATION OF REALTORS®, INC.

Thursday, April 21st
LA Valley College
5800 Fulton Ave.
Valley Glen, Ca 91401
9am-3pm



www.rebarcampsrar.com

RESPONSIBLE REALTOR® APPLICANTS

FIRST POSTING

Ansari, Michael
Michael Ansari
5530 Corbin Ave., Suite 327
Tarzana, CA. 91356

Castillo, Joaquin
JC Real Estate Co.
7717 Agnes Ave.
North Hollywood, CA. 91605

Costello, Gena M.
Griffin Real Estate
110 N. Lincoln Ave. #100
Corona, CA. 92882

Gattas, Hector Adolfo
Miaccess Properties
2414 Daly St.
Los Angeles, CA. 90031

Gholiano, Navid Antonio
Navid Antonio Gholiano
311 N. Robertson Blvd. #428
Beverly Hills, CA. 90211

Hassan, Mohamed H.
Mahamed Hassan Hassan
15165 Ventura Blvd. #225
Sherman Oaks, CA. 91403

Krupovlyanskaya, Kira M.
Kira Krupovlyanskaya
20929 Ventura Blvd. #34
Woodland Hills, CA. 91364

Lomeli, Jose
Sylmar Homes Realty
13862 Paddock St.
Sylmar, CA. 91342

Maghen, Justin N.
Justin Maghen
4040 Jill Place
Encino, CA. 91436

Mehlman, Scott Matthew
Scott Matthew Mehlman
21450 Burbank Blvd. #302
Woodland Hills, CA. 91367

Paley, Jonathan Matthew
Paley Commercial Real Estate
22033 Clarendon Street
Woodland Hills, CA. 91367

Robinson, Natasha
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3314 Griffith Park Blvd., Suite 1
Los Angeles, CA. 90027

Sack, David
Sack Associates
1000 Universal Center Dr. #146
Universal City, CA. 91608

Santamaria, Mario A.
E Realty +
11702 Vanport Ave.
Lake View Terrace, CA. 91401

Shokati, Sasan
Shokati, Inc.
7137 Shoup Ave.
West Hills, CA. 91307

SECOND POSTING

Arefian, Artin
Artin Arefian
18511 Entrada Ct.
Northridge, CA. 91326

Bobrosky, David
David Bobrosky
3053 Kilaine Drive
Simi Valley, CA. 93063

Cooper, Bradley Neal
Realty World Estates
28364 Avenue Crocker
Valencia, CA. 91355

Donato, Jerry Cabanban
One West Realty
8340 Van Nuys Blvd., Ste. F
Panorama City, CA. 91402

Dullas, James
Cavalier Financial & Tax Services Corp.
17029 Chatsworth St. #100
Granada Hills, CA. 91344
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Closing Agents
914 N. Hollywood Way
Burbank, CA. 91505

Gasbarro, David Joseph
Gasbarro Investments, Inc.
4930 Abbeyville Ave.
Woodland Hills, CA. 91364

Knox, Eric Joseph
Eric Joseph Knox
16400 Ventura Blvd. #328
Encino, CA. 91436

Lynch, Kelly Patricia
Kelly Patricia Lynch
4348 Van Nuys Blvd. #200
Sherman Oaks, CA. 91403

Sadat, Sam
Global Finance Network
7741 Hayvenhurst Ave.
Van Nuys, CA. 91406
Segal, Nick
Partners Trust Real Estate Brokerage
11726 San Vicente Blvd., Suite 350
Los Angeles, CA. 90049

Trivedi, Ashish
Ashish Trivedi
8355 Sedan Ave.
West Hills, CA. 91304

Vargas, Jorge
Jorge Vargas
4605 Eagle St.
Los Angeles, CA. 90022

Zeladita, Victor Hugo
Victor Hugo Zeladita
8427 Nevada Avenue
West Hills, CA. 91304

REALTOR® APPLICANTS

Abish, Carmella Nicole / Rodeo Realty / Woodland Hills
Abrahamian, Judy / Re/Max Olson Estates / Woodland Hills
Aledort, Filipp / Pinnacle Estate Properties, Inc. / Northridge
Alexander, David / Coldwell Banker Quality Properties / Northridge
Anderson, Gary William / Keller Williams Realty / Los Angeles
Arcudi, David / Twin Oaks Realty / Calabasas
Arriaga, Carlos W. / Pacific First Realty / Van Nuys
Barrett, Anthony Jack / Keller Williams VIP Properties / Valencia
Ben, Norman / Meridian Capital A.V. / Palmdale
Benjamin, Liza / Weichert Realtors / Valencia
Bialack, Amanda Halley / Pinnacle Estate Properties, Inc. / Mission Hills
Borth, Troy Evans / Keller Williams VIP Properties / Valencia
Brenes, Richard Antonio / Keller Williams North Valley / Granada Hills
Carbajal, Dante Korina / Meridian Capital Services, Inc. / Rancho Cucamonga
Chouchomsuk, Kittiya / Coldwell Banker Quality Properties / Northridge
Colon, Leticia Verna / Coldwell Banker Greater Valleys / Granada Hills
Colvin, Diane C. / Keller Williams / Valencia
Cruz, Yolanda I. / Meridian Capital A.V. / Palmdale
Diaz, Sulmery I. / Keller Williams North Valley / Granada Hills
Dominguez, Eric Cesar / Quantum Realtors / Los Angeles
Dross, Cindy Kay / Darren Singer and Company / Encino
Evans, Pamela Jill / Dilbeck Realtors / Calabasas
Fabricante, Jerry B. / RE/MAX PRODUCTIONS / North Hollywood
Fatemi, Shahzad / E-Realtyhomes.com / Tarzana
Fedderman, Cameron Dale / A-Team Realty, Inc. / Woodland Hills
Fields, Erica / Ewing & Assoc. Sotheby's Int'l Realty / Calabasas
Freeman, Susan Lee / Prudential California Realty / Valencia
Garcia, Rosalinda Gasapo / Rodeo Realty, Inc. / Encino
Grijlva, Carolyn Antoinette / Realty Executives / Valencia
Hazard, Emmanuel Joseph / Prudential California Realty / Chatsworth
Hendizadeh, Sepehr / First Wholesale Lending, Inc. / Tarzana
Higgins, Mark Kolan / Griffin Real Estate / Corona
Hoare, Declan P. / Bill Toth & Associates / Burbank
Huppert, Susan M. / Keller Williams R.R. Gable / Northridge
Iorgulescu, Federico / Park Regency / Granada Hills
Jeghelian, Nazeli / C-21 Albert Foulad / Encino

Johansson-ford, Annika Helene / Keller Williams Realty / Calabasas
Khalatbari, Anita / Century 21 Cosgrove Realty / Woodland Hills
Khosroabadi, Arash / Westbridge Realty / Encino
Korling, Amboy / Re/Max Grand Central / Tarzana
Lagan, Candace / Keller Williams Encino-Sherman Oaks / Encino
Levy, Amy Kaufman / RE/MAX PRODUCTIONS / North Hollywood
Lillibridge, Lena Jane / Triple D Realty / Santa Clarita
Lux, Vahan / Pinnacle Estate Properties, Inc. / Northridge
Lynch, Terry Edward / Exclusive Estate Properties, Inc. / North Hollywood
Macknight, Brett A. / Real Estate eBroker, Inc. / Carlsbad
Martin, Bente H. / Keller Williams VIP Properties / Valencia
Masters, Alfred Warren / Keller Williams R.R. Gable / Northridge
Mikhail, Brandon Joseph / Pinnacle Estate Properties / Northridge
Mismas Jr., Leon John / Weichert Realty Hoshaw & Associates / Valencia
Mobarez, Firouz / Vista Premier Realty / Woodland Hills
Montiel, Suleyma / Amerifund Lending Group / Westlake Village
Nickerson, Mandy Dawn / Valley View Realty / Mission Hills
Opina, Isidro Alinsunurin / WFI Realty / Glendale
Quinatana, Ariana / SCV Home Buyer / Valencia
Revil, Isabel A. / Michael Green Realty & Inv. / Granada Hills
Reza, Ewa Katarzyna / Milbank Real Estate Services / Encino
Richardson, Paul Bruce / Dilbeck Realtors / Studio City
Rogers, Eileen Fanelli / Rodeo Realty / Calabasas
Romero, Richard Joseph / Keller Williams Realty / Simi Valley
Samadian, Reza Ray / Coldwell Banker / Calabasas
Schaal, Wendy / General Realty / Sherman Oaks
Schauer, Scott A. / Realty Executives / Valencia
Smets, Anthony P. / Pantera Real Estate / Northridge
Smile, Teresa / Edgar Salazar / San Fernando
Spangler, Shirley Jean / Coldwell Banker Quality Properties / Northridge
Thompson, Joyce M. / All Seasons Realty / Frazier Park
Trat, Nghia Trieu / Coldwell Banker Quality Properties / Northridge
Varela, Marina / R.R. Gable, Inc. / Simi Valley
Yabut, Alicia Sylva / Real Estate Brokers, Inc. / Chatsworth
Zetz, Joseph Robert / Prudential California Realty / Calabasas

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.

SAN FERNANDO VALLEY SINGLE FAMILY SALES STATISTICS FOR FEBRUARY

ACTIVE INVENTORY

	EN	ES	CS	WN	WS	SFV TOTAL	EXT	TOTAL
New Listings.....	155	115	177	201	193	841	375	1,216
Total Active Listings.....	389	338	414	488	538	2,167	1,300	3,467
Average Days on Market.....	92	100	94	101	106	99	115	105
Average List Price in Thousands.....	287.8	837.2	704.3	491.8	858.1	640.6	430.5	561.8
Median List Price in Thousands.....	270.0	620.0	399.9	420.0	550.0	419.9	270.0	369.0
BOMS.....	39	28	31	50	41	189	62	251
Average BOM Price in Thousands.....	251.6	586.4	430.7	402.1	674.4	462.1	330.7	429.6
BOM to Sale Ratio.....	60.9	40.0	41.3	61.7	43.2	49.1	40.8	46.7
Expirations.....	31	30	32	33	40	166	83	249

PENDING SALES

New Escrows Opened.....	128	97	125	157	173	680	257	937
Total YTD Escrows Opened.....	228	189	223	265	302	1,207	489	1,696
New Open Escrows Average Days on Market.....	66	72	94	76	86	79	80	80
New Open Escrows Average List Price.....	262.0	571.6	492.1	477.3	616.9	488.4	392.1	462.0

CLOSED SALES:

New Escrows Closed.....	64	70	75	81	95	385	152	537
Total YTD Escrows Closed.....	173	140	165	187	194	859	328	1,187
Volume of New Sales Dollars in Millions.....	16.916	40.576	36.888	35.110	56.594	186.083	58.301	244.384
Volume of total YTD Sales in Millions.....	45.950	73.504	84.453	78.825	123.829	406.562	121.238	527.801
Average Sale price in Thousands.....	264.3	579.7	491.8	433.5	595.7	483.3	383.6	455.1
Median Sale Price in Thousands.....	250.0	530.0	363.0	401.0	461.0	392.0	310.0	375.0
Coop Sales.....	43	56	56	58	79	292	103	395
Percent of Coop Sales.....	67.2	80.0	74.7	71.6	83.2	75.8	67.8	73.6
Average Days on Market.....	143	134	137	118	140	134	150	138
Sales at List Price.....	38	25	26	31	37	157	62	219
Percent of Sales at List Price.....	59.4	35.7	34.7	38.3	38.9	40.8	40.8	40.8
Sales to Listing Inventory Ratio.....	16.5	20.7	18.1	16.6	17.7	17.8	11.7	15.5
Final Sale to New Listing Ratio.....	41.3	60.9	42.4	40.3	49.2	45.8	40.5	44.2

SAN FERNANDO VALLEY CONDOMINIUM SALES STATISTICS FOR FEBRUARY

ACTIVE INVENTORY

	EN	ES	CS	WN	WS	SFV TOTAL	EXT	TOTAL
New Listings.....	48	59	88	47	59	301	129	430
Total Active Listings.....	148	228	209	191	174	950	425	1,375
Average Days on Market.....	109	125	94	119	127	115	113	114
Average List Price in Thousands.....	188.7	382.6	272.1	263.7	266.2	282.8	327.9	296.8
Median List Price in Thousands.....	160.0	370.0	250.0	240.0	229.0	250.0	259.9	255.0
BOMS.....	11	10	20	15	26	82	27	109
Average BOM Price in Thousands.....	181.5	300.5	288.3	228.0	232.7	246.8	281.0	255.0
BOM to Sale Ratio.....	30.6	50.0	52.6	50.0	86.7	53.2	43.5	50.5
Expirations.....	17	17	15	10	12	71	28	99

PENDING SALES

New Escrows Opened.....	34	43	62	46	54	239	92	331
Total YTD Escrows Opened.....	78	78	122	89	103	470	183	653
New Open Escrows Average Days on Market.....	98	72	94	72	91	86	87	86
New Open Escrows Average List Price.....	157.3	316.8	222.1	230.2	244.9	236.6	287.7	250.8

CLOSED SALES:

New Escrows Closed.....	36	20	38	30	30	154	62	216
Total YTD Escrows Closed.....	72	54	86	52	76	340	139	479
Volume of New Sales Dollars in Millions.....	5.598	7.739	9.243	8.180	6.427	37.186	21.959	59.145
Volume of total YTD Sales in Millions.....	11.031	19.185	19.501	14.573	17.053	81.343	44.102	125.445
Average Sale price in Thousands.....	155.5	386.9	243.2	272.7	214.2	241.5	354.2	273.8
Median Sale Price in Thousands.....	140.0	380.0	180.0	260.0	170.0	199.9	308.0	230.0
Coop Sales.....	26	18	34	21	23	122	45	167
Percent of Coop Sales.....	72.2	90.0	89.5	70.0	76.7	79.2	72.6	77.3
Average Days on Market.....	124	160	130	118	123	129	142	132
Sales at List Price.....	28	4	13	13	13	71	24	95
Percent of Sales at List Price.....	77.8	20.0	34.2	43.3	43.3	46.1	38.7	44.0
Sales to Listing Inventory Ratio.....	24.3	8.8	18.2	15.7	17.2	16.2	14.6	15.7
Final Sale to New Listing Ratio.....	75.0	33.9	43.2	63.8	50.8	51.2	48.1	50.2

FEBRUARY 2011

SFV RESIDENTIAL MLS SUMMARY

MONTHLY RESIDENTIAL SALES STATISTICS

RESIDENTIAL
PROPERTIES LISTED

1,646

RESIDENTIAL PROP.
ESCROW OPENED

1,268

RESIDENTIAL PROP.
ESCROW CLOSED

753

ACTIVE INVENTORY:

	EN	ES	CS	WN	WS	SFV TOT	EXT	TOTAL
NEW LISTINGS	203	174	265	248	252	1,142	504	1,646
TOTAL ACTIVE LISTINGS	537	566	623	679	712	3,117	1,725	4,842
AVERAGE DAYS ON MARKET	97	110	94	106	111	104	114	108
AVERAGE LIST PRICE IN THOUSANDS	260.5	654.0	559.3	427.6	713.5	531.6	405.2	486.6
MEDIAN LIST PRICE IN THOUSANDS	250.0	459.0	349.0	375.0	449.0	360.0	269.0	330.0
BOMS	50	38	51	65	67	271	89	360
AVERAGE BOM PRICE IN THOUSANDS	236.1	511.2	374.8	361.9	503.0	396.9	315.6	376.8
BOM TO SALE RATIO	50.0	42.2	45.1	58.6	53.6	50.3	41.6	47.8
EXPIRATIONS	48	47	47	43	52	237	111	348

PENDING SALES:

NEW ESCROWS OPENED	162	140	187	203	227	919	349	1,268
TOTAL YTD ESCROWS OPENED	306	267	345	354	405	1,677	672	2,349
NEW OPEN ESCROWS AVERAGE DAYS ON MARKET	72	72	94	75	87	81	82	81
NEW OPEN ESCROWS AVERAGE LIST PRICE	240.0	493.4	402.6	421.3	528.4	423.0	364.6	406.9

CLOSED SALES:

NEW ESCROWS CLOSED	100	90	113	111	125	539	214	753
TOTAL YTD ESCROWS CLOSED	245	194	251	239	270	1,199	467	1,666
VOLUME OF NEW SALE DOLLARS IN MILLIONS	22,514	48,315	46,130	43,290	63,021	223,269	80,260	303,530
VOLUME OF TOTAL YTD SALES IN MILLIONS	56,981	92,689	103,954	93,399	140,882	487,995	165,340	653,245
AVERAGE SALE PRICE IN THOUSANDS	225.1	536.8	408.2	390.0	504.2	414.2	375.0	403.1
MEDIAN SALE PRICE IN THOUSANDS	225.0	450.0	315.0	350.0	422.0	340.0	310.0	330.0
COOP SALES	69	74	90	79	102	414	148	562
PERCENT OF COOP SALES	69.0	82.2	79.6	71.2	81.6	76.8	69.2	74.6
AVERAGE DAYS ON MARKET	136	140	134	118	136	132	147	137
SALES AT LIST PRICE	66	29	39	44	50	228	86	314
PERCENT OF SALES AT LIST PRICE	66.0	32.2	34.5	39.6	40.0	42.3	40.2	41.7
SALES TO LISTING INVENTORY RATIO	18.6	15.9	18.1	16.3	17.6	17.3	12.4	15.6
FINAL SALE TO NEW LISTING RATIO	49.3	51.7	42.6	44.8	49.6	47.2	42.5	45.7

SELLING PRICE RANGE:

	AVG. SELL TIME	SELLING TIME - PRICE CHANGE - PRICE REDUCTION	REDUCED \$	\$ AVERAGE PRICE REDUCTION %
LESS THAN 100,000	78	211	22	13304
100,000 TO 109,999	22	38	5	14983
110,000 TO 119,999	122	70	3	1643
120,000 TO 139,999	78	158	17	60242
140,000 TO 159,999	88	187	19	10230
160,000 TO 179,999	78	174	12	15043
180,000 TO 199,999	66	191	11	16465
200,000 TO 249,999	63	438	46	15217
250,000 TO 299,999	69	648	58	343894
300,000 TO 349,999	77	499	54	23713
350,000 TO 399,999	84	464	46	34242
400,000 TO 449,999	102	268	44	33370
450,000 TO 499,999	91	229	28	37966
500,000 TO 549,999	68	139	23	42482
550,000 TO 599,999	110	184	26	56811
600,000 TO 699,999	75	250	32	52241
700,000 TO 799,999	82	151	20	75898
800,000 TO 899,999	80	108	14	101343
900,000 TO 999,999	110	81	5	176250
1,000,000 TO 1,999,999	108	246	26	147880
MORE THAN 2,000,000	113	108	2	264500
TOTALS	81	4842	513	80375

LISTINGS

3,442

2011 RMLS TOTAL - \$ VOLUME

\$653,245,000

SALES

1,729

*THE ASSOCIATION DOES NOT VERIFY ACTUAL CLOSED ESCROWS.



SOUTHLAND REGIONAL
ASSOCIATION OF REALTORS® INC.

SAN FERNANDO VALLEY
COMPARABLE SALES ANALYSIS 2006 - 2011
(COMBINED RESIDENTIAL SALES, SINGLE FAMILY & CONDO)
TOTAL MONTH BY MONTH

	2006				2007				2008				2009				2010				2011			
	LIST	SALES	\$ VOL MIL.	% SALES TO LIST	LIST	SALES	\$ VOL MIL.	% SALES TO LIST	LIST	SALES	\$ VOL MIL.	% SALES TO LIST	LIST	SALES	\$ VOL MIL.	% SALES TO LIST	LIST	SALES	\$ VOL MIL.	% SALES TO LIST	LIST	SALES	\$ VOL MIL.	% SALES TO LIST
JAN	2346	895	560.0	38.2	2595	882	594.2	34	2935	574	329.3	19.6	2084	964	357.7	46.3	1,830	963	410	52.6	1,786	976	368.7	54.3
FEB	2373	971	602.1	40.9	2421	893	581.8	36.9	2633	654	409.7	24.8	1178	876	330.5	49.4	1,780	872	349.7	49	1,646	753	303.5	45.7
MAR	2818	1487	976.8	52.8	3521	1318	848.1	37.4	2878	792	429.0	27.5	2004	1,148	428.6	57.3	2,231	1,131	523.3	50.7				
APR	2465	1441	911.4	58.5	3205	761	519.6	23.7	2949	983	538.1	33.3	1956	1275	487.5	65.2	2,212	1,188	526.9	53.7				
MAY	3185	1434	903.9	45.0	3493	1151	804.7	33	2629	1165	626.4	44.3	1,865	1,300	530.1	69.7	1,936	1,235	523.7	63.8				
JUNE	3111	1407	948.7	45.2	3163	1234	870	39	1549	1182	616.7	43.2	1,928	1,410	612	73.1	2,051	1,269	563	61.9				
JUL	2899	1322	825.1	45.6	3247	1157	839.7	35.6	2731	1263	672.9	46.2	1,922	1,322	581.7	68.8	2,153	1,104	484.5	51.3				
AUG	3097	1296	816.4	41.8	3480	1057	767.0	30.4	2518	1181	594.7	46.9	1,820	1,259	553.7	69.2	1,993	1,029	443.8	51.6				
SEPT	2807	1284	783.8	45.7	2753	736	506.3	26.7	2423	1181	533.4	48.7	1,731	1,205	543.1	69.6	1,726	1,034	430.4	59.9				
OCT	2682	1194	756.7	44.5	2925	666	444.2	22.8	2389	1321	601.7	55.3	1,794	1,243	527.5	69.3	1,677	883	371.9	52.7				
NOV	1943	1195	756.6	61.5	2342	701	438.4	29.9	1770	1121	470.9	63.3	1,505	1,095	452.1	72.8	1,431	864	356.8	60.4				
DEC	1355	1263	812.3	93.2	1691	710	440.1	42	1483	1241	497.5	83.7	1,327	1,174	549.1	88.5	1,298	1,045	431.2	80.5				
TOTAL	31,081	15,189	9,653	48.9	34,836	11,266	7,654.1	32.6	28,887	12,658	6,320.3	44.7	21,114	14,271	5,953.6	66.6	22,318	12,617	5415.2	55.6				
AVG. SALE PRICE		\$635,578				\$679,398				\$499,313				\$417,181				\$429,200						

FEBRUARY 2011

RESIDENTIAL
PROPERTIES LISTED
525RESIDENTIAL PROP.
ESCROW OPENED
429RESIDENTIAL PROP.
ESCROW CLOSED
222

SCV RESIDENTIAL MLS SUMMARY

MONTHLY RESIDENTIAL SALES STATISTICS

ACTIVE INVENTORY:

	AC	ADUL	CC	CA	NE	SAU	SR	VAL	SCV TOTAL	EXT	TOTAL
NEW LISTINGS.....	10	2	103	33	41	66	35	96	386	139	525
TOTAL ACTIVE LISTINGS.....	45	29	305	104	151	199	76	281	1,190	486	1,676
AVERAGE DAYS ON MARKET.....	138	185	100	104	132	118	89	121	115	115	115
AVERAGE LIST PRICE IN THOUSANDS.....	443.5	805.2	372.0	360.8	354.8	339.5	487.0	462.1	405.3	270.4	366.2
MEDIAN LIST PRICE IN THOUSANDS.....	399.0	575.0	300.0	339.0	239.0	320.0	485.0	380.0	339.0	181.0	299.5
BOMS.....	1	2	28	7	5	19	7	34	103	35	138
AVERAGE BOM PRICE IN THOUSANDS.....	500.0	499.9	332.5	330.1	500.0	305.5	535.0	390.9	373.4	246.9	341.3
BOM TO SALE RATIO.....	33.3	50.0	63.6	46.7	29.4	61.3	53.8	81.0	60.9	66.0	62.2
EXPIRATIONS.....	0	1	9	2	9	10	3	13	47	37	84
PENDING SALES:											
NEW ESCROWS OPENED.....	5	3	88	33	26	52	23	93	323	106	429
TOTAL YTD ESCROWS OPENED.....	12	8	157	47	49	106	41	170	590	178	768
NEW OPEN ESCROWS AVERAGE DAYS ON MARKET.....	189	78	91	117	79	85	58	95	92	78	89
NEW OPEN ESCROWS AVERAGE LIST PRICE.....	390.4	386.4	297.4	328.7	377.0	361.6	481.3	394.8	360.8	205.4	322.4
CLOSED SALES:											
NEW ESCROWS CLOSED.....	3	4	44	15	17	31	13	42	169	53	222
TOTAL YTD ESCROWS CLOSED.....	8	7	88	26	30	59	23	89	330	128	458
VOLUME OF NEW SALE DOLLARS IN MILLIONS.....	923	1,385	14,186	4,988	5,011	11,120	6,065	18,437	62,113	12,175	74,288
VOLUME OF TOTAL YTD SALES IN MILLIONS.....	1,970	2,564	28,928	8,377	9,064	20,915	10,184	36,970	118,972	29,506	148,477
AVERAGE SALE PRICE IN THOUSANDS.....	307.7	346.3	322.4	332.5	294.8	358.7	466.5	439.0	367.5	229.7	334.6
MEDIAN SALE PRICE IN THOUSANDS.....	375.0	310.0	279.0	349.0	270.0	340.0	435.0	382.0	332.0	149.0	310.0
COOP SALES.....	3	3	39	12	12	22	12	35	138	40	178
PERCENT OF COOP SALES.....	100.0	75.0	88.6	80.0	70.6	71.0	92.3	83.3	81.7	75.5	80.2
AVERAGE DAYS ON MARKET.....	100	162	120	136	188	159	143	158	147	103	137
SALES AT LIST PRICE.....	1	1	23	10	6	11	3	19	74	21	95
PERCENT OF SALES AT LIST PRICE.....	33.3	25.0	52.3	66.7	35.3	35.5	23.1	45.2	43.8	39.6	42.8
SALES TO LISTING INVENTORY RATIO.....	6.7	13.8	14.4	14.4	11.3	15.6	17.1	14.9	14.2	10.9	13.2
FINAL SALE TO NEW LISTING RATIO.....	30.0	200.0	42.7	45.5	41.5	47.0	37.1	43.8	43.8	38.1	42.3

SELLING TIME - PRICE CHANGE - PRICE REDUCTION

	AVG. SELL TIME	ACTIVE NO. LISTINGS	TOTAL #SOLD	REDUCE \$	\$ AVERAGE PRICE REDUCTION %
SELLING PRICE RANGE:					
LESS THAN 100,000.....	54	84	20	14	8632
100,000 TO 109,999.....	5	16	1	0	13100
110,000 TO 119,999.....	120	32	2	2	8948
120,000 TO 139,999.....	131	85	10	7	3130
140,000 TO 159,999.....	27	77	6	1	625
160,000 TO 179,999.....	85	79	9	8	27599
180,000 TO 199,999.....	165	74	6	5	12967
200,000 TO 249,999.....	66	179	6	16	18466
250,000 TO 299,999.....	78	187	23	21	29487
300,000 TO 349,999.....	80	163	19	12	21883
350,000 TO 399,999.....	56	151	21	15	32232
400,000 TO 449,999.....	108	107	16	13	38821
450,000 TO 499,999.....	110	55	15	11	33000
500,000 TO 549,999.....	81	50	14	12	42392
550,000 TO 599,999.....	103	54	9	6	19557
600,000 TO 699,999.....	131	43	3	2	101483
700,000 TO 799,999.....	104	51	4	4	53225
800,000 TO 899,999.....	0	29	0	0	N/A
900,000 TO 999,999.....	7	20	1	1	5000
1,000,000 TO 1,999,999.....	46	32	2	1	66050
MORE THAN 2,000,000.....	301	10	1	1	199100
TOTALS.....	84	1578	205	152	19223

LISTINGS

2011 RMLS TOTAL - VOLUME

1,044**\$148,477,000**

SALES

463

*THE ASSOCIATION DOES NOT VERIFY ACTUAL CLOSED ESCROWS.



SANTA CLARITA VALLEY
COMPARABLE SALES ANALYSIS 2006 - 2011
(COMBINED RESIDENTIAL SALES, SINGLE FAMILY & CONDO)
TOTAL MONTH BY MONTH

[illegible]

SANTA CLARITA VALLEY SINGLE FAMILY SALES STATISTICS FOR FEBRUARY

ACTIVE INVENTORY	AC	ADUL	CC	CA	NE	SAU	SR	VAL	SCVTOT	EXT	TOTAL
New Listings.....	8	2	79	32	17	46	25	62	271	119	390
Total Active Listings.....	40	29	213	98	64	134	50	182	810	402	1,212
Average Days on Market.....	131	185	100	105	152	117	87	121	116	118	117
Average List Price in Thousands.....	437.8	805.2	444.5	366.2	564.1	381.4	60.4	557.3	481.9	274.6	413.1
Median List Price in Thousands.....	384.0	575.0	340.0	339.9	400.0	355.0	588.0	450.0	395.0	180.0	349.0
BOMS.....	0	2	21	6	3	9	3	21	65	27	92
Average BOM Price in Thousands.....	0	499.9	385.9	360.3	706.0	356.9	751.7	478.5	444.6	223.3	379.6
BOM to Sale Ratio.....	0	50.0	72.4	46.2	33.3	37.5	33.3	84.0	56.0	65.9	58.6
Expirations.....	0	1	6	2	4	7	3	11	34	30	64

PENDING SALES

New Escrows Opened.....	5	3	63	30	15	39	15	51	221	85	306
Total YTD Escrows Opened.....	12	8	112	44	30	76	27	107	416	146	562
New Open Escrows Average Days on Market.....	189	78	83	124	80	85	38	102	92	80	89
New Open Escrows Average List Price.....	390.4	386.4	343.0	336.0	516.8	404.9	545.0	479.4	411.6	210.9	355.9

CLOSED SALES:

New Escrows Closed.....	3	4	29	13	9	24	9	25	116	41	157
Total YTD Escrows Closed.....	8	7	59	22	17	44	12	58	227	102	329
Volume of New Sales Dollars in Millions.....	923	1,385	9,430	4,574	3,733	9,540	4,590	13,331	47,505	10,071	57,576
Volume of total YTD Sales in Millions.....	1,970	2,564	21,120	7,675	6,306	17,493	5,962	28,129	91,220	24,225	115,444
Average Sale price in Thousands.....	307.7	346.3	325.2	351.8	414.8	397.5	510.0	533.2	409.5	245.6	366.7
Median Sale Price in Thousands.....	375.0	310.0	310.0	350.0	375.0	363.0	480.0	450.5	385.0	149.9	360.0
Coop Sales.....	3	3	28	10	4	16	8	21	93	32	125
Percent of Coop Sales.....	100.0	75.0	96.6	76.9	44.4	66.7	88.9	84.0	80.2	78.0	79.6
Average Days on Market.....	100	162	114	142	138	155	138	162	141	97	129
Sales at List Price.....	1	1	15	8	4	9	2	9	49	14	63
Percent of Sales at List Price.....	33.3	25.0	51.7	61.5	44.4	37.5	22.2	36.0	42.2	34.1	40.1
Sales to Listing Inventory Ratio.....	7.5	13.8	13.6	13.3	14.1	17.9	18.0	13.7	14.3	10.2	13.0
Final Sale to New Listing Ratio.....	37.5	200.0	36.7	40.6	52.9	52.2	36.0	40.3	42.8	34.5	40.3

SANTA CLARITA VALLEY CONDOMINIUM SALES STATISTICS FOR FEBRUARY

ACTIVE INVENTORY	AC	ADUL	CC	CA	NE	SAU	SR	VAL	SCVTOT	EXT	TOTAL
New Listings.....	2	0	24	1	24	20	10	34	115	20	135
Total Active Listings.....	5	0	92	6	87	65	26	99	380	84	464
Average Days on Market.....	192	0	101	83	118	120	93	122	114	100	112
Average List Price in Thousands.....	488.8	0	204.3	271.5	200.8	253.2	259.4	287.1	242.0	250.4	243.5
Median List Price in Thousands.....	450.0	0	174.0	189.0	185.0	250.0	254.0	269.9	225.0	198.0	219.9
BOMS.....	1	0	7	1	2	10	4	13	38	8	46
Average BOM Price in Thousands.....	500.0	0	172.5	149.0	191.0	259.3	372.5	249.4	251.7	326.6	264.7
BOM to Sale Ratio.....	0	0	46.7	50.0	25.0	142.9	100.0	76.5	71.7	66.7	70.8
Expirations.....	0	0	3	0	5	3	0	2	13	7	20

PENDING SALES

New Escrows Opened.....	0	0	25	3	11	13	8	42	102	21	123
Total YTD Escrows Opened.....	0	0	45	3	19	30	14	63	174	32	206
New Open Escrows Average Days on Market.....	0	0	110	49	77	87	96	86	91	74	88
New Open Escrows Average List Price.....	0	0	182.6	256.3	186.3	231.6	361.7	292.1	250.5	183.1	239.0

CLOSED SALES:

New Escrows Closed.....	0	0	15	2	8	7	4	17	53	12	65
Total YTD Escrows Closed.....	0	0	29	4	13	15	11	31	103	26	129
Volume of New Sales Dollars in Millions.....	0	0	4,756	414	1,278	1,580	1,475	5,106	14,608	2,104	16,712
Volume of Total YTD Sales in Millions.....	0	0	7,890.7	702	2,758	3,422	4,223	8,841	27,752	5,281	33,033
Average Sale price in Thousands.....	0	0	317.0	207.0	159.7	225.7	368.8	300.3	275.6	175.3	257.1
Median Sale Price in Thousands.....	0	0	192.0	65.0	128.0	219.0	240.0	275.0	230.0	99.9	225.0
Coop Sales.....	0	0	11	2	8	6	4	14	45	8	53
Percent of Coop Sales.....	0	0	73.3	100.0	100.0	85.7	100.0	82.4	84.9	66.7	81.5
Average Days on Market.....	0	0	132	97	244	174	155	153	161	126	155
Sales at List Price.....	0	0	8	2	2	2	1	10	25	7	32
Percent of Sales at List Price.....	0	0	53.3	100.0	25.0	28.6	25.0	58.8	47.2	58.3	49.2
Sales to Listing Inventory Ratio.....	0	0	16.3	33.3	9.2	10.8	15.4	17.2	13.9	14.3	14.0
Final Sale to New Listing Ratio.....	0	0	62.5	200.0	33.3	35.0	40.0	50.0	46.1	60.0	48.1

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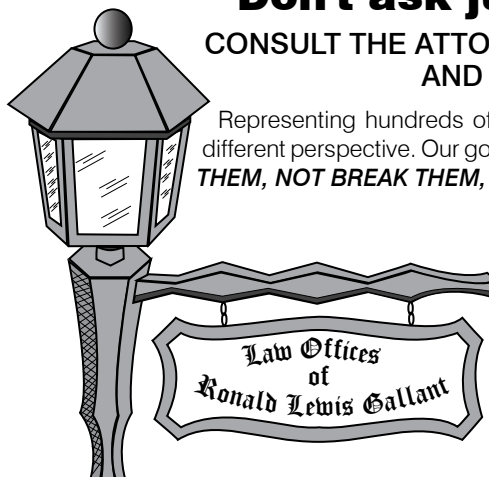
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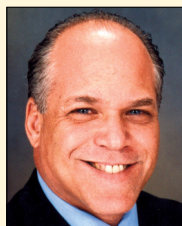
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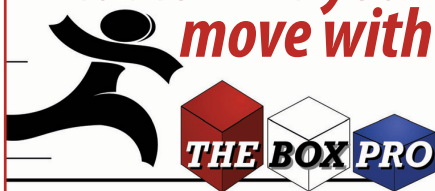
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AREA MEETING ANNOUNCEMENTS

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

COMM. INVST. PROP.

3rd Tues of mo.

Chairperson: Brian Hatkoff, CCIM
Phone: (818) 701-7789
Web: www.commercialdataexchange.com
DATE: 03/24/2011 - Time: 8:30 A.M.

North Los Angeles Commercial Real Estate Forum

Speakers: Louis Mowbray & Dennis Dishaw, ACI Capital
Benefits and pitfalls of using cost segregation &
Commercial loans in today's market. This is a Forum
for Commercial Real Estate Investors, Brokers, Agents,
Lenders & Service Providers to Network, Interact, Learn,
Transact, Make Deals and be More Successful! Seating
is limited, please RSVP.

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

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

OUTWEST

2nd & 4th Thurs of Mo.

Chairperson(s): Jim Bevis, Chairman
Louis Mowbray, Membership
Larry Gutierrez, Listings and Caravan

Phone: Jim – (818) 522-4113

Email: jabevis@ATT.net

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

BUSINESS OPPORTUNITY

4th Tues of mo.

Chairperson(S): Harvey Osherenko
Phone: 522-7592

Location: SRAR – Time: 9:00 A.M.

DATE: March 22, 2011

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