

REALTOR® REPORT

February/March, 2012

The Official Publication of Southland Regional Association of REALTORS®



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IS THAT YOUR COMMISSION?

BY STEVE SPILE, 2012 SRAR RISK MANAGEMENT COMMITTEE

We have all been struggling through one of the most difficult markets of our lifetime. This is a market which finds people particularly competitive for clients and commissions. For this reason, there has been a bit of a spike in Procuring Cause Hearings. In this climate, it is of particular importance that real estate agents understand the factors which are likely to be considered in the event of a dispute regarding Procuring Cause.

The Procuring Cause Guidelines published by the California Association of REALTORS® ("C.A.R.") were set forth to assist realtors in understanding the factors which are considered when assessing Procuring Cause. The Guidelines contain a chart of 25 factors and sets forth which factors favor the agent that closed the transaction, and which factors favor the agent that introduced the transaction. Although this article will focus on only a few factors, every real estate agent is encouraged to locate this list on the C.A.R. website and become familiar with all of the factors.

While each dispute will vary depending on the facts, the parties and the panel, as a general rule the issues which tend to be most heavily considered are: (1) whether the agent claiming procuring cause was the first person to show the property to the buyer; (2) whether the agent claiming procuring cause wrote the offer that was ultimately accepted (or a substantially similar one); (3) the amount of time that elapsed between when the agent claiming procuring cause ceased to provide services and the closing of escrow; (4) whether the closing agent did something unique that caused the transaction to succeed which was not done by the original agent; and (5) how the buyer feels and what the buyer says about the agents and/or the transaction.

For the introducing agent, it highlights the importance of maintaining a thorough file, including a detailed log, as well as making sure everything is in writing. Relying on a good relationship is great while that relationship is going well, but most often a Procuring Cause Dispute arises out of the fact that the relationship went sour. As a result, it is most helpful to be able to show documentation of all efforts to avoid

a revisionist history of what transpired. In addition, it is also important to make sure to advise any subsequent broker of the efforts made so that broker is put on immediate notice.

For agents stepping into a deal, it is important to evaluate and communicate. That agent should evaluate what has occurred and what risks might exist going forward with the buyer. It is easier to walk away before investing a lot of time. That agent should also communicate with the buyer and if possible the prior agent. An advanced agreement with the original agent on some commission split, which is always easier to get before the money is sitting in escrow, may be a great way to manage the situation. Beyond this, and as stated above, documentation will be a key factor in demonstrating what actually occurred.

Regardless of whether the agent is the original or the subsequent agent, many disputes can be avoided altogether by using a Buyer-Broker Agreement. This creates a clear contractual relationship between the buyer and the agent. Many agents do not use these forms, and they often do not come into play. That said, the times they do matter, they often save a lot of time, money and aggravation.

Beyond the foregoing, as a reminder, before any agent begins working with any buyer, the agent should ask the buyer if they are working with any other agents. This is not only an important step that should be taken for procuring cause purposes, this is also an affirmative duty imposed on all agents. Once again, documenting such a discussion, even if through a gentle follow-up e-mail, is critical.

All this considered, the issue of Procuring Cause is an art not a science. As such, there is never any certainty or guarantees as to how such a hearing will be decided. For this reason, if you ever find yourself in a dispute, a sincere effort to settle is a wise course of action. In this manner, you can have some control of your destiny and likely walk away with some amount of money for your efforts. There is truth in the cliché: "a bird in the hand is worth two in the bush."

CONSUMER PRICE INDEXES						
DECEMBER 2011						
\$	INDEXES			PERCENT CHANGE		
				YEAR ENDING		
	DEC 2010	NOV 2011	DEC 2011	NOV 2011	DEC 2011	DEC 2011
Los Angeles - Riverside - Orange County	226.639	232.731	231.567	3.0	2.2	-0.5

2012 RISK MANAGEMENT COMMITTEE WELCOMES



David Lopez, DA
L.A. County Real
Estate Fraud Unit

March 21, 2012 BROKER OWNER MANAGER MEETING

10:00 a.m. - 12:00 p.m.
7232 Balboa Blvd.
Van Nuys, CA 91406

Deputy Lopez was born and raised in the San Fernando Valley where he attended Sylmar High School. A graduate of USC, Deputy Lopez has been with the district attorney's office since 1988. He currently serves as the deputy in charge of the real estate fraud unit within the office's Major Frauds section.

Don't miss this highly informative forum. Open topic session included Light lunch to be served following the forum.

Email Your RSVP to MarchRisk@srar.com

RSVPs Must Be Received by **5:00 p.m. March 19th**

Broker/Owner/Managers Only Please



SOUTHLAND REGIONAL
ASSOCIATION OF REALTORS®, INC.

REALTOR® REPORT

The Official Publication of SRAR

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AID TO UNDERWATER OWNERS COULD SPUR FASTER HOUSING RECOVERY



BY WENDY SILVER-HALE, PRESIDENT, AND DAVID R. WALKER, SOUTHLAND REGIONAL ASSOCIATION OF REALTORS®

A proposal to aid owners who owe more than their home is worth could be just what is needed to ensure a faster recovery of the nation's and especially California's residential housing

market.

The local market already is on the mend, prompting some to argue that market forces alone will sort out remaining issues and government assistance may hinder rather than help.

Yet REALTORS® believe so long as a sizable number of owners owe more than their home's current resale value, these so-called "underwater" owners pose an ongoing risk and are a drag on the market, a problem that could well trigger yet another round of foreclosures as adjustable loans reset to generally higher monthly payments.

With an estimated 2.1 million Californians underwater, even a hint of possible defaults slows recovery in home prices for everyone and could delay full recovery of the state and national economies by many months or by multiple years. Some lenders and government plans already extend assistance to owners in imminent threat of foreclosure or those who have fallen behind on mortgage payments. Recently, the Home Affordable Modification Program was expanded so that more underwater homeowners would qualify for assistance.

Yet owners who have stayed current on their loan — persevering despite personal financial setbacks — have little incentive to pour more cash into a devalued property and cannot take advantage of today's extremely favorable loan interest rates. Some argue that lenders are holding these responsible owners as a bargaining chip in the ongoing negotiations with state attorneys general over who should shoulder responsibility for the market's meltdown.

President Obama's latest proposal, which ran into instant opposition, would help eligible, underwater homeowners who are current on their mortgage payments to refinance or modify their loan into safer, more affordable mortgages at a lower interest rate, helping homeowners save hundreds of dollars each month and thus reduce default rates.

That's why Realtors throughout California

and the nation support the administration's proposal to aid underwater owners

Realtors are eager to work with Congress and the administration to put the plan into action," said Moe Veissi, president of the National Association of Realtors. "It could help significantly reduce monthly mortgage payments by reducing the barriers to low-cost, streamlined refinancings for millions of homeowners as an alternative to defaulting on their mortgage loans. That would begin to stabilize the housing market by reducing additional foreclosures."

LeFrancis Arnold, president of the California Association of Realtors, echoed that sentiment: "We are pleased that President Obama understands that a recovery in the housing market is essential to a recovery of the nation's economy.

"Also allowing homeowners whose homes are not backed by Fannie Mae and Freddie Mac to refinance could benefit additional homeowners who are struggling to keep up with their mortgage payments," Arnold said,

"and help thousands of California families who are paying far above the current interest rate."

The administration's proposal would help eligible, underwater homeowners who are current on their mortgage payments to refinance or modify their loan into safer, more affordable mortgages and take advantage of historically low interest rates, Arnold agreed. Under the plan, California households could save more than \$3,000 a year, which could potentially have a positive impact on consumer spending.

The President's plan also included a Federal Housing Finance Administration pilot program to transition Real Estate Owned, or lender-owned, properties into rental housing. While Realtors recognize that this plan may be beneficial in markets where REO inventory is high, the California Association of Realtors opposes its implementation in California, given low inventory and high demand for homes, even in the state's hardest hit areas.

SRAR PRESIDENT URGES REALTORS® TO LEAD RECOVERY

BY DAVID R. WALKER SOUTHLAND REGIONAL ASSOCIATION OF REALTORS®

With the most difficult years for residential housing in the past, the 2012 president of the Southland Regional Association of REALTORS® said real estate professionals working together can lead the way in the recovery of the local and national economies.

"Now is our time!" said Wendy Silver-Hale. "It takes all of us working together" to return the real estate market to stability.

Silver-Hale made the comments Feb. 4 at SRAR's 92nd annual installation dinner dance, where she was sworn in as the 2012 president. LeFrancis Arnold, the 2012 president of the California Association of Realtors, inducted the new officers and directors to the applause of 300 attendees.

Silver-Hale also urged REALTORS® and the public to block any "proposed legislation that would limit home ownership in our country.

"We have gone through some tough years together," she noted. "We now have a great opportunity before us. ... Optimism is up, unemployment is down, and there is pent-up

desire for home ownership. ... Now is our time to bring the real estate economy back into stability."

Three professionals were singled out for special honors: Lynn Rinker, the 2011 REALTOR® of the Year, Steve Anderson, the 2011 Affiliate of the Year, and Nancy Starczyk, the 2011 Association Service Award winner.

Also sworn into office was Sharon Barron, the 2012 president-elect, and the Association's 2012 Board of Directors, including: Tom Carnahan, Ana Maria Colón, Gina Covello, Winnie Davis, Roger Hance, Loren Hansen, Debbie Hawkins, Jeff Kahn, Erika Kauzlarich-Bird, Rana Linka, Bud Mauro, Alice McCain, Susan Miller, Fred Sabine, Nancy Starczyk, Daniel Tresieras, Nancy Troxel, Gina Uzunyan, Andy Walter, Chris Williams, and Pat A. Zicarelli.

Silver-Hale had particularly kind words of praise for Fred Sabine, the 2011 SRAR president.

Calling him the "gentleman of gentlemen," Silver-Hale said Sabine took her under his

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IN MEMORIAM

JOSEPH B. CARNAHAN PAST SRAR AND CAR PRESIDENT



Joe was born at home in Akron, Ohio on October 13, 1918. His parents, Joseph Baines Sr. and Gertrude Evelyn had four children. Joe was the youngest and was doted on by his three older sisters, Audra (16 years older), Leelah (14 years older) and Mary Edith (7 years older). He went to Lincoln Grade School and South High School, where he played on the basketball team which won the State Championship two years in a row.

In 1943 he met Mary Ella Bennett and they were married on September 24. The morning of their honeymoon Joe was ordered to report to Fort Lewis, WA, from which he was shipped overseas to serve under General Patton in WWII. He earned the rank of captain and received the bronze star.

Upon his return in 1946, he joined Bob Paul and Bill White to form Paul-White-Carnahan Real Estate Company. From their first office in Burbank the business grew to 20 offices and over 400 agents throughout the San Fernando and Santa Clarita Valleys. Joe had a major impact on the real estate community from the local to the national level. Some of his accomplishments include: President of the Burbank Board of Realtors (1953), President of the San Fernando Valley Board of Realtors (1961), President of the California Association of Realtors (1972), President of the Realtors National Marketing Institute - RMNI (1982) and recipient of NAR's Distinguished Service Award (1986).

Joe and Mary Ella were married for 66 years. They enjoyed raising five children and being active in the church. Joe was on the architectural committee to build the Woodland Hills Methodist Church, the finance committee of the Camarillo United Methodist Church and was instrumental in creating the Woodland Hills Community Christian School.

Joe is survived by his five children, eleven grandchildren and four great grandchildren.

SRAR PRESIDENT URGES REALTORS TO LEAD RECOVERY

CONTINUED FROM PAGE 3

wing last year, noting that "because of you and our friendship ... you will always be a special part of my life. "Sabine thanked the many volunteers and staff who were tireless in presenting an unprecedented 32 community and professional events in 2011, including a charity tournament that set a record for the most funds raised, despite challenging economic times.

"I am indebted to the generous people who guided me," Sabine said, "starting with Jim Link," the Association's chief executive officer, who served as the evening's master of ceremonies.

Through its charitable foundation and individual grants, Sabine noted, the association also helped 20 families realize the American Dream of home ownership.

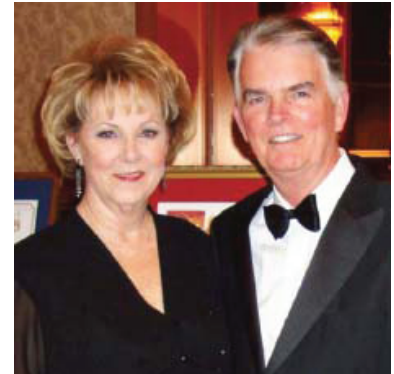
Multiple elected officials were on hand to congratulate Silver-Hale and thank Sabine for his unstinting service, including: Los Angeles County Tax Assessor John Noguez;

Assemblyman Michael Feuer; Los Angeles City Council Members Paul Koretz and Jan Perry; and representatives of State Senators Tony Strickland and Fran Pavley, and Congressmen Brad Sherman and Buck McKeon. Los Angeles City Controller Wendy Greuel and L.A. City Council Member Paul Krekorian also attended the event.

The Association extends its deepest appreciation to the many companies and sponsors who support SRAR programs and events, including: Melene Ziglar, Daily News Los Angeles; Steve Spile, Spile, Siegal, Leff & Goor; Bill Love, Supra; Alana Fugnetti, Dee Sign Company; Mike Quiroga, Mike's Roofing & Building Supply; Rachel Gallagher & Nicole Romero, First American Home Buyers Protection and First American Natural Hazards Disclosure; Art Carter, CRMLS; Keller Williams Realty; and Gary Warschaw, The Box Pro.



WENDY SILVER-HALE WITH PAUL ARTHUR TURNER, PRESIDING JUSTICE OF THE CALIFORNIA COURT OF APPEAL, WHO LEAD THE PLEDGE OF ALLEGIANCE.



LINDA AND FRED SABINE WERE HONORED FOR THEIR DEDICATION TO THE PROFESSION AND THEIR COMMUNITY DURING FRED'S TERM AS SRAR PRESIDENT.



SHARON BARRON, SRAR 2012 PRESIDENT-ELECT.



LYNN RINKER, WAS SELECTED AS THE 2011 REALTOR OF THE YEAR.



NANCY STARCZYK, ON THE LEFT WITH WENDY SILVER-HALE, RECEIVED THE ASSOCIATION'S 2011 SERVICE AWARD.

SRAR - LOW-COST, HIGH-SERVICE PROVIDER

Don't be fooled by misleading claims — SRAR remains the low-cost, high-service provider with dues that are substantially lower than all of our neighboring associations.

Plus, other associations cannot compete with SRAR's wide array of membership services and benefits that are second to none: including essential business tools; free training and education; technology tools, like free websites, free IDX and mobile IDX; and discounts on a host of products. Below



are just a few examples of the benefits SRAR offers its members:

A FREE member benefit at SRAR, which allows you to set up client accounts. As a result, your client can

search for listing data which allows you to manage and keep updated on your clients' every need.



A FREE member benefit at SRAR. RPR is an online real estate library that provides members with valuable data on every property in the United States — create custom reports to provide to clients and customers.



A FREE business-to-business platform where you can share real estate listings with other professional organizations worldwide directly from your website. Plus, have your website translated into 13 different languages.



Is FREE listing syndication, which advertises your listings to over 300+ public websites. Just enter your listing once into SRAR's CRISNet MLS and your listing will automatically be syndicated — for FREE.



The FannieMae Short Sale Assistance Desk gives SRAR members FREE direct access to professionals who can assist in handling post-offer short sale issues that may relate to servicer responsiveness, the existence of a second lien, or issues involving mortgage insurance.

For a full list of all benefits and services, click on the "Membership Tab" at www.SRAR.com.

Haven't paid your dues yet?

While the deadline has passed for paying annual dues to Southland Regional Association of Realtors, you can still bring your membership current. Just contact the membership department at 818-947-2201. Dues can be paid via snail mail, FAX or online at www.SRAR.com by clicking on the "pay dues" button. And, like our neighboring associations, SRAR welcomes new members and may waive application fees.

STUDENTS FOCUS ON TECH, GREEN SCHOOL OF THE FUTURE

Our Lady of Lourdes in Northridge was selected recently to represent California in a nationwide "School of the Future Design Competition" sponsored by the National Association of Realtors and the Council of Educational Facilities Planners.

Five sixth graders from a class of 25 at our Lady of Lourdes — top right photo, left to right, Nicole Leitheiser, Vanessa Olguin, Cheyanne Washington, Ellen Malham, and their teacher Kevin Gallagher — convinced a panel of 15 judges that their design was worthy of moving on to regional and national competitions.

The students consulted architects for tips in designing a community-oriented school, that uses high-tech teaching tools, in a green, colorful, healthy learning environment. Only a few points separated the four schools that participated in the California final, which made the task of picking a winner particularly heart wrenching for the judges. All of the students and schools worked for months on the project, brainstorming in October in preparation for the February competition.

The three other schools and students in the finals included: The Wesley School, North Hollywood, represented by Bodhi Molinary-Kopelman, Jake Mendel, David Henriquez, and Sureima Castañeda, guided by teachers Trisha Singletary and Kathy Logue; Sutter Middle School, Misbah Tabassum, Ami Imm, Lena Brown, Saniya Mohiuddin, Victoria Anyanwu, Ciara Smithart and Archisha Sinha; and 93rd Street Elementary, Andrea Galdamez, Nancy Sanchez, Gerardo Geuardo, Cleopatra Lucero, Nathalie Guerrero, and Mar'Shaie Moss. Realtor Wendy Furth, a past president of the Southland Regional Association of Realtors, organized the competition. The schools and students will be honored at a special ceremony with L.A. Mayor Antonio Villaraigosa before moving on to regional competitions and the national final.



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SRAR's EDUCATION & EVENTS CALENDAR

FEBRUARY/MARCH, 2012

All classes & events are subject to change or cancellation. Please check the SRAR educational calendar online at www.srar.com/calendar for updated information.

February	Class/Event	Time	Location	Cost	Overview
21	Commercial Investment Networking Meeting	8:15AM to 9:30AM	Van Nuys Office	Free	David Newman, CPA will discuss important tax information. Come network, enjoy refreshments and pitch your listings
21	Hone your Map Search Skills & More (Workshop)	2:00PM to 4:00PM	Van Nuys Office	Free	Learn how to get Comps using Matrix map search tools and other tips. Note: Classroom style seating will be limited, please RSVP. Suggested you bring your own Laptop. This class will take place in the SRAR Auditorium at 7232 Balboa Blvd Van Nuys, Ca. 91406. To RSVP for this class call Vince at (818) 947-2268.
22	ZipLogix Digital Ink	2:00PM to 4:00PM	Van Nuys Office	Free	Free training on New CAR Member Benefits - ZipLogix Digital Ink and ZipVault. Learn how to - Access ZipLogix Digital Ink and ZipVault; Modify documents for electronic signature; Upload and save transaction documents for up to 5 years; Fax and email directly into ZipForm 6 Professional and MUCH MORE!
23	Matrix CMA Wizard (Hands-On)	5:00PM to 7:00PM	Van Nuys Office	Free	Comparative Market Analysis for Buyers and Sellers. Searches, Reports and Maps. This class will take place in the SRAR Computer Lab at 7232 Balboa Blvd Van Nuys, Ca. 91406. NOTE: Seating for this class is extremely limited and you MUST have a reservation, you MUST know basic Windows and how to use a mouse. To RSVP for this class call Vince at (818) 947-2268.
24	CARETS Commercial (Lecture)	2:00PM to 4:00PM	Van Nuys Office	Free	Overview of the new CARETS Commercial MLS/XT Property Listing System for CRIMINAL AGENTS to Search, Add/Edit Commercial/Industrial For Sale/Lease, Biz Op, Res Income (5+ units), Land properties. Public side and Agent side. This class will take place in the SRAR Auditorium at 7232 Balboa Blvd Van Nuys, Ca. 91406. To RSVP for this class call Vince at (818) 947-2268.
27	Listing Management (Lecture)	10:00AM to 12:00PM	Van Nuys Office	Free	This class covers how to input and make changes to your own listings in the Matrix System. This class will take place in the SRAR Auditorium at 7232 Balboa Blvd Van Nuys, Ca. 91406. To RSVP for this class call Vince at (818) 947-2268.
28	North LA County RE Forum	11:00AM to 1:00PM	IHOP Restaurant 24737 Pico Canyon Rd. Stevenson Ranch 91381	Free	Lunch, Networking and Speaker Topics: "Escrow Process for Selling a Business" - "Considerations When Buying a Single Family Home or Condo for Investment"
28	Web Marketing & Leads (Lecture & Demo)	2:00PM to 4:00PM	Van Nuys Office	Free	This class covers FREE member benefits-the Basic Website, Basic IDX, and Basic Mobile IDX (for Smartphone viewing). Also, how to take advantage of the internet and specifically working with internet leads. To RSVP for this seminar, please call Realty Tech at (818) 889-0064, or email seminars@realtytech.com
29	Matrix Searching (Lecture)	10:00AM to 12:00PM	Van Nuys Office	Free	This class covers how to get comps, new listings, search by map, email reports and other useful tips. This class will take place in the SRAR Auditorium at 7232 Balboa Blvd Van Nuys, Ca. 91406. To RSVP for this class call Vince at (818) 947-2268.
29	Matrix Beyond Basic (Lecture)	2:00PM to 4:00PM	Van Nuys Office	Free	This Class covers the Speed bar, Carts, Hot sheets, Custom displays, Smart Fax and more. This class will take place in the SRAR Auditorium at 7232 Balboa Blvd Van Nuys, Ca. 91406. To RSVP for this class call Vince at (818) 947-2268.
March	Class/Event	Time	Location	Cost	Overview
2	Matrix Email Alerts & More (Lecture)	2:00PM to 4:00PM	Van Nuys Office	Free	Add and Manage Contacts, Emails, Alerts and more in the My Matrix Tab. This class will take place in the SRAR Auditorium at 7232 Balboa Blvd Van Nuys, Ca. 91406. To RSVP for this class call Vince at (818) 947-2268.
6	Listing Management (Lecture)	10:00AM to 4:00PM	Van Nuys Office	Free	This class covers how to input and make changes to your own listings in the Matrix System. This class will take place in the SRAR Auditorium at 7232 Balboa Blvd Van Nuys, Ca. 91406. To RSVP for this class call Vince at (818) 947-2268.
7	45 Hour Continuing Education Live Review And Testing	9:00AM to 12:00 PM	Van Nuys Office	\$90 for Members \$119 for Non-Members	This home study course with Live Review covers the entire 45 hours of Continuing Education. You must sign up in advance and have your materials in hand no later than two days before the day of the Live Review. This course is \$90.00 for SRAR Members and \$119.00 for non-members. For more information or for help with downloading the flyer with registration form, call Vince at (818) 947-2268
7	Cloud CMA Plus (Lecture)	2:00PM to 4:00PM	Van Nuys Office	Free	Cloud CMA Plus. An Easy, Quick yet Sophisticated programs for CMAs, Buyer Tours, Property Reports and Flyers with QR codes and smartphone reports for you and your clients. This class will take place in the SRAR Auditorium at 7232 Balboa Blvd Van Nuys, Ca. 91406. To RSVP for this class call Vince at (818) 947-2268.
8	Hone your Map Search Skills & More (Lecture)	10:00AM to 12:00PM	Van Nuys Office	Free	Learn how to search using Matrix map search tools and other tips. This class will take place in the SRAR Auditorium at 7232 Balboa Blvd Van Nuys, Ca. 91406. To RSVP for this class call Vince at (818) 947-2268.
8	ZipForm 6 (Hands-On)	5:00PM to 7:00PM	Van Nuys Office	Free	Learn the features and functions of zipForm 6 Electronic Transaction Forms. New, Cool Long Awaited for Ease of use features! This class will take place in the SRAR Computer Lab at 7232 Balboa Blvd Van Nuys, Ca. 91406. NOTE: Seating for this class is extremely limited and you MUST have a reservation, you MUST know basic Windows and how to use a mouse. To RSVP for this class call Vince at (818) 947-2268.
9	Matrix CMA Wizard (Lecture)	2:00PM to 4:00PM	Van Nuys Office	Free	Comparative Market Analysis for Buyers and Sellers. Searches, Reports and Maps. This class will take place in the SRAR Auditorium at 7232 Balboa Blvd Van Nuys, Ca. 91406. To RSVP for this class call Vince at (818) 947-2268.
12	Listing Management (Lecture)	2:00PM to 4:00PM	Van Nuys Office	Free	This class covers how to input and make changes to your own listings in the Matrix System. This class will take place in the SRAR Auditorium at 7232 Balboa Blvd Van Nuys, Ca. 91406. To RSVP for this class call Vince at (818) 947-2268.
14	Contracts Class (Residential Purchase Agreement)	1:00PM to 5:00PM	Van Nuys Office	25 for Members \$35 for Non-Members	This class is Taught by Jeff Kahn (2012 SRAR Board of Directors) and features the Residential Purchase Agreement and related documents. This class is \$25.00 for SRAR Members and \$35.00 for non-members. Class room style seating is very limited and you must register in advance. This class will take place in the SRAR Auditorium at 7232 Balboa Blvd Van Nuys, Ca. 91406. For more information or for help with downloading the flyer with registration form for this class, call Vince at (818) 947-2268
14	REI Wise	10:00AM to 12:00PM	Van Nuys Office	Free	Obtain a greater understanding of the preceptions of Financial Analysis - GRM, CAP Rate, DCR, Cash On Cash, REI Wise Financial Analysis and Marketing Software for the Commercial Practitioner.
14	Matrix Searching (Lecture)	10:00AM to 12:00PM	Santa Clarita Office	Free	This class covers how to get comps, new listings, search by map, email reports and other useful tips. This class will take place at the Santa Clarita Office on 20655 Soledad Canyon Rd #34 Canyon Country, Ca. 91351. To RSVP for this class call the Santa Clarita Office at (661) 299-2930.
14	Listing Management (Lecture)	1:00PM to 3:00PM	Santa Clarita Office	Free	This class covers how to input and make changes to your own listings in the Matrix System. This class will take place at the Santa Clarita Office on 20655 Soledad Canyon Rd #33 Canyon Country, Ca. 91351. To RSVP for this class call the Santa Clarita Office at (661) 299-2930.
15	Zipform 6 (Lecture)	2:00PM to 4:00PM	Van Nuys Office	Free	Learn the features and functions of zipForm 6 Electronic Transaction Forms. New, Cool Long Awaited for Ease of use features! This class will take place in the SRAR Auditorium at 7232 Balboa Blvd Van Nuys, Ca. 91406. To RSVP for this class call Vince at (818) 947-2268.
15	Matrix Searching (Hands-On)	5:00PM to 7:00PM	Van Nuys Office	Free	Learn how to search using Matrix map search tools and other tips. This workshop will take place in the SRAR Auditorium at 7232 Balboa Blvd Van Nuys, Ca. 91406. Seating is limited and you MUST have a reservation in advance. If you want to work on a computer, you must bring your own laptop with you. To RSVP for this workshop call Vince at (818) 947-2268.
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20	Cloud CMA Plus (Lecture)	2:00PM to 4:00PM	Van Nuys Office	Free	An Easy, Quick yet Sophisticated programs for CMAs, Buyer Tours, Property Reports and Flyers with QR codes and smartphone reports for you and your clients. This class will take place in the SRAR Auditorium at 7232 Balboa Blvd Van Nuys, Ca. 91406. To RSVP for this class call Vince at (818) 947-2268.
21	Matrix Beyond Basic (Lecture)	2:00PM to 4:00PM	Van Nuys Office	Free	This Class covers the Speed bar, Carts, Market Watch Widget, Custom displays, and more. This class will take place in the SRAR Auditorium at 7232 Balboa Blvd Van Nuys, Ca. 91406. To RSVP for this class call Vince at (818) 947-2268.
22	Cloud CMA Plus (Hands-On)	5:00PM to 7:00PM	Van Nuys Office	Free	An Easy, Quick yet Sophisticated programs for CMAs, Buyer Tours, Property Reports and Flyers with QR codes and smartphone reports for you and your clients. This class will take place in the SRAR Computer Lab at 7232 Balboa Blvd Van Nuys, Ca. 91406. NOTE: Seating for this class is extremely limited and you MUST have a reservation, you MUST know basic Windows and how to use a mouse. To RSVP for this class call Vince at (818) 947-2268.
23	CARETS Commercial (Lecture)	2:00PM to 4:00PM	Van Nuys Office	Free	Overview of the new CARETS Commercial MLS/XT Property Listing System for CRIMINAL AGENTS to Search, Add/Edit Commercial/Industrial For Sale/Lease, Biz Op, Res Income (5+ units), Land properties. Public side and Agent side. This class will take place in the SRAR Auditorium at 7232 Balboa Blvd Van Nuys, Ca. 91406. To RSVP for this class call Vince at (818) 947-2268.
27	Cloud CMA Plus (Lecture)	10:00 AM to 12:00PM	Santa Clarita Office	Free	An Easy, Quick yet Sophisticated programs for CMAs, Buyer Tours, Property Reports and Flyers with QR codes and smartphone reports for you and your clients. This class will take place at the Santa Clarita Office on 20655 Soledad Canyon Rd #33 Canyon Country, Ca. 91351. To RSVP for this class call the Santa Clarita Office at (661) 299-2930.
27	Web Marketing & Leads (Lecture & Demo)	2:00PM to 4:00PM	Van Nuys Office	Free	This class covers FREE member benefits-the Basic Website, Basic IDX, and Basic Mobile IDX (for Smartphone viewing). Also, how to take advantage of the internet and specifically working with internet leads. This class will take place in the SRAR Auditorium at 7232 Balboa Blvd Van Nuys, Ca. 91406. To RSVP for this seminar, please send an e-mail with your name, member number, and phone number to: seminars@realtytech.com
28	Lending for Commercial R.E.	9:00AM to 12:00PM	Van Nuys Office	Free	Learn from the best individuals in the business - Can You Still Get a Commercial Loan? How Is It Different From Single Family Lending? Learn this and much much more!
28	Matrix Searching (Lecture)	10:00AM to 12:00PM	Van Nuys Office	Free	This class covers how to get comps, new listings, search by map, email reports and other useful tips. This class will take place in the SRAR Board Room at 7232 Balboa Blvd Van Nuys, Ca. 91406. Seating is Limited and you MUST have a reservation in advance. To RSVP for this class call Vince at (818) 947-2268.
28	Matrix CMA Wizard (Lecture)	2:00PM to 4:00PM	Van Nuys Office	Free	Comparative Market Analysis for Buyers and Sellers. Searches, Reports and Maps. This class will take place in the SRAR Auditorium at 7232 Balboa Blvd Van Nuys, Ca. 91406. To RSVP for this class call Vince at (818) 947-2268.

RESPONSIBLE REALTOR® APPLICANTS

FIRST POSTING

Akhtar, Aatif Humayun
Citiwest Realty Services
19360 Rinaldi Street #155
Northridge, CA. 91326

Cao, Zuolin
Zuolin Cao
6739 Sepulveda Blvd.
Van Nuys, CA. 91411

Chung, Charlie Chul-Woong
REO Modern Realty Corp.
11900 South St. Ste. 109 B
Cerritos, CA. 90703

Dao, Steve Xavier
Steve Xavier Dao
5021 Balboa Blvd.
Encino, CA. 91316

Dixon-Meske, Chesni
Dichotomus, Inc.
388 E. Ocean #1208
Long Beach, CA. 90802

Galstian, Siranoush
Siti Financial Group, Inc.
6320 Canoga Ave., Suite 1500
Woodland Hills, CA. 91367

Harper, Cleotha
American Capital
11600 Washington Pl. #206
Los Angeles, CA. 90066

Jansen, Cynthia
Valleywide Properties
18424 1/2 Ventura Blvd.
Tarzana, CA. 91356

Kennedy, Jane Livingston
Jane Kennedy, Broker
11141 Tampa Ave.
Northridge, CA. 91326

Ladan, Amin
Realty Max
29462 Green Grass Ct.
Agoura, CA. 91301

Martinez, Ricardo
Ricardo Martinez
12777 San Fernando Rd. #8
Sylmar, CA. 91342

Paylevanyan, Vardges
Century Properties
6635 Greenbush Ave.
Valley Glen, CA. 91401

Satourian, Catherine
Catherine Satourian
437 E. Palm Ave. #301
Burbank, CA. 91501

Shalev, Edan
Edan Shalev
26698 Country Creek Lane
Calabasas, CA. 91302

Simpson, Kandice
Kandice Simpson, Broker
8921 Chimineas Ave.
Northridge, CA. 91325

Slack, Cynthia
Keller Williams Realty
2585 Cochran St.
Simi Valley, CA. 93065

Somkaew, Surapong
Surapong Somakaew
13021 Strathern St.
North Hollywood, CA. 91605

Ubhi, Jasmeen Ahdi
Jasmeen Ubhi
2470 Stearns St. #236
Simi Valley, CA. 93063

Vamianakis, John
Delfini Real Estate Services, Inc.
19205 Parthenia St., Suite A
Northridge, CA. 91324

Venetos, Paul
Fenway Realty
13562 Valley Vista Blvd.
Sherman Oaks, CA. 91423

Wyatt, Myla I.
Wyatt Realty
10546 De Haven Ave.
Pacoima, CA. 91331

SECOND POSTING

Belton, Jeffrey
Belton Realty
1811 Edgewood Dr.
Simi Valley, CA. 93063

Brody, Scott Arnold
Scott Properties Group, Inc.
1640 5th Street
Santa Monica, CA. 90401

Cruz, Romeo
Brightstone Estate Properties
20201 Sherman Way #102
Winnetka, CA. 91306

Galaviz, Horacio
Global Executives Realty
15515 San Fernando Mission Blvd. #8
Mission Hills, CA. 91345

Mirolla, Michael
Michael Mirolla
9503 Orion Ave.
North Hills, CA. 91343

Mousavi, Ben Behroz
Ben Behroz Mousavi
6320 Canoga Ave., Suite 1500
Woodland Hills, CA. 91367

Nguyen, Dong
Realty & More
8700 Reseda Bl., #215
Northridge, CA. 91324

Singh, Gurjeet
Gurjeet Singh
21550 Oxnard St. #300
Woodland Hills, CA. 91367

Stalter, Dean Clark
Prudential California Realty
12544 High Bluff Drive, Ste. 100
San Diego, CA. 92130

Valdivia, Imelda
Shoreline Realtors
2110 Artesia Blvd., #821
Redondo Beach, CA. 90278

Woo, Paulina S.
Summit Realty
18333 Hatteras Street #113
Tarzana, CA. 91356

REALTOR® APPLICANTS

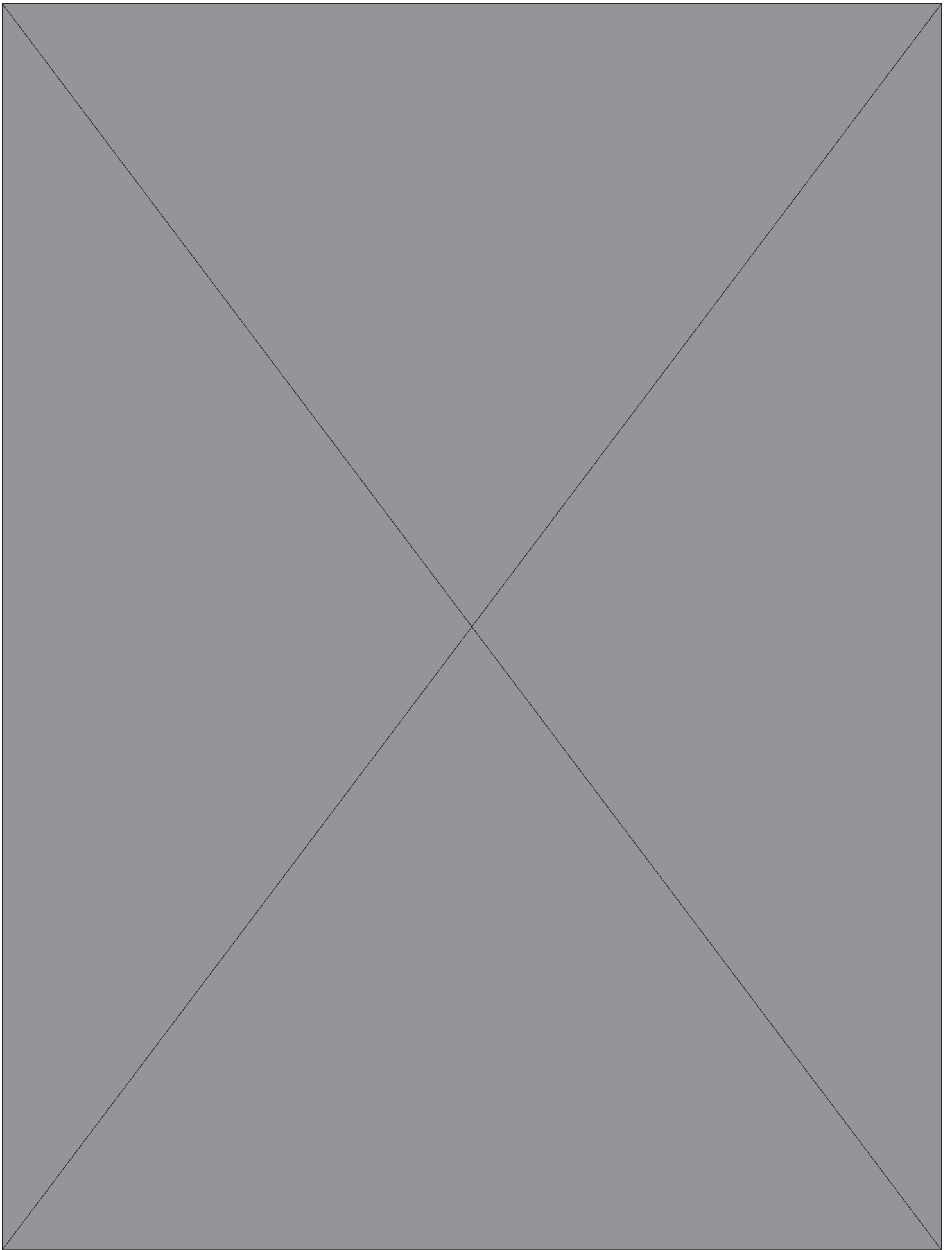
Aceves, Mara / Keller Williams Realty / Studio City
Adams, Diane / Rodeo Realty / Calabasas
Aghajyan, Nareg Garo / Century 21 All Moves / Granada Hills
Aguirre, Noel O. / Pinnacle Estate Properties / Northridge
Angel Jr., Angel / Sellstate Horizons Realty / Encino
Angulo, Lorena / LRS Realty & Management, Inc. / Chatsworth
Arceo, Jessica A. / Exit Realty Granada / Granada Hills
Barrett, Arthur L. / Meridian Capital Real Estate / Rancho Cucamonga
Benyamini, Panta / Milbank Real Estate Services / Encino
Berwanger, Valerie H. / Keller Williams Realty / Studio City
Brauneisen, Patricia / Intero Real Estate Services / Valencia
Bremen, Mary / Dilbeck Real Estate Real Living / Sherman Oaks
Bronner, Caryl / Real Estate eBroker, Inc. / Carlsbad
Callahan, Donald K. / The Giving Tree Realty / Granada Hills
Campos, Jose R. / Rodeo Realty / Northridge
Cano, Heather / LRS Realty & Management, Inc. / Chatsworth
Casali, Dennis / 1st United Realty / Riverside
Chanthaphak, James / LRS Realty & Management, Inc. / Chatsworth
Chung, Simon Mun / Best Realty & Investment, Inc. / Granada Hills
Cisneros, Richard Aurelio / Coldwell Banker Greater Valleys / Granada Hills
Consulo, Bonnie Baruck / Gold Star Realty / Encino
Cook, Claudia / Dilbeck Realtors / Santa Clarita
Corrales, Raymond Mario / Del Sol Realty / San Fernando
Danino, Mazal / Gold Star Realty / Encino
Dashevsky, Paul / Ozair Realty & Investments / Tarzana
Dempsey Jr., Timothy Mickle / Keller Williams Realty VIP Properties / Valencia
Drecksler, Paul Eric / Rodeo Realty / Woodland Hills
Dumond, Lee / White House Properties / Woodland Hills
Elias, Adrian / Rodeo Realty / Calabasas
Efrati, Yehoram T. / Transworld Group, Inc. / Sherman Oaks
Ejedawe, Stella Meritatu / Talient & Associates / Winnetka
Elkan, Leslie Sue / Pinnacle Estate Properties / Encino
Federman, Eyal / Keller Williams / Encino
Fleming, Cody Duane / RE/MAX Olson & Associates / Porter Ranch
Flores, Alma Veronica / White House Properties / Encino
Flores, Teresa Del Carmen / Bona Real Estate #1 / Pasadena
Fuino, Laura / Keller Williams Realty / Studio City

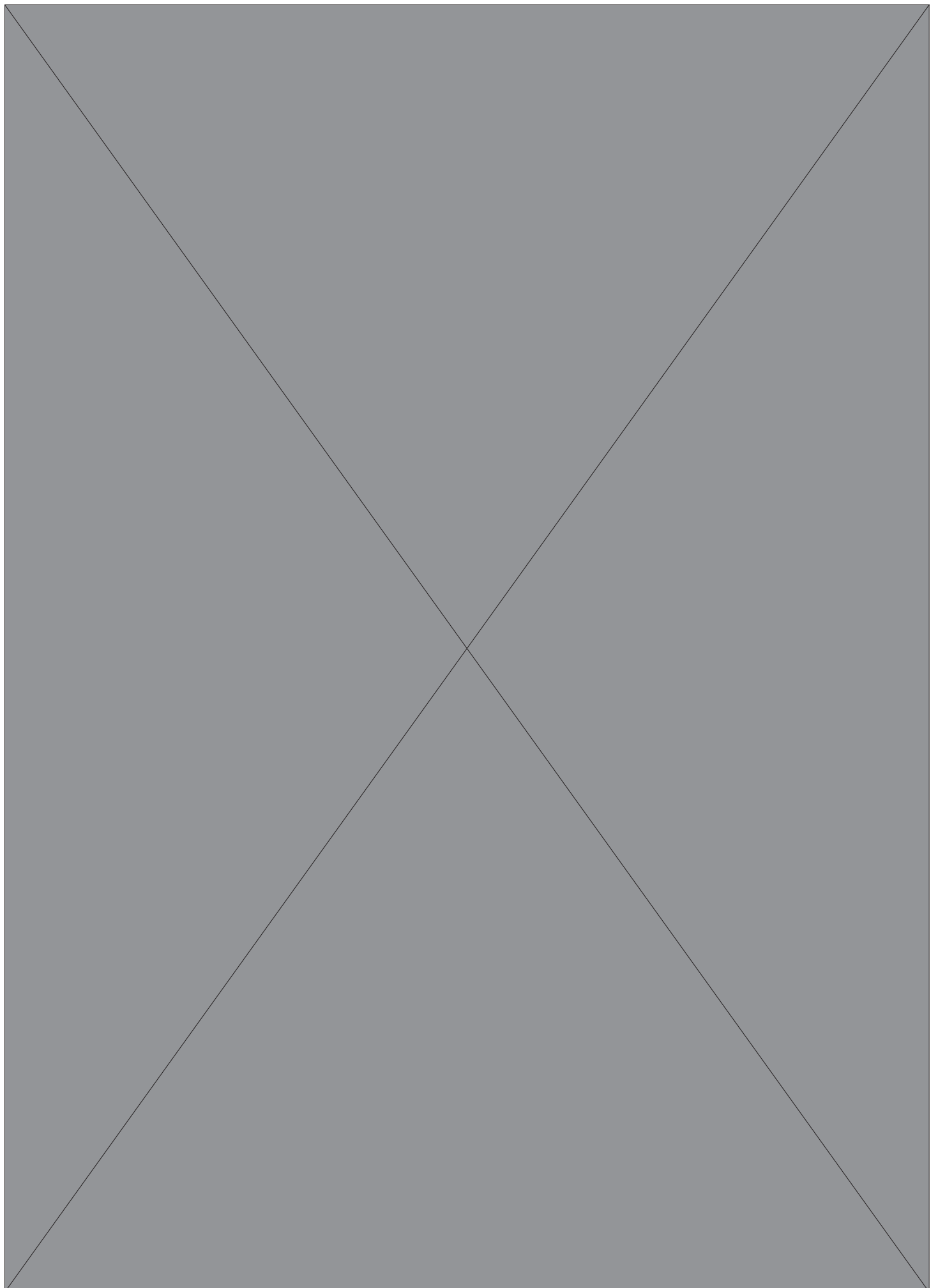
Getter, Gabriel / Elite Residential Realty / Calabasas
Glenn, Martina Theresa / Coldwell Banker Vista Realty / Valencia
Gomes, Jason Brett / Prudential California Realty / Studio City
Gonzalez, Fredy / S & R Properties / Arleta
Green, Randelle / Milbank Real Estate Services / Encino
Greschner, Gina Monica / Keller Williams Realty / Northridge
Haltermeyer, Doris America / The Real Estate Plaza / Granada Hills
Jones, Karen Lynn / Cinema Real Estate / Santa Clarita
Jorgenson-Greenberg, Kathy Marie
Keller Williams VIP Enterprises, Inc. / Valencia
Kepe, Robert W. / Wealthpoint Realty Solution / Chatsworth
Knight, Semira Eva / Rodeo Realty / Calabasas
Lawler, John A. / Keller Williams / Studio City
Lee, George S. / Mazda Sarehkhani / Tarzana
Liao, Jennifer Wanyun
Coldwell Banker Residential Brokerage / Studio City
Luo, Xiao Ling / Coldwell Banker Greater Valleys / Granada Hills
Manzo, Scott Phillip / Dilbeck Realtors / Santa Clarita
Matamoras, Angel Samuel / US Home & Loans / Canoga Park
McTernan, Clare Noreen / Keller Williams / Encino
Mesropian, Seroj / Seward Real Estate & Financial, Inc. / La Crescenta
Messineo, Dawn / Prudential California Realty / Calabasas
Moore, Tanya Fakhouri / Intero Real Estate Services / Valencia
Moore Yamron, Tina Marie / Boutique Realty / Tarzana
Morales, Armando G. / Home Sweet Home Realty Services / San Fernando
Moreno, David Michael / Prudential California Realty / Calabasas
Moscotte, Julio C. / Wall Street Capital Mortgage, Inc. / Calabasas
Nagata, Kaori / B & Co. Realty / Glendale
Nasser, Jeffrey / Keller Williams Realty / Simi Valley
O'Donoghue, Lucia / Best Bet Realty / San Fernando
Park, Susana / Pinnacle Estate Properties / Northridge
Park, Tommy Seung / New Star Realty Inc. / Granada Hills
Paul, Jeffrey Scott / Rodeo Realty / Woodland Hills
Paz, Edwin / Brightstone Estate Properties / Winnetka
Perets, Zion / Coldwell Banker / Sherman Oaks
Polakovich, Cynthia Nancy / Prudential California Realty / Northridge

Powers, Christy / Keller Williams / Encino
Powers, Eugene / Pinnacle Estate Properties / Encino
Rashdi, Ibrahim / Rodeo Realty / Northridge
Reyes, Antonio B. / Exit Realty Granada / Granada Hills
Reynolds, Christopher Anthony
White House Properties / Woodland Hills
Rios, Cindy K. / REO Modern Realty Corp / Cerritos
Rivota, Eysia / Keller Williams Realty / Studio City
Robinson, William Henry
Coldwell Banker Quality Properties / Northridge
Royaei, Salar / Executive Realty & Company / Woodland Hills
Sahakian, Martiros / Century 21 All Moves / Granada Hills
Salazar, Joshua / The Real Estate Plaza.com / Granada Hills
Salcedo, John / Pantera Real Estate / Porter Ranch
Sands, Helen / Keller Williams Realty Encino - Sherman Oaks / Encino
Scott, Ruby C. / General Realty Group / Sherman Oaks
Sedighan, Kevin / Panorex Realty / Woodland Hills
Sipes, Joyce Ann / RE/MAX Olson & Assoc. / Northridge
Sisko, Geraldine F. / Rodeo Realty / Sherman Oaks
Smith, Kathleen / Rodeo Realty / Studio City
Sorto, Sonia / Brightstone Estate Properties / Winnetka
Stanford, Jacqueline / Keller Williams Realty Calabasas / Calabasas
Tamkin, Kyle / White House Properties / Woodland Hills
Thorpe, Mike / Keller Williams World Media Center / Burbank
Trillana, Maria Loreto Tiopianco / Royal Rep Realty / Woodland Hills
Truong, David Viet / My Home Realty / Reseda
Van Duynwyk, Joni / JLM Properties / Valencia
Veneracion, Marylou Ramos / Magellan Realty Inc. / Panorama City
Walker, Stephanie / Realty Executives / Newhall
Wall, Daniel Stephen / Century 21 All Moves / Granada Hills
Weiss, Sandy / Century 21 Cosgrove / Woodland Hills
Weisman, David / Represented By / Beverly Hills
West, Stacey / Coldwell Banker Residential Brokerage / Studio City
Woodson, April / Realty Executives / Santa Clarita
Zenno, Terrence / Intero Real Estate Services / Valencia
Zorkin, Brenda / Rodeo Realty / Sherman Oaks

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.







SOUTHLAND REGIONAL
ASSOCIATION OF REALTORS® INC.

SAN FERNANDO VALLEY
COMPARABLE SALES ANALYSIS 2007 - 2012
(COMBINED RESIDENTIAL SALES, SINGLE FAMILY & CONDO)
TOTAL MONTH BY MONTH

	2007				2008				2009				2010				2011				2012			
	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
	2595	882	594.2	34	2935	574	329.3	19.6	2084	964	357.7	46.3	1830	963	410	52.6	1786	976	368.7	54.3	1,481	877	322.1	59.9
	2421	893	581.8	36.9	2633	654	409.7	24.8	1178	876	330.5	49.4	1780	872	349.7	49	1,646	753	303.5	45.7				
	3521	1318	848.1	37.4	2878	792	429.0	27.5	2004	1,148	428.6	57.3	2231	1,131	523.3	50.7	1,875	1,050	430.7	56				
	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	1,740	1052	394.2	60.5				
	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	1,732	1,023	422.3	59.1				
	3163	1234	870	39	1549	1182	616.7	43.2	1,928	1,410	612	73.1	2,051	1,269	563	61.9	1,752	1,114	439.1	63.6				
	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	1,592	1,033	422.7	64.9				
	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	1,707	1,145	452.6	67.1				
	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	1,512	1,048	430.4	69.3				
	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	1,363	1,017	385.3	74.6				
	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	1,273	985	382.2	77.4				
	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	1,075	1,112	435.7	103.4				
	34836	11,266	7,654.1	32.6	28887	12,658	6,320.3	44.7	21,114	14,271	5,953.6	66.6	22,318	12,617	5415.2	55.6	19,053	12,308	4867.4	66.3				
	\$679,398				\$499,313				\$417,181				\$429,200				\$395,470							
AVG. SALE PRICE																								

JANUARY 2012

SCV RESIDENTIAL MLS SUMMARY

MONTHLY RESIDENTIAL SALES STATISTICS

RESIDENTIAL
PROPERTIES LISTED
470RESIDENTIAL PROP.
ESCROW OPENED
454RESIDENTIAL PROP.
ESCROW CLOSED
276

ACTIVE INVENTORY:

	AC	ADUL	CC	CA	NE	SAU	SR	VAL	SCV TOTAL	EXT	TOTAL
NEW LISTINGS	13	6	77	29	34	68	28	86	341	129	470
TOTAL ACTIVE LISTINGS	46	27	237	67	131	150	51	235	944	406	1,350
AVERAGE DAYS ON MARKET	141	172	130	94	144	133	83	109	124	134	127
AVERAGE LIST PRICE IN THOUSANDS	382.2	559.0	362.3	328.1	365.7	382.1	469.0	480.9	405.4	269.0	364.4
MEDIAN LIST PRICE IN THOUSANDS	369.9	500.0	289.0	325.0	229.9	327.0	439.0	395.0	329.0	185.0	289.9
BOMS	7	1	44	6	14	22	6	31	131	41	172
AVERAGE BOM PRICE IN THOUSANDS	335.8	425.0	238.9	250.4	230.5	332.7	462.7	350.1	297.5	216.8	278.2
BOM TO SALE RATIO	175.0	16.7	91.7	25.0	63.6	62.9	54.5	51.7	62.4	62.1	62.3
EXPIRATIONS	2	1	11	3	11	8	4	5	45	32	77

PENDING SALES:

NEW ESCROWS OPENED	7	4	92	24	25	72	20	98	342	112	454
TOTAL YTD ESCROWS OPENED	7	4	92	24	25	72	20	98	342	112	454
NEW OPEN ESCROWS AVERAGE DAYS ON MARKET	117	166	104	99	103	78	104	115	102	99	101
NEW OPEN ESCROWS AVERAGE LIST PRICE	275.6	423.5	286.5	412.4	284.9	333.6	383.5	365.0	334.7	213.0	304.6

CLOSED SALES:

NEW ESCROWS CLOSED	4	6	48	24	22	35	11	60	210	66	276
TOTAL YTD ESCROWS CLOSED	4	6	48	24	22	35	11	60	210	66	276
VOLUME OF NEW SALE DOLLARS IN MILLIONS	1.379	2.060	12.976	8.338	5.229	10.959	4.893	22.115	67.950	15.940	83.890
VOLUME OF TOTAL YTD SALES IN MILLIONS	1.379	2.060	12.976	8.338	5.229	10.959	4.893	22.115	67.950	15.940	83.890
AVERAGE SALE PRICE IN THOUSANDS	344.8	343.3	270.3	347.4	237.7	313.1	444.8	368.6	323.6	241.5	304.0
MEDIAN SALE PRICE IN THOUSANDS	249.0	300.0	256.5	359.9	199.9	290.0	530.0	359.0	300.0	172.0	289.0
COOP SALES	3	3	41	20	18	29	6	46	166	58	224
PERCENT OF COOP SALES	75.0	50.0	85.4	83.3	81.8	82.9	54.5	76.7	79.0	87.9	81.2
AVERAGE DAYS ON MARKET	151	138	142	147	198	196	147	170	166	169	167
SALES AT LIST PRICE	2	2	24	13	7	16	3	27	94	27	121
PERCENT OF SALES AT LIST PRICE	50.0	33.3	50.0	54.2	31.8	45.7	27.3	45.0	44.8	40.9	43.8
SALES TO LISTING INVENTORY RATIO	8.7	22.2	20.3	35.8	16.8	23.3	21.6	25.5	22.2	16.3	20.4
FINAL SALE TO NEW LISTING RATIO	30.8	100.0	62.3	82.8	64.7	51.5	39.3	69.8	61.6	51.2	58.7

SELLING TIME - PRICE CHANGE - PRICE REDUCTION

SELLING PRICE RANGE:					
	AVG. SELL TIME	ACTIVE NO. LISTINGS	TOTAL #SOLD	REDUCE \$	\$ AVERAGE PRICE REDUCTION %
LESS THAN 100,000	101	107	29	27	27486
100,000 TO 109,999	107	27	7	5	2636
110,000 TO 119,999	97	32	4	4	32075
120,000 TO 139,999	126	58	9	6	22100
140,000 TO 159,999	174	56	8	6	30300
160,000 TO 179,999	118	59	10	7	30363
180,000 TO 199,999	116	75	12	10	27888
200,000 TO 249,999	111	136	23	15	27877
250,000 TO 299,999	96	141	39	30	26670
300,000 TO 349,999	88	124	27	17	20500
350,000 TO 399,999	69	101	27	19	20744
400,000 TO 449,999	136	67	18	15	42947
450,000 TO 499,999	77	62	9	6	44744
500,000 TO 549,999	96	42	9	8	62528
550,000 TO 599,999	73	46	6	5	53132
600,000 TO 699,999	68	42	6	5	28583
700,000 TO 799,999	184	39	6	6	124983
800,000 TO 899,999	276	16	3	2	176633
900,000 TO 999,999	62	19	1	1	59900
1,000,000 TO 1,999,999	0	29	0	0	N/A
MORE THAN 2,000,000	0	10	0	0	N/A
TOTALS	105	1288	253	194	33765

LISTINGS

470

2012 RMLS TOTAL - VOLUME

\$83,890,000

SALES

276

*THE ASSOCIATION DOES NOT VERIFY ACTUAL CLOSED ESCROWS.



**SOUTHLAND REGIONAL
ASSOCIATION OF REALTORS', INC.**

www.srar.com

SANTA CLARITA VALLEY SINGLE FAMILY SALES STATISTICS FOR JANUARY

ACTIVE INVENTORY	AC	ADUL	CC	CA	NE	SAU	SR	VAL	SCVTOT	EXT	TOTAL
New Listings.....	13	6	52	25	14	53	21	55	239	110	349
Total Active Listings.....	43	27	158	59	64	113	39	157	660	349	1,009
Average Days on Market.....	141	172	132	98	160	125	77	104	123	137	128
Average List Price in Thousands.....	386.1	559.0	446.2	343.3	591.6	440.3	542.6	591.2	491.0	283.2	419.1
Median List Price in Thousands.....	384.0	500.0	325.0	334.9	399.0	375.0	515.0	490.0	399.0	192.0	339.0
BOMS.....	6	1	21	5	5	14	5	19	76	30	106
Average BOM Price in Thousands.....	330.2	425.0	347.4	270.5	384.6	383.3	505.4	447.7	386.5	241.3	345.4
BOM to Sale Ratio.....	150.0	16.7	67.7	20.8	45.5	58.3	83.3	47.5	52.1	60.0	54.1
Expirations.....	2	1	8	2	8	2	4	2	29	28	57

PENDING SALES

New Escrows Opened.....	7	4	62	23	11	48	11	63	229	79	308
Total YTD Escrows Opened.....	7	4	62	23	11	48	11	63	229	79	308
New Open Escrows Average Days on Market.....	117	166	97	96	111	71	79	134	103	92	100
New Open Escrows Average List Price.....	275.6	423.5	358.9	423.8	458.2	391.8	497.8	399.1	393.4	217.3	348.2

CLOSED SALES:

New Escrows Closed.....	4	6	31	24	11	24	6	40	146	50	196
Total YTD Escrows Closed.....	4	6	31	24	11	24	6	40	146	50	196
Volume of New Sales Dollars in Millions.....	1.379	2.060	10.690	8.338	3.740	8.787	3.589	17.177	55.761	11.910	67.670
Volume of total YTD Sales in Millions.....	1.379	2.060	10.690	8.338	3.740	8.787	3.589	17.177	55.761	11.910	67.670
Average Sale price in Thousands.....	344.8	343.3	344.8	347.4	340.0	366.1	598.2	429.4	381.9	238.2	345.3
Median Sale Price in Thousands.....	249.0	300.0	315.0	359.9	310.0	356.5	566.3	395.0	360.0	169.0	325.0
Coop Sales.....	3	3	25	20	9	19	4	31	114	43	157
Percent of Coop Sales.....	75.0	50.0	80.6	83.3	81.8	79.2	66.7	77.5	78.1	86.0	80.1
Average Days on Market.....	151	138	132	147	187	208	152	192	169	169	169
Sales at List Price.....	2	2	16	13	2	9	2	21	67	20	87
Percent of Sales at List Price.....	50.0	33.3	51.6	54.2	18.2	37.5	33.3	52.5	45.9	40.0	44.4
Sales to Listing Inventory Ratio.....	9.3	22.2	19.6	40.7	17.2	21.2	15.4	25.5	22.1	14.3	19.4
Final Sale to New Listing Ratio.....	30.8	100.0	59.6	96.0	78.6	45.3	28.6	72.7	61.1	45.5	56.2

SANTA CLARITA VALLEY CONDOMINIUM SALES STATISTICS FOR JANUARY

ACTIVE INVENTORY	AC	ADUL	CC	CA	NE	SAU	SR	VAL	SCVTOT	EXT	TOTAL
New Listings.....	0	0	25	4	20	15	7	31	102	19	121
Total Active Listings.....	3	0	79	8	67	37	12	78	284	57	341
Average Days on Market.....	141	0	124	64	128	156	104	117	125	113	123
Average List Price in Thousands.....	326.3	0	194.4	216.4	150.0	204.6	229.9	258.7	206.4	181.8	202.3
Median List Price in Thousands.....	369.9	0	158.0	180.0	129.9	219.0	229.0	235.5	185.0	149.0	180.0
BOMS.....	1	0	23	1	9	8	1	12	55	11	66
Average BOM Price in Thousands.....	369.9	0	139.9	149.0	144.9	244.3	249.0	195.7	174.4	150.0	170.4
BOM to Sale Ratio.....	0	0	135.3	0	81.8	72.7	20.0	60.0	85.9	68.8	82.5
Expirations.....	0	0	3	1	3	6	0	3	16	4	20

PENDING SALES

New Escrows Opened.....	0	0	30	1	14	24	9	35	113	33	146
Total YTD Escrows Opened.....	0	0	30	1	14	24	9	35	113	33	146
New Open Escrows Average Days on Market.....	0	0	118	151	97	92	134	81	100	115	103
New Open Escrows Average List Price.....	0	0	136.8	149.9	148.8	217.1	243.8	303.4	215.6	202.5	212.6

CLOSED SALES:

New Escrows Closed.....	0	0	17	0	11	11	5	20	64	16	80
Total YTD Escrows Closed.....	0	0	17	0	11	11	5	20	64	16	80
Volume of New Sales Dollars in Millions.....	0	0	2.286	0	1.489	2.172	1.304	4.938	12.189	4.031	16.220
Volume of Total YTD Sales in Millions.....	0	0	2.286	0	1.489	2.172	1.304	4.938	12.189	4.031	16.220
Average Sale price in Thousands.....	0	0	134.5	0	135.4	197.5	260.8	246.9	190.5	251.9	202.8
Median Sale Price in Thousands.....	0	0	125.0	0	113.5	200.0	261.0	255.5	184.5	188.0	188.0
Coop Sales.....	0	0	16	0	9	10	2	15	52	15	67
Percent of Coop Sales.....	0	0	94.1	0	81.8	90.9	40.0	75.0	81.3	93.8	83.8
Average Days on Market.....	0	0	162	0	208	171	141	126	159	171	161
Sales at List Price.....	0	0	8	0	5	7	1	6	27	7	34
Percent of Sales at List Price.....	0	0	47.1	0	45.5	63.6	20.0	30.0	42.2	43.8	42.5
Sales to Listing Inventory Ratio.....	0	0	21.5	0	16.4	29.7	41.7	25.6	22.5	28.1	23.5
Final Sale to New Listing Ratio.....	0	0	68.8	0	55.0	73.3	71.4	64.5	62.7	84.2	66.1



March 14, 2012 10:00 a.m. ~ 12:00 p.m.
SRAR Auditorium
7232 Balboa Blvd, Van Nuys, CA 91406



BRENDAN ERICKSON, VICE PRESIDENT, REI WISE

REI WISE is an SRAR Association Member Benefit. The GOAL of this presentation is to teach new and experienced agents the fundamentals of Commercial Real Estate Financial Analysis for Investment Sales Opportunities using the REI WISE toolbox to further Personal, Professional Understanding and Financial Success.

Vice President of Sales and Marketing for REI WISE
Brendan Erickson will highlight this Global Software Platform that has 10,000 current users and is the platform of choice in over 3000 Commercial R E Offices

Why You should join us; Your Take Away:

- A better understanding of the perceptions of Financial Analysis
 - How to walk the walk and talk the talk of Investment cycles and Valuation snapshots
- The GRM and who uses it
- The CAP rate its functions, benefits and downfall
- The DCR and who uses it
- CASH on CASH
- The INTERNAL RATE of RETURN
- And the Discussion and Q&A that highlights once again the benefits to you and realities that a solid understanding of "How To" while learning "Why". With the entire process at your fingertips and how easily available to your clients a marketing package can be generated with a click of a mouse and printer

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AREA MEETING ANNOUNCEMENTS

EAST NORTH **Thursdays**

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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 **Fridays**

Chairperson: Larry Gutierrez
Phone: (818) 416-7077

Co-Chair: Steve Peterson
Phone: (818) 914-2536

Chairman Emeritus: Jim Bevis
Phone: (818) 522-4113

Location: Denny's - Garden Room
8330 Topanga Cyn. Bhlvd.
(Corner of Roscoe and Topanga)

Time: 8:30 A.M. - 9:30 A.M.

Topic: MLS Pitches, Caravan, Guest Speakers

COMM. INVEST. 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
Tuesday, February 21, 2012

David Newman, CPA

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BUSINESS OPPORTUNITY **4th Tues of mo.**

Chairperson(S): Harvey Osherenko
Phone: 522-7592
Location: SRAR – Time: 9:00 A.M.

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Contact For Information: Bud Mauro
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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 (there is a meeting charge at the door)

February 24	March 30
March 2	April 6
March 9 - MLS	April 13 - MLS
March 16	April 20
March 23 - MLS	April 27 - MLS

NORTH L.A. COMMERCIAL REAL ESTATE FORUM

Location: IHop Restaurant
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