

A portrait of Gaye Rainey, a woman with short, wavy white hair, smiling. She is wearing a red top and large gold hoop earrings. The background is a soft, out-of-focus grey.

REALTOR® REPORT

December, 2014/January, 2015

The Official Publication of Southland Regional Association of REALTORS®

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HOLIDAY SALES OFFER UNIQUE OPPORTUNITY

BY ROGER HANCE, PRESIDENT, AND DAVID WALKER
SOUTHLAND REGIONAL ASSOCIATION OF
REALTORS®

The world of residential real estate has changed so much over the last two decades that prospective home buyers or sellers may be missing an opportunity by taking the holidays off.



Realtor® Roger Hance
2014 SRAR President

Long regarded as inviolable and the slowest time of year for residential real estate, there now are plenty of reasons to consider being active year round, especially by listing a property or buying a home during the closing months of the year.

• The Rise of

International Buyers

While still a relatively small segment of the market, the number of home buyers from foreign nations increased dramatically as the housing market recovered from recession.

Foreign buyers often do not regard the holidays as a time to shut down house hunting activities. This is especially true for sellers of high-end homes, where buyers from China, Canada, Great Britain and India are particularly active, plopping down all-cash payments on expensive properties that, from a global perspective, are a bargain, offering a lot for the money.

• Increased American Homeowner Mobility

In the decades before the Internet and high technology, Americans typically landed a job and bought a home fully expecting to stay put for seven years or longer.

That is less true today. Occupations change overnight. Companies relocate. Opportunities flourish in new regions. Workers follow.

For better or for worse, the modern American lifestyle calls for mobility.

It doesn't matter if it's July or December: when a company asks an employee to move, a home purchase frequently is the first thing to happen,

especially if the company offers a relocation package that includes housing reimbursement.

• The Advantage of Lighter

Competition During the Holidays

If many home sellers take the holidays off, then those who do list homes for sale wind up with an advantage, especially if the pool of prospective buyers expands. With fewer listings available, holiday sellers can stick to their list price, perhaps offering fewer concessions.

That may sound like a disincentive for buyers, yet even with the growth in international buyers and other prospective buyers who remain busy during the holidays, the numbers of buyers remains relatively small, thus sometimes neutralizing the seller advantage.

• Holiday Home Shoppers Are Motivated

It stands to reason that if a home seller or buyer decides to take a holiday break, they most likely are less motivated.

But if a person needs a home or must sell, the holidays will not be an impediment.

It's not as if a buyer can wait until Spring to find a place to live. Sure, they can rent short term, but rentals are expensive and in short supply, especially in Southern California. Home buyers who remain active in November and December typically are extremely motivated. They're willing to alter holiday schedules and brave inclement weather to get into a home. Those are the kinds of buyers home sellers dream about. They need to move right away and might be willing to pay a bit more to get into a home quickly.

• Internet Searches Surge During the Holidays

Just because prospective fewer buyers visit open houses during the holiday does not mean all activity ends.

Indeed, some home buyers devote the added free time holidays may offer to expanded online house hunting. While information on line may be incomplete, dated, or inaccurate, Internet searches can narrow the choices, whittling them down to a select few. Plus, the Internet is immune to inclement weather, allowing buyers the opportunity to search from the warmth and comfort of their current residence.

These and a raft of other reasons are why traffic on many real estate websites increases as holiday decorations appear and the New Year approaches. It's a new age of real estate.

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**SOUTHLAND REGIONAL
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REALTOR® REPORT

The Official Publication of SRAR

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CONSUMER PRICE INDEXES

JULY 2014

\$	INDEXES			PERCENT CHANGE		
				YEAR ENDING		
	OCT 2013	SEP 2014	OCT 2014	SEP 2013	OCT 2014	OCT 2014
Los Angeles - Riverside - Orange County	239.940	243.623	243.341	1.7	1.4	-0.1

Holidays Made Brighter Thanks to Members, SRAR Charitable Foundation

By Joey Lewis
Director, Member & Community Relations - SRAR

Thursday, December 4, 2014, Van Nuys, CA - SRAR hosted 80 less fortunate children for its annual Toy Drive & Kids Holiday Party.

Each year, SRAR's president chooses an elementary school in an impoverished area to host up to 80 children for a holiday celebration like none other. This year's school was Alta California Elementary School in Panorama City.

The school chose 80 boys and girls based on their economic situation. Once the list was sent to SRAR, members and staff headed out to shop for the children based on their age and gender. Each child received three gifts, one of which was a family game.

On the big day, the kids were bussed in from the school and greeted by eager volunteer members and staff who led

the children into the auditorium. Once inside, excitement overwhelmed the room as the children took in festive decorations, Happy Meals® from McDonald's® and holiday films showing on the big screen.

After eating, the children were even more surprised as they were carefully escorted outside to the main parking lot to witness the arrival of Santa Claus on a fire truck, complete with sirens and lights.



Santa greeted the ecstatic children with a "Ho-ho-ho" and then led them back into the auditorium. There, Santa called each child up, individually, to meet him and receive a bagful of wrapped gifts just for them.

The excitement and joy on each child's face was indescribable.

The children from Alta Elementary School were a total delight.

This amazingly heartwarming event was made possible by the SRAR Charitable Foundation, and from individual member contributions. On behalf of the SRAR staff, committee members and volunteers, and Alta Elementary School, we sincerely thank you for making the holidays brighter for these well-deserving children in need.

We would also like to thank Santa Claus, as well as the Los Angeles Fire Department for providing the fire truck.

In addition to the Kids Holiday Party, SRAR is also collecting new,

unwrapped toys to donate to the LA Fire Department's Spark of Love program. For more information on the toy drive, contact Jason Arancibia at SRAR at 818-947-2298.

The SRAR Charitable Foundation is a 501c3 non-profit organization, separate from the Association. It was founded in 1990 and is governed by its own board of directors. The Foundation is dedicated to improving the social and economic well-being of our communities.

For more information on the SRAR Charitable Foundation or to make a charitable (tax-deductible) contribution, contact Joey Lewis at 818-947-2256.



GAYE RAINEY TO SERVE AS 2015 SRAR PRESIDENT



R E A L T O R
Gaye Rainey was unanimously affirmed to serve as President of the Southland Regional Association of REALTORS for 2015, it was announced following the first meeting of the 2015

Board of Directors. Rainey currently serves as the association's President-Elect.

Rainey is well qualified to lead the 9,200 member association, one of the nation's largest. She has a long and distinguished

career of service to the real estate industry and the association.

A member since 1978, she has served in numerous capacities including a total of 14 years on the Board of Directors, five years on the Executive Committee and a total of 12 years as a director of the California Association of REALTORS. In 1991, she was the recipient of the REALTOR-Associate of the Year award in recognition of her service to the industry and community.

In addition to her current duties as President-Elect, Rainey is completing her second year as a member of the board of directors of the California Real

Estate Technology Services (CARETS), representing SRAR and CRIS-Net MLS.

Her past committee experience includes MLS, Finance, Ethics and Arbitration, Education, Grievance, By Laws and Education. She was also elected to the board of trustees of the SRAR Charitable Foundation and served as its chairperson in 2012.

At the CAR level, she has served on the MLS Policy Committee, REALTOR/Consumer Protection Committee, Education Services Advisory Committee, Local Governmental Relations Committee and Professional Standards.

GINA UZUNYAN NAMED PRESIDENT-ELECT



Joining Gaye Rainey on the 2015 SRAR leadership team will be REALTOR Gina Uzunyan, who was elected to the position of President-Elect by the board of directors. Per association bylaws, Uzunyan will serve as President in 2016.

A member since 1989, she is completing her sixth year as a member of the board of directors and is a member of the Executive Committee and currently is vice chair of

the Governmental Affairs Committee. Her past experience includes service on the Education, MLS, Grievance, Ethics and Arbitration Policy, Professional Standards and Young Real Estate Professionals committees. She is a 2007 graduate of the SRAR Leadership Academy.

Uzunyan has been a director of the California Association of REALTORS since 2011 and has served on the Transaction & Regulatory, Professional Standards, MLS, Taxation & Government Finance, Legislative and Housing Affordability Fund committees.

She holds the national professional designations of CCIM (certified commercial

and investment member) and SFR (short sale and foreclosure resource certification). In addition to her real estate brokers license, Uzunyan is a licensed real estate appraiser and mortgage broker.

Serving with President Rainey and President-Elect Uzunyan on the 2015 board of directors are Jerry Ascencio, Patricia Beltran, Tom Carnahan, Ana Maria Colon, Winnie Davis, Wendy Furth, Roger Hance, Bob Khalsa, Rana Linka, Bud Mauro, Alice McCain, Patti Petralia, Fred Sabine, Nancy Starczyk, Dan Tresieras, Nancy Troxell, Dean Vincent, Gary Washburn, Steve White, and Pat Zicarelli.

ADDED FORECLOSURE PROTECTION MULLED

The Consumer Financial Protection Bureau is seeking public comment on additional measures intended to ensure that home owners and struggling borrowers are treated fairly by mortgage servicers.

The proposed regulations would require servicers to provide certain borrowers with foreclosure protections more than once over the life of the loan, to put in place additional servicing transfer protections, and to take steps to protect borrowers from a wrongful foreclosure sale.

The proposals would also help ensure that surviving family members and others who inherit or receive property have the same protections under the CFPB's mortgage servicing rules as the original borrower.

"The Consumer Bureau is committed to ensuring that homeowners and struggling borrowers are treated fairly by mortgage servicers and that no one is wrongly foreclosed upon," said CFPB Director Richard Cordray. "This proposal would give greater protections to mortgage borrowers."

Mortgage servicers are responsible for collecting payments from the mortgage borrower and forwarding those payments to the owner of the loan. They typically handle customer service, collections, loan modifications, and foreclosures.

To address shoddy mortgage servicing practices, the CFPB put in place rules designed to eliminate surprises and run-arounds for homeowners. The rules, which went into effect on Jan. 10, require servicers to maintain accurate records, give troubled borrowers direct and ongoing access to servicing personnel, promptly credit payments, and correct errors on request. The rules also include strong protections for struggling homeowners, including those facing foreclosure.

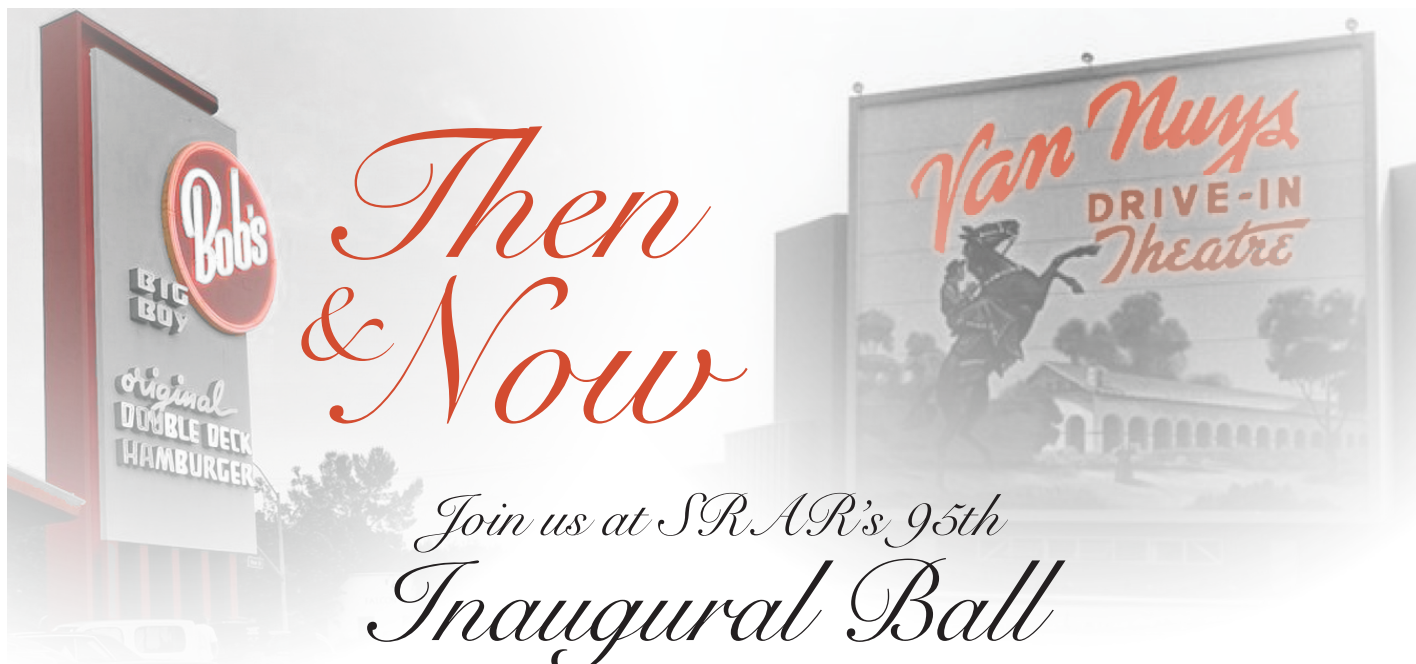
Since the Bureau's mortgage servicing rules took effect, the CFPB has continued to engage in outreach with consumer advocacy groups, industry representatives, and other stakeholders. This proposal reflects its ongoing effort to ensure the rules are working as intended and to smooth the path for companies to better protect consumers and comply with the CFPB's rules.

Among other things, the recent proposal would:

- Expand consumer protections to surviving family members and other homeowners.
- Require servicers to promptly notify borrowers when loss mitigation applications are complete.
- Protect struggling borrowers during servicing transfers.
- Clarify servicers' obligations to avoid dual-tracking and prevent wrongful foreclosures.
- Clarify when a borrower becomes delinquent.
- Provide more information to borrowers in bankruptcy.

A copy of the proposed rule, which includes information on how to submit comments, is available at:

http://files.consumerfinance.gov/f/201411_cfpb_proposed-rule_mortgage-servicing.pdf



Then & Now

*Join us at SRAR's 95th
Inaugural Ball
to witness the installation of
President Gaye Rainey
& the 2015 Officers & Directors
Saturday, January 24, 2015*

Sheraton Universal Hotel
Grand Ballroom
333 Universal Hollywood Drive
Universal City

Cocktails - 6:30 PM
Dinner - 7:30 PM
Black Tie Optional
RSVP by January 9, 2015

Please send _____ Inaugural Ball tickets at \$100 each

SRAR Inaugural Ball, Attention: Karen Marten, 7232 Balboa Blvd., Van Nuys, CA 91406

Please check one: ☐ Check ☐ Visa ☐ Mastercard ☐ AmEx ☐ Discover

Card Number: _____ / _____ / _____ Amount: \$ _____

Expiration Date: _____ / _____ Authorized Signature: _____

Name: _____

Mailing Address: _____

Phone: _____ Email: _____

Deadline: Please return this form no later than **January 9, 2015** so that ticket orders may be processed accordingly.
For further information, contact Karen Marten: (818) 947-2256 or KarenM@srar.com

THE SRAR RISK MANAGEMENT COMMITTEE

AS WE COME TO THE END OF ANOTHER YEAR, THE SRAR RISK MANAGEMENT COMMITTEE WANTS TO WISH YOU ALL THE VERY BEST FOR THE HOLIDAYS AND THE NEW YEAR! WE LOOK FORWARD TO CONTINUING TO PROVIDE RISK MANAGEMENT SUPPORT THIS COMING YEAR AND ENCOURAGE YOU TO GIVE US YOUR SUGGESTIONS FOR FUTURE TOPICS. WE ARE HERE FOR YOU AND ARE CONFIDENT GREAT THINGS LIE AHEAD FOR THE REAL ESTATE INDUSTRY. ALL THE BEST- STEVE, KATHY, JEFF AND OLGA

RPA Q&A'S BY KATHY MEHRINGER, 2014 RISK MANAGEMENT COMMITTEE, COLDWELL BANKER

Q. Now that the Wood Pest Addendum ("WPA") is being retired, how exactly will Buyers be able to request that a Seller correct either section one or section two repairs?

A. When the Study Group charged with making revisions to the Residential Purchase Agreement ("RPA") recommended the retirement of the WPA, we knew that an alternate method of negotiating wood pest corrective work would be a necessity. For that reason the Request For Repairs ("RR") was revised to include a provision whereby the Buyer may request corrective measures be taken for either section one or two recommendations.

Whether or not the Seller agrees is another matter. The Seller's may communicate their response using the newly created Seller's Reply and Response to Buyer's Request For Repairs ("RRRR"). The good news is, these negotiations will now occur only after both Parties have received and reviewed a Wood Pest Inspection.

Best Practice: Keep in mind the terms of the RPA are negotiable between the Parties, that means the Buyer and Seller! Brokers are not Parties to the Agreement therefore all decisions are best left to the Parties once they have been presented with the information needed to make an informed decision.

Q. Based on the two new Counter Offers: Seller Counter Offer (SCO) and Buyer Counter Offer (BCO); both of which were released on November 24, 2014 in conjunction with the revised Residential Purchase Agreement: When a Buyer elects to issue a counter offer to Seller Counter Offer No. 1, should the Buyer's Counter Offer be labeled No. 1 or No. 2?

A. If the Buyer elects to counter Seller Counter Offer No. 1, it would be countered: "Subject to Buyer's Counter Offer No. 1." If the counter offer process continues the numerical labeling would continue as above!

Q. When the Buyer is able to remove contingencies but has not yet been served with a Notice to Buyer to Perform (NBP) by the listing agent do you recommend that the Contingency Removal is sent right away or is it better to wait until a Notice to Perform is Delivered by the listing agent?

A. This is where counseling and open discussion regarding the transactional process plays such an important role in our relationships with clients.

Buyers should understand the entire transaction process at the onset; if the Buyer elects not to remove contingencies on the date agreed upon in the Residential Purchase Agreement the Seller may issue a Notice to Buyer to Perform and may then issue a Cancellation of Contract if the Buyer fails to take the required action(s) within the requisite time period (two days unless otherwise agreed).

It is important to remember that the Seller is under no obligation to cancel but by issuing the NBP the right to do so is preserved.

Now to your question: Is it better for the Buyer to be proactive and remove contingencies once they have been satisfied or is better to wait?

It depends! A Buyer may wish to demonstrate good faith and initiate contingency removals promptly. On the other hand a Buyer may be hesitant to remove a particular contingency in which case they may want to wait for a Notice to Buyer to Perform.

Remember, in the event Buyer and Seller are negotiating repairs the Seller may link credits, repairs or price concessions to immediate removal of contingencies.

To sum it up, after discussing the risk reward analysis with their REALTOR(R) the Buyer is the one who decides what strategy to employ when it comes to removing contingencies.

Q. If an Offer is written PRIOR to November 24, 2014 and is still "alive" with Counter Offers after that date is it okay to just keep it going or do we need to start the entire process over on the revised Residential Purchase Agreement?

A. There is no reason to unravel the negotiations in the circumstance that you outlined; unless the Parties want to use the revised Residential Purchase Agreement (RPA). Because the RPA does not contain any statutorily prescribed changes the previous version remains valid and enforceable. Of course should the negotiations breakdown I would urge you to prepare any subsequent Offer on the revised RPA dated November 24, 2014.

MLS Single Sign-On and NAR Resources “Portlet” Coming January 15th

Southland Regional Association of REALTORS® and California Regional MLS are pleased to announce your newest member benefits, **Single Sign-On (SSO)** and the **National Association of REALTORS® Resources “Portlet”**, arriving Thursday, January 15, 2015.

SSO is a user-authentication process that allows you to access the CRMLS Matrix platform and additional products available through your association membership by logging in just one time. After logging in, you can access Matrix and additional products without being prompted to re-enter your credentials for that particular user session, providing convenience to your user experience.

The NAR Resources “Portlet” will provide access to a multitude of FREE resources provided by NAR.

When: Thursday, January 15, 2015

How: Follow the steps below:

1. Log into the MLS through the Southland Regional AOR website - www.srar.com

2. From the Southland Regional AOR website, click the “Login to CRISNet/Matrix” link and then enter your current Username and Password when prompted.
3. You will then see the new SSO Dashboard where you have access to the CRMLS platform and products available through your Association membership:
4. Your New SSO Dashboard:



Options available on the dashboard at this time*

- CRISNet MLS Resources
 - CRISNet MLS
 - SRAR Website
 - CRISNet Data Integrity Standards
 - CRISNet MLS Forms
 - CRISNet MLS Rules
 - Neighborhoods & Tract Codes
 - SCV Carvan Schedule
 - Report Listings Not in the MLS
- CRISNet Products & Services
 - Commercial Data Exchange
 - Statistics
 - Facebook
 - Twitter
 - SRAR Member Benefits
- CRISNet Additional Products
 - CoreLogic Realist
 - Cloud CMA
 - Realtors Property Resource (RPR)
 - Listing Book
 - SmartDesk
 - New Home Source Pro
 - Homes Connect
 - Smart Docs
 - Proxio

Options available through the NAR Resources “Portlet” at this time:

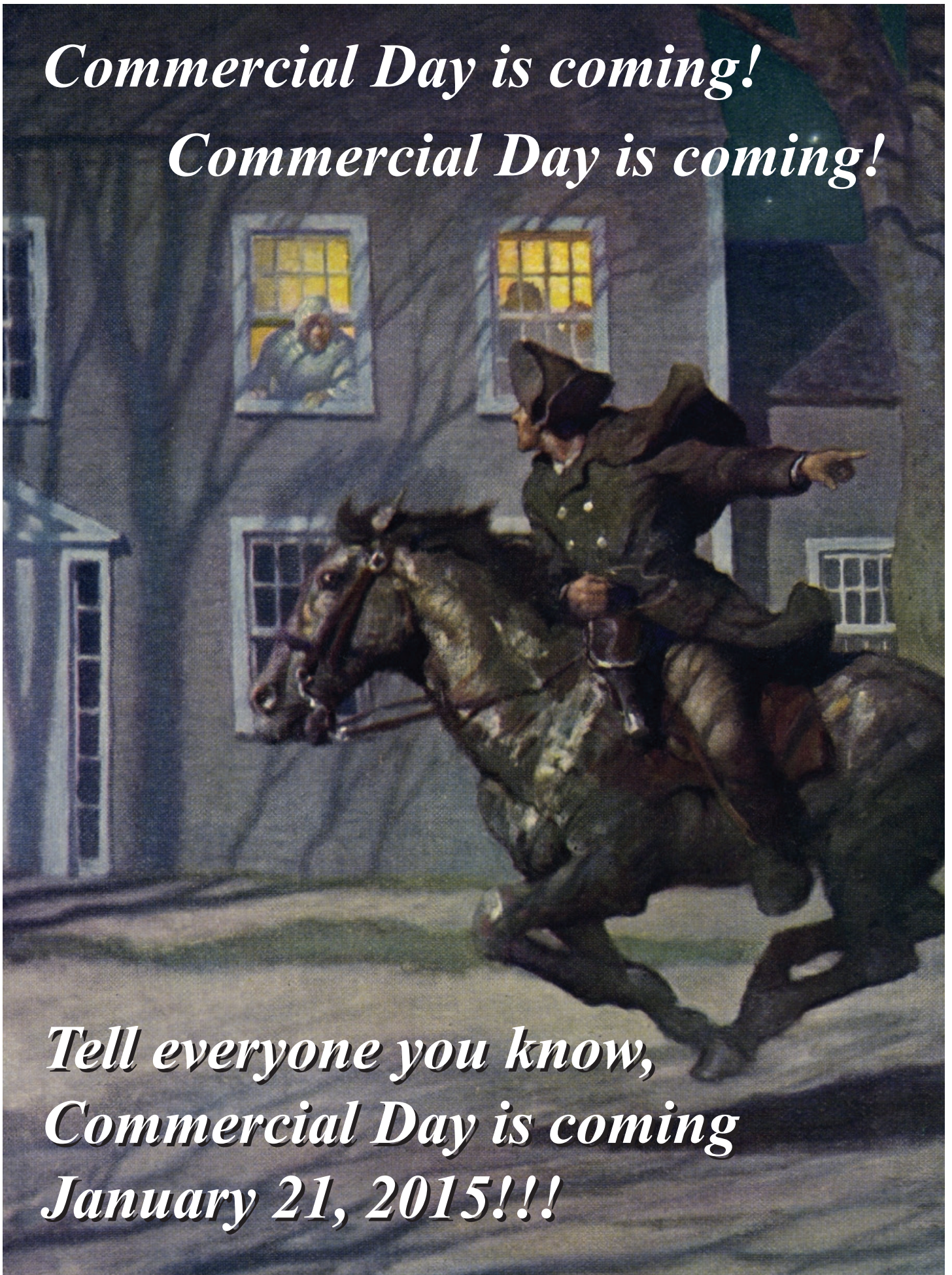
- REALTOR® Safety Program: Access to information and resources to keep you safe in the field and on the job.
- .REALTOR Domain: Learn why .REALTOR is “the only domain that means the trusted source in real estate” and how to get one.
- REALTOR Benefits®: One click away from your official member benefits program bringing you discounts and special offers just for being a REALTOR®.
- RePurposed App: An online catalog of member recommended apps.
- REALTOR® Party: The REALTOR® Political Action Committee helps promote the election of pro-REALTOR® candidates, which means they have your interests in mind.
- MVP Program: The Member Value Plus Program is for members to earn rewards by taking action with other NAR resources.
- REALTOR® University: The homepage of REALTOR® University shares information about this innovative institution exclusively focused on real estate and opportunities to obtain a higher education in this profession. Learn about this graduate school’s admission, academics, certifications, and more.
- NAR Center for REALTORS®: CRT serves as NAR’s technology resource, offering education and articles about technology and other related items.

* Not all products are available through the new SSO Dashboard at this time. All California Regional MLS products and services will continue to be available through the Matrix platform, under the links tab on the Matrix menu bar.

For questions or support, call 818-947-2202 | 661-295-7117 or email techsupport@srar.com.

Commercial Day is coming!

Commercial Day is coming!



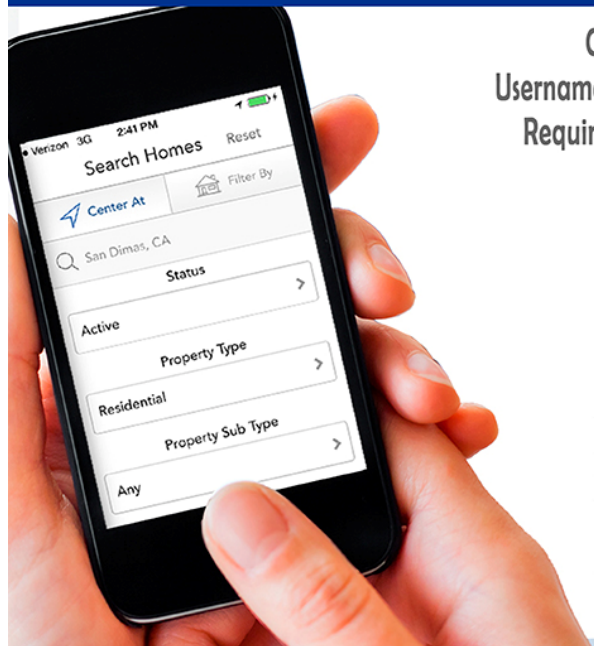
*Tell everyone you know,
Commercial Day is coming
January 21, 2015!!!*

Download the CRMLS App and Stay Connected with CRISNet

Now, enjoy the power of CRISNet in the palm of your hands with the new CRMLS iPhone and Android mobile app – available for free download at the [Apple Store](#) and [Google Play](#). You can also find the mobile app by doing a search for the term “CRMLS” in both the Apple Store and Google Play or by scanning either of the QR Codes in the image below.

The CRMLS mobile app, designed for agents who are members of the CRISNet MLS, provides convenient access to the CRISNet MLS Matrix platform. Your CRISNet MLS Matrix username and password are required to log-in to the app.

DOWNLOAD THE CRMLS APP



CRMLS Matrix
Username & Password
Required for Log-in



iPhone



Android

Through the CRMLS mobile app you will have valuable access that you currently have in the CRISNet Matrix platform including:

- Search capabilities that include:
 - City
 - Zip
 - Address
 - MLS#
 - Status
 - Property Type
 - Property Sub Type
 - Price
 - Square Feet
 - Lot Size
 - Year Built
 - Bedrooms
 - Bathrooms
 - Price reduced in last 7 days
 - Open Houses
- Your saved searches
- Your full list of contacts
- Your custom property type carts
- Your portfolio of listings
- The C.A.R.E.T.S Agent Roster

Additional features of the CRMLS app include:

- HomeSpotter™ Tool – whether you are standing in front of a house or sitting in your office, simply point your phone in the direction you desire to find homes and instantly receive full listing details on your mobile device screen
- Draw Tool - Looking for homes in a specific area? Simply draw a circle on the map to see properties in the selected area.

Download the CRMLS mobile app today and stay connected to CRISNet wherever you go!

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Tract Utility & SRAR REALTORS® = Success!

ReboGateway
bridging your real estate resources




SOUTHLAND REGIONAL
ASSOCIATION OF REALTORS®, INC.

A Powerful Member Benefit!

ReboGateway's Tract Utility is provided to you as a Member Benefit by SRAR. It offers a data system for real estate brokers and agents looking to grow their business by acquiring more real estate listings. ReboGateway's Tract Utility tool provides turnover (sales) rates that can be associated with much higher level of home sales. Knowing where the housing tracts or census tracts are located that have higher levels of sales (turnover rate) occurring gives an agent a very real and very distinct edge. This turnover rate data allows you to focus your efforts on the housing or census tracts that are more likely to sell... saving you time and money in acquiring new listings.

The Southland Regional Association of REALTORS® is the "Voice For Real Estate" in the San Fernando and Santa Clarita valleys. Our mission is to provide products and services to our members so that they may successfully pursue the real estate profession with fairness, competency and high ethical standards, and, through collective action, promote the preservation of real property rights.



How to Gain Access to ReboGateway's Tract Utility:

1. SRAR Member's go to srar.rebogateway.com (do not put www.rebogateway.com before srar.rebogateway.com).
2. Click on the red "Login" button
3. Above the box, click on: Current member of the SRAR? Click here to get your password.
4. Enter the email address you have on file with SRAR (they must match), click "Retrieve Login Information".
5. A password will be emailed to you.
6. Use the same email address and the emailed password to gain access to this powerful Tract Utility.

Simple Instructions:

1. Choose the county you wish to find turnover rates within.
2. Click on the pink button "Find Tract"
3. Select the city or zip code you want to find turnover rates in.
4. Select the property types you wish to evaluate (SFR's, Condo's, or MFR's.)
5. Select the grouping: Housing Tract or Census Tracts
6. Click Submit
7. The tracts will be returned from the highest turnover rate to the lowest turnover rate.
8. Click on the tract you want to see, and you will be provided with all of the data on the tract.
9. Enjoy!

About Tracts:

Housing Tract – not all homes are part of a housing tract, but most are. The tract number and lot number are recorded if the home is built within a housing tract. These are normally smaller groups of homes, from 20 – 200 homes within a tract.

Census Tract – is a geographic region defined for the purpose of taking a census. All homes are parts of census tracts and are usually larger groups of homes, from 200 – 2000 homes.

You have the choice within ReboGateway's Tract Utility to group homes by smaller Housing Tracts or by larger Census Tracts to view turnover rates.

www.rebogateway.com + SRAR.rebogateway.com

SRAR Charity Golf Tournament Announced for April, 2015 - Sponsors Needed

SRAR President, Gaye Rainey announced that the SRAR Charity Golf Tournament will return in 2015 - only this time the tournament will be a Spring event. Traditionally, this highly-anticipated event has been held in late summer. The new date should make for much more pleasant weather.

The SRAR Charity Golf Tournament is one of the most popular events for the Association and is the largest fundraiser for the SRAR Charitable Foundation, a 501c3 non-profit organization. The event includes a terrific day of golf, as well as a delicious dinner and amazing raffle prizes.

The upcoming tournament is slated for Monday, April 13, 2015 and will be held at the Woodranch Golf Club in Simi Valley. More details regarding timing, pricing, etc. will be forthcoming.

In the meantime, there are several sponsorship opportunities for the tournament, ranging from a title sponsor to raffle sponsors. All sponsorships for the SRAR Charity Golf Tournament are 100% tax-deductible. If you are interested in sponsoring the Charity Golf Tournament, contact Karen Marten at 818-947-2254 or via email at KarenM@srar.com for more details.

Player spots and pricing will be announced in the coming weeks. There will be individual spots available, as well as foursomes. Watch for more information in the SRAR email blasts, as well as www.srar.com.

SAVE THE DATE
SRAR's Charity Golf Tournament
Monday, April 30, 2015
More details to come!



The SRAR Charitable Foundation is a separate organization from the Association and is run by its own Board of Directors. The Foundation was established in 1990 and is dedicated to improving the social and economic well-being of our communities.

For more information on the SRAR Charitable Foundation, or to make a general (tax-deductible) donation, contact Joey Lewis at 818-947-2256 or via email at JoeyL@srar.com.



SOUTHLAND REGIONAL
ASSOCIATION OF REALTORS' INC.
**Charitable
Foundation, Inc.**

3% Down Payments May Be Game Changer

Source: REALTOR MAGAZINE ONLINE | TUESDAY, DECEMBER 09, 2014

Mortgage giants Fannie Mae and Freddie Mac announced Monday that first-time home buyers can now qualify for loans with down payments as low as 3 percent. That will expand credit for qualified home shoppers who may have been sidelined the last few years because of higher down-payment requirements, housing analysts say.

3%

Freddie Mac launched Home Possible Advantage, a conventional mortgage with a 3 percent down-payment requirement geared to low- and moderate-income borrowers. It's a conforming conventional mortgage with a maximum loan-to-value ratio of 97 percent. To qualify, first-time home buyers are required to participate in a borrower education program.

With Fannie Mae's 3 percent down-payment offering, borrowers must still meet standard eligibility requirements, including underwriting, income documentation, and risk management standards. Any buyer can take advantage of Fannie's loans as long as at least one co-borrower is a first-time buyer. The loans will require private mortgage insurance.

"Our goal is to help additional qualified borrowers gain access to mortgages," says Andrew Bon Salle, Fannie Mae executive vice president for single-family underwriting, pricing, and capital markets. "This option alone

will not solve all the challenges around access to credit. Our new 97 percent LTV offering is simply one way we are working to remove barriers for credit-worthy borrowers to get a mortgage."

The National Association of REALTORS® applauds the move by the Federal Housing Finance Agency, which oversees Fannie and Freddie.

NAR said in a statement that the action by FHFA demonstrates its "commitment to home ownership by serving creditworthy borrowers who lack the resources for substantial down payments, plus closing costs, with a new 3 percent down-payment program that mitigates risk with strong underwriting. The new program ensures that responsible home buyers will have access to safe, affordable mortgage credit."



Upcoming SRAR Holiday Closures



Please note that both SRAR offices and CRISNet Technical Support will be closed on Thursday, December 25 and Friday, December 26, as well as Thursday, January 1 and Friday, January 2.

We, at SRAR, wish you all a very safe and happy holiday season and an enormously successful New Year!





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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 complainant is received, the complaint will be forwarded to the Chairman of the Membership Committee to ascertain that the complaint comes within the purview of the 7 point criteria established by the National Association of Realtors®. If it does not, the complainant is notified and the applicant is admitted to membership. If it does, the Membership Committee Chairman shall appoint a panel of 3 members from the committee to interview the applicant. The Panel shall make its recommendation to the Membership Committee, which shall then forward its recommendation to the Board of Directors. If the committee recommends disapproval of the application, the Board of Directors will review the recommendation and render a final decision.

RESPONSIBLE REALTOR® APPLICANTS

FIRST POSTING

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Sherman Oaks, CA. 91403

Requena, Rafael
Rafael Requena
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Rodriguez, David Roger
David Roger Rodriguez
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Adrian, Holly Ann / Keller Williams Realty Calabasas / Calabasas
Alfaro, Austin Paul / Rodeo Realty / Northridge
Alston, Erin Michelle / RE/MAX of Valencia / Valencia
Altman, Logan Roger / Sapphire Investment Properties, Inc. / Valley Village
Altschuler, Rachel Elisabeth Rhodes / Aviara Real Estate / Westlake Village
Alvarez, Corina Lorena / Alvarez Real Estate / Granada Hills
Anderson, Mariana Janie / Metro Pacific Real Estate / Valencia
Babchick, Barbara E. / Coldwell Banker Residential Brokerage / Studio City
Blackburn, Jennifer / Realty Executives / Valencia
Blae, Jenny / Keller Williams North Valley / Porter Ranch
Bookbinder, Kara Denise / Berkshire Hathaway HomeServices California Properties / Calabasas
Boyajian, George / Maha Haddad / Chatsworth
Canchola, Bryan / Julio Segovia / Northridge
Carasimu, Anthony / Keller Williams North Valley / Porter Ranch
Carlson, Stanley Emanuel / Coldwell Banker / Westlake Village
Carmeli, Israel / Berkshire Hathaway HomeServices California Properties / Sherman Oaks
Carnahan, Kinsley / Carnahan & Assoc. / Woodland Hills
Casnave, Sara Kristina / Berkshire Hathaway HomeServices California Properties / Sherman Oaks
Castaneda, Erika / Pinnacle Estate Properties, Inc. / Mission Hills
Cefina, Amparo / Park Regency Realty / Granada Hills
Chichiri, Jorge Roger / Century 21 All Moves / Granada Hills
Chopra-Barbour, Rekha / Keller Williams VIP Properties / Valencia
Contreras, Ivanhoe / Malibu Funding, Inc. / Malibu
Cromwell, Shannon Marie / Nationwide Real Estate Executives / Los Angeles
Dauscher, Carleigh Joy / Keller Williams VIP Properties / Valencia
Diaz, Moises / Century 21 O.J. Realty / North Hollywood
Dimmock III, Walter Gerard / Terra / Simi Valley
Duran, Guillermo / Coldwell Banker Calabasas / Calabasas
Edwards, Debbie M. / Berkshire Hathaway HomeServices California Properties / Sherman Oaks
Ekman, Jeri / Keller Williams Realty Calabasas / Calabasas

Fowler, Matthew Kenneth / 1st United Realty / Riverside
Garcia, Amy Gardner / Realty One Group Solutions / Santa Clarita
Ghalari, Shayan / Rodeo Realty / Woodland Hills
Givol, Daniel Itzhak / True North Realty / Litterock
Gonzalez, Mirna Alvarado / The Real Estate Plaza / Granada Hills
Harbour, Maria Anne / Keller Williams Realty / Northridge
Hayes, Cassey Margaret / Keller Williams Realty Encino-Sherman Oaks / Encino
Hehr, Bruce Richard / Re/Max Traditions / Simi Valley
Herbs, Kenneth / Rodeo Realty / Sherman Oaks
Hernandez, Boris Noel / Keller Williams North Valley / Porter Ranch
Hernandez Jr., Sergio / Keller Williams Realty / Northridge
Hosshmand, Jayson P. / Rodeo Realty / Encino
Hughes, Allyson / Century 21 Albert Foulad Realty / Encino
Hur, Jon / Best Realty & Investment Inc. / Granada Hills
Jepson, Glenn Stuart / M-1 Realty / Tarzana
Kaplan, Betsy Renee / Coldwell Banker / Sherman Oaks
Karami, Babak / Rodeo Realty / Calabasas
Kenney, Larissa Anatolia / Lending Bee, Inc. / North Hollywood
Khilkevich, Larisa / Mega Realty, Inc. / Tarzana
Kosherian, Arden / Keller Williams Realty Encino-Sherman Oaks / Encino
Landes, Robert Neil / Trinny Associates / Granada Hills
Lebouer, Cindy A. / Berkshire Hathaway HomeServices California Properties / Sherman Oaks
Lopez, Teresa / Pinnacle Estate Properties, Inc. / Mission Hills
Marquez, Leticia / Pinnacle Estate Properties, Inc. / Northridge
Massachi, Jonathan / Coldwell Banker Greater Valleys / Granada Hills
Maugeri, Aubree Lynn / Pinnacle Estate Properties, Inc. / Encino
McAfee, Nathan Randall / RE/MAX of Santa Clarita / Santa Clarita
McCarthy, Edward / Coldwell Banker Residential Brokerage / Studio City
Melendez, Denise Nicole / Keller Williams VIP Properties / Valencia
Miloszar, Sandra Jane / Frazier Mt. Real Estate / Frazier Park

Mooeed, Tiam Mohammady / Standard Home Realty / Studio City
Nisimov, Arielle Boker / Dilbeck Realtors / Studio City
O'Connor, Steven James / Coldwell Banker Vista Realty / Valencia
Palacios, Alain Amilcar / Keller Williams North Valley / Porter Ranch
Palos, Sharlene-Michele / Nationwide Real Estate Executives / Los Angeles
Pollok, Jonabelle Acuna / Pantera Real Estate, Inc. / Northridge
Pollok, Raymond Barry / RE/MAX Olson & Associates / Northridge
Poole, Jean Catherine / Barcode Properties / Beverly Hills
Richmond, Sandra Perez / The Real Estate Plaza / Granada Hills
Robin, Wendy A. / Pinnacle Estate Properties, Inc. / Encino
Rusler, Toni Allison / Keller Williams Realty Encino-Sherman Oaks / Encino
Russell, Jennifer Nicole / Realty One Group Solutions / Santa Clarita
Scott, Sharon / Berkshire Hathaway HomeServices California Properties / Encino
Singleton, James Marion / Keller Williams Realty / Northridge
Solis, Angelo James / Rodeo Realty / Studio City
Thomas, Tommy Lee / Realty Group International / Beverly Hills
Tizabi, Lauren Grace / Coldwell Banker / Sherman Oaks
Tolentino, Candida E. / Thrive Homes and Estates / Calabasas
Torosian, Maral / Dilbeck Realtors / Calabasas
Vergara, Christina Mercedes / Keller Williams VIP Properties / Valencia
Weinstein, Scott A. / Keller Williams Realty Calabasas / Calabasas
Wilson, Gavin James Knight / Keller Williams Realty / Northridge
Wynn, Maureen / Re/Max Estates / Agoura Hills
Ye, Lingxiang / Dilbeck Realtors / Calabasas
Yeck, Jacqueline Uyen / Pantera Real Estate, Inc. / Northridge

RESIDENTIAL PROPERTIES LISTED

1,102

NOVEMBER 2014 SFV RESIDENTIAL MLS SUMMARY

MONTHLY RESIDENTIAL SALES STATISTICS

RESIDENTIAL PROP. ESCROW OPENED

980

RESIDENTIAL PROP. ESCROW CLOSED

905

ACTIVE INVENTORY:

	EN	ES	CS	WN	WS	SFV TOT	EXT	TOTAL
NEW LISTINGS	112	140	101	147	152	652	450	1,102
TOTAL ACTIVE LISTINGS	88	366	281	331	480	1,745	1,447	3,192
AVERAGE DAYS ON MARKET	373.0	823.0	865.0	81	81	81	104	92
AVERAGE LIST PRICE IN THOUSANDS	370.0	599.0	510.0	520.0	1,223.5	829.7	517.3	688.1
MEDIAN LIST PRICE IN THOUSANDS	24	40	31	31	36	162	112	274
BOMS	348.7	608.3	753.9	505.5	884.4	639.4	446.8	560.7
AVERAGE BOM PRICE IN THOUSANDS	26.1	30.8	33.0	24.2	27.7	28.2	30.3	30.3
BOM TO SALE RATIO	16	25	21	25	36	123	117	240
EXPIRATIONS								

PENDING SALES:

NEW ESCROWS OPENED	92	133	103	132	133	593	387	980
TOTAL YTD ESCROWS OPENED	1,132	1,492	1,141	1,585	1,678	7,028	4,075	11,103
NEW OPEN ESCROWS AVERAGE DAYS ON MARKET	52	53	53	51	57	53	59	56
NEW OPEN ESCROWS AVERAGE LIST PRICE	348.3	646.3	645.2	529.4	605.5	564.7	428.2	510.8

CLOSED SALES:

NEW ESCROWS CLOSED	92	130	94	128	130	574	331	905
TOTAL YTD ESCROWS CLOSED	1,105	1,450	1,113	1,510	1,596	6,774	3,866	10,640
VOLUME OF NEW SALE DOLLARS IN MILLIONS	31.675	91.021	55.297	65.473	85.395	328.861	134.815	463.676
VOLUME OF TOTAL YTD SALES IN MILLIONS	368.900	996.841	724.942	799.929	1,114.751	4,005.362	1,580.995	5,586.358
AVERAGE SALE PRICE IN THOUSANDS	344.3	700.2	588.3	511.5	656.9	572.9	407.3	512.3
MEDIAN SALE PRICE IN THOUSANDS	349.0	540.0	448.0	540.0	529.0	465.0	307.0	420.0
COOP SALES	78	113	77	105	109	482	268	750
PERCENT OF COOP SALES	84.8	86.9	81.9	82.0	83.8	84.0	81.0	82.9
AVERAGE DAYS ON MARKET	94	97	85	101	89	94	115	101
SALES AT LIST PRICE	55	59	32	40	52	238	143	381
PERCENT OF SALES AT LIST PRICE	59.8	45.4	34.0	31.3	40.0	41.5	43.2	42.1
SALES TO LISTING INVENTORY RATIO	32.1	35.5	33.5	38.7	27.1	32.9	22.9	28.4
FINAL SALE TO NEW LISTING RATIO	82.1	92.9	93.1	87.1	85.5	88.0	73.6	82.1

CLOSED SALES TYPE

FORECLOSURE/REO	6	2	2	4	0	14	23	37
SELLER CONCESSIONS	0	0	0	0	0	0	2	2
SHORT SALE	2	5	5	15	5	32	26	58
STANDARD	84	121	87	109	125	526	274	800
OTHER	0	2	0	0	0	2	6	8

SELLING PRICE RANGE:

	AVG. SELL TIME	ACTIVE NO. LISTINGS	TOTAL # SOLD	REDUCED \$	\$ AVERAGE PRICE REDUCTION	%
LESS THAN 100,000	82	39	7	4	1833	1.7
100,000 TO 109,999	58	14	4	3	23287	18.1
110,000 TO 119,999	116	20	3	2	17950	12.5
120,000 TO 139,999	34	66	18	15	4523	2.8
140,000 TO 159,999	39	71	19	10	15504	6.6
160,000 TO 179,999	70	87	22	19	15450	7.5
180,000 TO 199,999	45	126	24	16	13652	5.7
200,000 TO 249,999	54	264	63	40	5505	12.2
250,000 TO 299,999	45	262	68	38	10787	3.0
300,000 TO 349,999	57	214	71	44	9494	2.1
350,000 TO 399,999	41	262	101	65	10797	7.2
400,000 TO 449,999	49	237	89	52	73819	4.0
450,000 TO 499,999	41	238	72	48	15179	2.7
500,000 TO 549,999	46	157	51	36	133118	6.4
550,000 TO 599,999	53	122	50	37	27164	4.0
600,000 TO 699,999	50	208	75	43	8150	0.4
700,000 TO 799,999	35	177	50	33	24251	2.9
800,000 TO 899,999	49	100	27	19	36254	3.8
900,000 TO 999,999	47	79	23	19	63061	5.7
1,000,000 TO 1,999,999	45	300	57	38	51079	3.2
MORE THAN 2,000,000	50	149	10	9	129500	4.7
TOTALS	48	3192	904	590	31573	1.2

LISTINGS

16,395

2014 RMLS TOTAL - \$ VOLUME

\$5,586,358,000

SALES

10,881

THE ASSOCIATION DOES NOT VERIFY ACTUAL CLOSED ESCROWS.



SOUTHLAND REGIONAL
ASSOCIATION OF REALTORS® INC.

SAN FERNANDO VALLEY
COMPARABLE SALES ANALYSIS 2008 - 2014
(COMBINED RESIDENTIAL SALES, SINGLE FAMILY & CONDO)
TOTAL MONTH BY MONTH

	2009					2010					2011					2012					2013					2014				
	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	2084	964	357.7	46.3		1,830	963	410	52.6		1,786	976	368.7	54.3		1,481	877	322.1	59.9		1,288	881	396.3	68.4		1,338	786	393.2	58.7	
FEB	1178	876	330.5	49.4		1,780	872	349.7	49		1,646	753	303.5	45.7		1,458	856	262.9	57.9		1,218	821	353.8	67.4		1,388	732	375.5	52.7	
MAR	2004	1,148	428.6	57.3		2,231	1,131	523.3	50.7		1,875	1,050	430.7	56		1,515	1,085	427.4	71.6		1,377	1,337	470.8	77.8		1,565	903	473.0	57.7	
APR	1956	1,275	487.5	65.2		2,212	1,188	526.9	53.7		1,740	1,052	394.2	60.5		1,387	1,140	448.8	82.2		1,549	1,114	559.3	71.9		1,548	1,124	589.4	72.6	
MAY	1,865	1,300	530.1	69.7		1,936	1,235	523.7	63.8		1,732	1,023	422.3	59.1		1,429	1,280	497.9	89.6		1,506	1,265	630.6	84.0		1,608	1,083	582.2	67.4	
JUNE	1,928	1,410	612	73.1		2,051	1,269	563	61.9		1,752	1,114	439.1	63.6		1,367	1,216	484.0	89.0		1,551	1,133	573.4	73.0		1,711	1,086	574.2	63.5	
JUL	1,922	1,322	581.7	68.8		2,153	1,104	484.5	51.3		1,592	1,033	422.7	64.9		1,314	1,266	515	96.3		1,610	1,176	584.9	73.0		1,673	1,165	600.3	69.6	
AUG	1,820	1,259	553.7	69.2		1,993	1,029	443.8	51.6		1,707	1,145	452.6	67.1		1,308	1,273	508.3	97.3		1,581	1,196	623.6	75.6		1,146	999	536.8	66.3	
SEPT	1,731	1,205	543.1	69.6		1,726	1,034	430.4	59.9		1,512	1,048	430.4	69.3		1,276	1,058	419.7	82.9		1,399	1,072	543.8	74.9		1,432	1,065	536.8	74.4	
OCT	1,794	1,243	527.5	69.3		1,677	883	371.9	52.7		1,363	1,017	385.3	74.6		1,339	1,246	502.7	93.1		1,446	1,106	556.1	76.5		1,524	1,033	553	67.8	
NOV	1,505	1,095	452.1	72.8		1,431	864	356.8	60.4		1,273	985	382.2	77.4		1,087	1,114	452.9	102.5		1,064	985	486.7	92.6		1,102	905	463.6	82.1	
DEC	1,327	1,174	549.1	88.5		1,298	1,045	431.2	80.5		1,075	1,112	435.7	103.4		771	1,263	534.9	163.8		818	1,091	536	133.4						
TOTAL	21,114	14,271	5,953.6	66.6		22,318	12,617	5,415.2	55.6		19,053	12,308	4,867.4	66.3		15,732	13,674	5,366.5	87		16,407	13,177	6,315.3	80.71						
AVG. SALE PRICE			\$417,181					\$429,200					\$395,470					\$392,470					\$479,270							

SAN FERNANDO VALLEY SINGLE FAMILY SALES STATISTICS FOR NOVEMBER 2014

	EN	ES	CS	WN	WS	SFV TOTAL	EXT	TOTAL
ACTIVE INVENTORY								
New Listings	79	96	70	109	120	474	376	850
Total Active Listings	209	240	186	260	392	1,287	1,248	2,535
Average Days on Market	92	79	79	81	80	82	98	90
Average List Price in Thousands	411.7	1,034.4	1,128.6	703.6	1,415.4	996.1	534.6	768.9
Median List Price in Thousands	395.0	780.0	749.0	585.0	789.9	649.0	299.0	479.0
BOMS	17	25	23	20	32	117	94	211
Average BOM Price in Thousands	387.6	754.8	923.9	615.3	958.8	766.6	459.3	629.7
BOM to Sale Ratio	27.9	27.5	36.5	19.4	31.4	27.9	33.6	30.1
Expirations	14	15	17	20	30	96	97	193
PENDING SALES								
New Escrows Opened	71	83	69	100	102	425	321	746
Total YTD Escrows Opened	856	1,017	792	1,229	1,318	5,212	3,323	8,535
New Open Escrows Average Days on Market	55	42	53	49	63	53	62	56
New Open Escrows Average List Price	375.7	758.3	786.6	593.2	677.0	640.6	435.3	552.3
CLOSED SALES:								
New Escrows Closed	61	91	63	103	102	420	280	700
Total YTD Escrows Closed	821	991	779	1,159	1,250	5,000	3,122	8,122
Volume of New Sales Dollars in Millions	23.864	75.189	44.056	56.990	75.021	275.121	117.629	392.750
Volume of total YTD Sales in Millions	298.147	809.769	609.326	676.452	990.431	3,384.124	1,286.736	4,670.860
Average Sale price in Thousands	391.2	826.3	699.3	553.3	735.5	655.0	420.1	561.1
Median Sale Price in Thousands	380.0	705.0	570.0	520.0	620.0	536.0	307.0	472.0
Coop Sales	49	81	47	84	85	346	225	571
Percent of Coop Sales	80.3	89.0	74.6	81.6	83.3	82.4	80.4	81.6
Average Days on Market	88	90	88	103	91	93	112	100
Sales at List Price	38	41	19	33	44	175	123	298
Percent of Sales at List Price	62.3	45.1	30.2	32.0	43.1	41.7	43.9	42.6
Sales to Listing Inventory Ratio	29.2	37.9	33.9	39.6	26.0	32.6	22.4	27.6
Final Sale to New Listing Ratio	77.2	94.8	90.0	94.5	85.0	88.6	74.5	82.5
CLOSED SALES TYPE								
Foreclosure/REO	3	1	1	2	0	7	19	26
Seller Concessions	0	0	0	0	0	0	2	2
Short Sale	0	3	5	11	3	22	19	41
Standard	58	86	57	90	99	390	235	625
Other	0	1	0	0	0	1	5	6

SAN FERNANDO VALLEY CONDOMINIUM SALES STATISTICS FOR NOVEMBER 2014

	EN	ES	CS	WN	WS	SFV TOTAL	EXT	TOTAL
ACTIVE INVENTORY								
New Listings	33	44	31	38	32	178	74	252
Total Active Listings	78	126	95	71	88	458	199	657
Average Days on Market	76	77	81	78	89	80	145	100
Average List Price in Thousands	269.3	420.3	349.0	368.6	368.9	361.9	409.0	376.2
Median List Price in Thousands	240.0	410.0	309.9	339.0	320.0	320.0	345.0	325.0
BOMS	7	15	8	11	4	45	18	63
Average BOM Price in Thousands	254.3	364.1	265.4	305.9	289.5	308.6	381.5	329.4
BOM to Sale Ratio	22.6	38.5	25.8	44.0	14.3	29.2	35.3	30.7
Expirations	2	10	4	5	6	27	20	47
PENDING SALES								
New Escrows Opened	21	50	34	32	31	168	66	234
Total YTD Escrows Opened	276	475	349	356	360	1,816	752	2,568
New Open Escrows Average Days on Market	43	71	53	58	36	55	49	53
New Open Escrows Average List Price	255.8	460.3	358.3	329.8	370.3	372.6	394.1	378.7
CLOSED SALES:								
New Escrows Closed	31	39	31	25	28	154	51	205
Total YTD Escrows Closed	284	459	334	351	346	1,774	744	2,518
Volume of New Sales Dollars in Millions	7.810	15.832	11.241	8.483	10.374	53.741	17.186	70.927
Volume of total YTD Sales in Millions	70.753	187.072	115.617	123.477	124.320	621.239	294.260	915.498
Average Sale price in Thousands	251.9	406.0	362.6	339.3	370.5	349.0	337.0	346.0
Median Sale Price in Thousands	235.0	382.0	295.0	322.0	361.5	325.0	305.0	325.0
Coop Sales	29	32	30	21	24	136	43	179
Percent of Coop Sales	93.5	82.1	96.8	84.0	85.7	88.3	84.3	87.3
Average Days on Market	107	113	79	95	84	97	129	105
Sales at List Price	17	18	13	7	8	63	20	83
Percent of Sales at List Price	54.8	46.2	41.9	28.0	28.6	40.9	39.2	40.5
Sales to Listing Inventory Ratio	39.7	31.0	32.6	35.2	31.8	33.6	25.6	31.2
Final Sale to New Listing Ratio	93.9	88.6	100.0	65.8	87.5	86.5	68.9	81.3
CLOSED SALES TYPE								
Foreclosure/REO	3	1	1	2	0	7	4	11
Seller Concessions	0	0	0	0	0	0	0	0
Short Sale	2	2	0	4	2	10	7	17
Standard	26	35	30	19	26	136	39	175
Other	0	1	0	0	0	1	1	2

SANTA CLARITA VALLEY SINGLE FAMILY SALES STATISTICS FOR NOVEMBER 2014

ACTIVE INVENTORY	AC	ADUL	CC	CA	NE	SAU	SR	VAL	SCVTOT	EXT	TOTAL
New Listings	4	4	33	19	12	35	4	39	150	35	185
Total Active Listings	43	34	89	48	40	85	16	84	439	156	595
Average Days on Market	92	108	92	103	98	69	118	70	87	94	89
Average List Price in Thousands	543.6	871.7	640.0	582.5	611.2	563.8	698.3	746.0	647.3	361.7	572.4
Median List Price in Thousands	500.0	724.9	515.0	558.0	539.0	525.0	699.5	625.0	560.0	277.9	520.0
BOMS	3	2	11	4	4	7	1	9	41	19	60
Average BOM Price in Thousands	371.3	647.9	557.8	389.7	588.2	472.3	1,000.0	634.5	548.1	299.2	469.3
BOM to Sale Ratio	42.9	66.7	27.5	26.7	21.1	14.3	8.3	17.0	20.7	43.2	24.8
Expirations	2	1	7	2	2	4	0	10	28	9	37

PENDING SALES

New Escrows Opened	5	1	39	17	12	43	7	39	163	49	212
Total YTD Escrows Opened	90	45	439	247	164	496	105	536	2,122	533	2,655
New Open Escrows Average Days on Market	113	28	54	40	55	45	42	63	54	62	56
New Open Escrows Average List Price	612.0	580.0	479.5	431.2	518.9	520.0	659.7	589.5	526.8	326.9	480.6

CLOSED SALES:

New Escrows Closed	7	3	40	15	19	49	12	53	198	44	242
Total YTD Escrows Closed	91	41	416	236	154	452	100	498	1,988	500	2,488
Volume of New Sales Dollars in Millions	2.822	1.769	17.539	6.938	10.290	23.896	8.373	32.034	103.662	13.571	117.233
Volume of total YTD Sales in Millions	37.495	19.687	192.953	110.678	75.366	222.926	68.434	299.554	1,027.093	162.817	1,189.910
Average Sale price in Thousands	403.1	589.7	438.5	462.5	541.6	487.7	697.8	604.4	523.5	308.4	484.4
Median Sale Price in Thousands	470.0	549.0	395.0	436.0	479.9	473.0	689.0	548.0	484.1	265.0	465.0
Coop Sales	7	3	34	15	17	42	11	44	173	29	202
Percent of Coop Sales	100.0	100.0	85.0	100.0	89.5	85.7	91.7	83.0	87.4	65.9	83.5
Average Days on Market	76	126	112	101	125	95	88	111	106	106	106
Sales at List Price	1	2	17	11	10	30	6	17	94	23	117
Percent of Sales at List Price	14.3	66.7	42.5	73.3	52.6	61.2	50.0	32.1	47.5	52.3	48.3
Sales to Listing Inventory Ratio	16.3	8.8	44.9	31.3	47.5	57.6	75.0	63.1	45.1	28.2	40.7
Final Sale to New Listing Ratio	175.0	75.0	121.2	78.9	158.3	140.0	300.0	135.9	132.0	125.7	130.8

CLOSED SALES TYPE

Foreclosure / REO	0	0	3	2	0	2	0	0	7	3	10
Seller Concessions	0	0	0	0	0	0	0	0	0	0	0
Short Sale	0	0	6	1	0	4	1	3	15	3	18
Standard	7	3	30	12	19	42	11	49	173	38	211
Other	0	0	1	0	0	1	0	1	3	0	3

SANTA CLARITA VALLEY CONDOMINIUM SALES STATISTICS FOR NOVEMBER 2014

ACTIVE INVENTORY	AC	ADUL	CC	CA	NE	SAU	SR	VAL	SCVTOT	EXT	TOTAL
New Listings	0	0	20	0	11	8	6	24	69	2	71
Total Active Listings	0	0	31	0	18	23	6	48	126	7	133
Average Days on Market	0	0	76	0	65	84	47	74	74	60	73
Average List Price in Thousands	0.0	0.0	293.8	0.0	266.4	348.4	366.3	366.3	329.7	324.5	329.5
Median List Price in Thousands	0.0	0.0	249.9	0.0	235.0	345.0	355.0	360.0	330.0	365.0	335.0
BOMS	0	0	2	0	2	1	1	4	10	2	12
Average BOM Price in Thousands	0.0	0.0	287.5	0.0	220.0	345.0	325.0	340.7	304.8	389.5	318.9
BOM to Sale Ratio	0.0	0.0	12.5	0.0	15.4	14.3	25.0	19.0	16.1	50.0	18.2
Expirations	0	0	1	0	1	0	2	5	9	3	12

PENDING SALES

New Escrows Opened	0	0	13	0	10	10	2	33	68	3	71
Total YTD Escrows Opened	0	0	231	10	175	149	48	350	963	77	1,040
New Open Escrows Average Days on Market	0	0	63	0	53	47	10	62	57	96	59
New Open Escrows Average List Price	0.0	0.0	287.5	0.0	278.2	313.2	329.5	357.5	325.1	316.3	324.8

CLOSED SALES:

New Escrows Closed	0	0	16	1	13	7	4	21	62	4	66
Total YTD Escrows Closed	0	0	234	11	170	141	43	324	923	76	999
Volume of New Sales Dollars in Millions	0.000	0.000	3.608	0.217	2.840	2.211	1.442	7.849	18.167	1.444	19.611
Volume of Total YTD Sales in Millions	0.000	0.000	57.640	2.795	40.467	40.987	15.155	109.183	266.225	26.100	292.325
Average Sale price in Thousands	0.0	0.0	225.5	216.5	218.5	315.9	360.6	373.7	293.0	361.0	297.1
Median Sale Price in Thousands	0.0	0.0	230.0	216.5	229.9	330.0	312.5	372.0	295.0	345.0	295.0
Coop Sales	0	0	12	1	12	7	4	19	55	2	57
Percent of Coop Sales	0.0	0.0	75.0	100.0	92.3	100.0	100.0	90.5	88.7	50.0	86.4
Average Days on Market	0	0	125	72	75	90	98	79	92	99	93
Sales at List Price	0	0	10	1	3	2	1	6	23	3	26
Percent of Sales at List Price	0.0	0.0	62.5	100.0	23.1	28.6	25.0	28.6	37.1	75.0	39.4
Sales to Listing Inventory Ratio	0.0	0.0	51.6	0.0	72.2	30.4	66.7	43.8	49.2	57.1	49.6
Final Sale to New Listing Ratio	0.0	0.0	80.0	0.0	118.2	87.5	66.7	87.5	89.9	200.0	93.0

CLOSED SALES TYPE

Foreclosure / REO	0	0	1	0	0	1	0	0	2	0	2
Seller Concessions	0	0	0	0	0	0	0	0	0	0	0
Short Sale	0	0	2	0	0	0	0	0	2	1	3
Standard	0	0	13	1	13	6	4	21	58	3	61
Other	0	0	0	0	0	0	0	0	0	0	0

RESIDENTIAL PROPERTIES LISTED

256

NOVEMBER 2014 SCV RESIDENTIAL MLS SUMMARY

MONTHLY RESIDENTIAL SALES STATISTICS

RESIDENTIAL PROP. ESCROW OPENED

283

RESIDENTIAL PROP. ESCROW CLOSED

308

ACTIVE INVENTORY:

NEW LISTINGS

4

4

53

19

23

43

10

63

219

37

256

TOTAL ACTIVE LISTINGS

43

34

120

48

58

108

22

132

565

163

728

AVERAGE DAYS ON MARKET

92

108

88

103

88

72

71

84

84

86

AVERAGE LIST PRICE IN THOUSANDS

543.6

871.7

550.5

582.5

504.2

517.9

607.7

606.8

576.4

360.1

528.0

MEDIAN LIST PRICE IN THOUSANDS

500.0

724.9

450.0

558.0

459.0

499.5

649.0

519.0

474.4

279.9

474.4

BOMS

3

2

13

4

6

8

2

13

51

21

72

AVERAGE BOM PRICE IN THOUSANDS

371.3

647.9

516.2

389.7

465.5

456.4

662.5

544.1

500.4

307.8

444.2

BOM TO SALE RATIO

42.9

66.7

23.2

25.0

18.8

14.3

12.5

17.6

19.6

43.8

23.4

EXPIRATIONS

2

1

8

2

3

4

2

15

37

12

49

PENDING SALES:

NEW ESCROWS OPENED

5

1

52

17

22

53

9

72

231

52

283

TOTAL YTD ESCROWS OPENED

90

45

670

257

339

645

153

886

3,085

610

3,695

NEW OPEN ESCROWS AVERAGE DAYS ON MARKET

113

28

56

40

54

45

35

63

55

64

56

NEW OPEN ESCROWS AVERAGE LIST PRICE

612.0

580.0

431.5

431.2

409.5

481.0

586.3

483.2

467.4

326.3

441.5

CLOSED SALES:

NEW ESCROWS CLOSED

7

3

56

16

32

56

16

74

260

48

308

TOTAL YTD ESCROWS CLOSED

91

41

650

247

324

593

143

822

2,911

576

3,487

VOLUME OF NEW SALE DOLLARS IN MILLIONS

2,822

1,769

21,148

7,154

13,130

26,107

9,816

39,883

121,829

15,015

136,844

VOLUME OF TOTAL YTD SALES IN MILLIONS

37,495

19,687

250,593

113,473

115,832

263,913

83,588

408,737

1,293,318

188,917

1,482,235

AVERAGE SALE PRICE IN THOUSANDS

403.1

589.7

377.6

447.2

410.3

466.2

613.5

539.0

468.6

312.8

444.3

MEDIAN SALE PRICE IN THOUSANDS

470.0

549.0

366.5

430.0

440.0

449.0

585.9

476.0

445.0

265.0

435.0

COOP SALES

7

3

46

16

29

49

15

63

228

31

259

PERCENT OF COOP SALES

100.0

100.0

82.1

100.0

90.6

87.5

93.8

85.1

87.7

64.6

84.1

AVERAGE DAYS ON MARKET

76

126

116

99

105

94

91

102

102

105

103

SALES AT LIST PRICE

1

2

27

12

13

32

7

23

117

26

143

PERCENT OF SALES AT LIST PRICE

14.3

66.7

48.2

75.0

40.6

57.1

43.8

31.1

45.0

54.2

46.4

SALES TO LISTING INVENTORY RATIO

16.3

8.8

46.7

33.3

55.2

51.9

72.7

56.1

46.0

29.4

42.3

FINAL SALE TO NEW LISTING RATIO

175.0

75.0

105.7

84.2

139.1

130.2

160.0

117.5

118.7

129.7

120.3

CLOSED SALES TYPE

FORECLOSURE/REO

0

0

4

2

0

3

0

0

9

3

12

SELLER CONCESSIONS

0

0

0

0

0

0

0

0

0

0

0

SHORT SALE

7

3

43

13

32

48

15

70

231

41

272

STANDARD

0

0

1

0

0

1

0

1

3

0

3

OTHER

0

0

0

0

0

0

0

0

0

0

0

SELLING PRICE RANGE:

LESS THAN 100,000

57

25

12

25

25

33

54

39

43

53

66

84

175

28

50

100,000 TO 109,999

6

2

3

9

7

10

16

54

40

54

60

60

44

39

84

110,000 TO 119,999

5

1

1

5

5

4

2

11

11

11

13

13

13

29

18

120,000 TO 139,999

3

1

3

5

9

5

2

14

14

11

13

13

13

26

23

140,000 TO 159,999

4

1

1

5

7

4

4

22

22

22

22

29

29

36

43

160,000 TO 179,999

5

1

1

5

5

5

4

22

22

22

22

29

29

36

43

180,000 TO 199,999

4

1

1

5

5

5

4

22

22

22

22

29

29

36

43

200,000 TO 249,999

11

15

22

14

22

35

23

18

25

3044

5785

5785

5785

5785

5785

250,000 TO 299,999

15

22

28

18

28

35

23

18

25

3044

5785

5785

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5785

300,000 TO 349,999

22

28

35

23

28

35

23

18

25

3044

5785

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5785

350,000 TO 399,999

22

28

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23

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3044

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400,000 TO 449,999

22

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3044

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450,000 TO 499,999

22

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23

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3044

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500,000 TO 549,999

22

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35

23

18

25

3044

5785

5785

5785

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5785

550,000 TO 599,999

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3044

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5785

600,000 TO 699,999

22

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23

18

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3044

5785

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5785

700,000 TO 799,999

22

28

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23

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35

23

18

25

3044

5785

5785

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5785

800,000 TO 899,999

22

28

35

23

28

35

23

18

25

3044

5785

5785

5785

5785

5785

900,000 TO 999,999

22

28

35

23

28

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23

18

25

3044

5785

5785

5785

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5785

1,000,000 TO 1,999,999

22

28

35

23

28

35

23

18

25

3044

5785

5785

5785

5785

5785

MORE THAN 2,000,000

22

28

35

23

28

35

23

18

25

3044

5785

5785

5785

5785

5785

TOTALS

50

25

12

25

25

33

54

39

43

53

66

84

175

28

50

REDUCED \$

3

0

0

0

0

0

0

0

0

0

0

0

0

0

0

AVERAGE PRICE REDUCTION %

4.1

5.3

0.1

5.4

5.4

5.4

2.0

1.3

4.5

5.6

1.3

3.3

2.5

0.6

1.6

4.2

2.4

2.1

7.0

21.5

4.8

0.2

2014 RMLS TOTAL - \$ VOLUME

\$1,482,235,000

SALES

3,533

LISTINGS

4,793

*THE ASSOCIATION DOES NOT VERIFY ACTUAL CLOSED ESCROWS.



SANTA CLARITA VALLEY
COMPARABLE SALES ANALYSIS 2008 - 2014
(COMBINED RESIDENTIAL SALES, SINGLE FAMILY & CONDO)
TOTAL MONTH BY MONTH

[illegible]

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Did You Know ? Commercial Day is coming January 21, 2015

AREA MEETING ANNOUNCEMENTS

EAST NORTH

Thursdays

Chairperson: Doc Holladay
Phone: (818) 987-9500

Co-Chair: Rudy Leon
Phone: (818) 642-7839

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

Time: 8:45am

OUTWEST

Fridays

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

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

Education Chairman: Ron Henderson
Phone: (818) 999-2945

Location: Weiler's Deli
22323 Sherman Way
Canoga Park, CA 91303

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

Affiliate Networking, 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

BUSINESS OPPORTUNITY 4th Tues of mo.

Chairperson: Havery Osherenko
Phone: 818-522-7592 - harveyok2@yahoo.com
Location: SRAR Auditorium, 7232 Balboa Blvd.,
Van Nuys, CA 91406
Time: 9:00 a.m.

R.E. NETWORK Fridays (expt. holidays)

Contact For Information: Bud Mauro
Phone: (818) 349-9997

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

Time: 8:30 – 9:30 A.M. - EVERY FRIDAY

SCV CARAVAN

2nd & 4th Fridays

Chairperson: Dean Vincent
818-802-8856 or MDeanVincent@RealtyExecutives.com
Location: SRAR SCV Division
20655 Soledad Canyon Rd #33, Canyon Country 91351
Dates: 2nd and 4th Fridays of the month
Time: 8:30am

Upcoming Meetings:

September	12	September	26
October	10	October	24