

REALTOR® REPORT

The Official Publication of Southland Regional Association of Realtors®



NEW CHANGES

- Member engagement, new member benefits & tech tools (pg. 3)
- MLS status changes, recent & upcoming events (pg. 4)

**BILL TO INCREASE
CAPITAL GAINS (pg. 6)**

LEGISLATIVE DAY (pg. 6)

**C.A.R. STATISTICS AT A
GLANCE (pg. 7)**

**REASONS TO USE A
REALTOR (pg. 11)**

**SRAR JOINS CRMLS
MAY 1, 2023 (pg. 11)**



SOUTHLAND REGIONAL
ASSOCIATION OF REALTORS®, INC.

ADVERTISEMENT

METRO RETROFITTING
CERTIFIED RETROFITTING COMPLIANCE SERVICES
gometroretro.com



**CERTIFIED RETROFITTING
COMPLIANCE SERVICES**
Since 1996

- Water Conserving Toilets & Fixtures
- Automatic Seismic Gas Shut-Off Valves
- Smoke & Carbon Monoxide Alarms
- Water Heater Strapping
- Sliding Door Safety Glazing

CONTACT US TODAY!
www.gometroretro.com
800.450.3660

CLICK HERE

COMMERCIAL & INVESTMENT NETWORKING MEETING

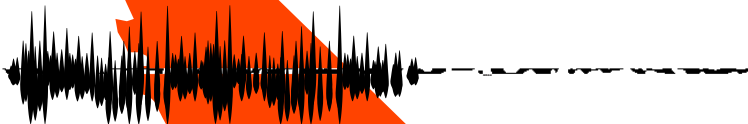
Every Third Tuesday of Every Month
8:00AM – 9:30AM

SRAR Auditorium
7232 Balboa Blvd. Lake Balboa, CA 91406

commercial.srar.com



Get Quake Ready!



SOUTHLAND REGIONAL
ASSOCIATION OF REALTORS®, INC.

REALTOR® REPORT

The Official Publication of SRAR

President
Rich Pisani

President-Elect
Bob Khalsa

Chief Executive Officer
Paul Cauchi


Santa Clarita Valley Division
Chairman
Anthony Bedgood

Main office:
7232 Balboa Blvd. • Lake Balboa, CA 91406
Tel: (818) 786-2110 • Fax: (818) 786-4541
e-mail: info@srar.com

FIRST QUARTER CHANGES The first quarter brought many changes and initiatives at SRAR. These include a renewed commitment to member outreach and engagement, education designed to address market changes, new member communications and newsletters as well as additional member benefits and tools to help you list more, sell more and make more money. We also hosted our first ever Broker Town Hall and Economic Update in March with the help of a generous grant from NAR.

MEMBER ENGAGEMENT AND MORE... 2023 SRAR President Rich Pisani announced his initiative to engage members and make sure they are more involved in the association. This also includes more opportunities to attend educational offerings, events and networking in addition to involvement with committees and leadership. We continue to offer education that is timely as the market shifts such as classes that help members represent buyers and sellers and familiarize you with the newest contract changes. As we enter the second quarter, we are adding classes in technology to familiarize you with the newest trends in real estate.

NEW MEMBER BENEFITS AND TECHNOLOGY TOOLS In addition to revamping our communication to members, we have added a suite of tools and benefits that serve both our residential and commercial members. Members now have four more member benefits on our [Member Benefits Landing Page](#):

 roomvu's technology creates hyper-local videos and helps agents promote them on Facebook, Instagram, Twitter and LinkedIn. SRAR members have access to four FREE video promotions a month and deep discounts on their premium services.



Software and real estate digital designers combined to provide photo, video editing and virtual staging so members can better market their properties. Sign up today and get the following: 2 free virtual stagings, 10 free photo edits and 25% off all future orders.

 **TheAnalyst[®] PRO**

Commercial Real Estate Tech[®]'s #1 platform provides financial and lease analysis, demographic information, and a myriad of marketing materials, including offering memorandums, flyers, flipbooks, and brochures. Members can enjoy a 20% discount off full access to TheAnalyst PRO.



COMPSTAK

A crowdsourced commercial real estate platform, specializing in leases, providing a comprehensive CRE data set using AI-driven analytics. Joining CompStak is FREE and members can get 500 credits that can be used to access a variety of timely commercial lease and sales comps.

These are just the newest benefits; you can access these and several others on our [Member Benefits Landing Page](#) mentioned above.

MLS NEW STATUS CHANGES

The SRAR Board of Directors decided to join CRMLS as a member association, which will be effective on May 1, 2023. This transition will provide many benefits, including additional real estate technology products and security. And the transition will provide SRAR members with all their existing products, more data shares, and Homesnap at no additional cost.

Despite the changes, the transition is expected to be seamless. For example, your ID and Password and Supra lockbox as well as the Matrix platform will remain the same. There are some changes, so we have provided a [FAQ](#) to answer your most asked questions and a [Southland Regional Resource Page](#) that includes upcoming webinars, rules and citation comparisons and details on Registered, the only way to exclude listings from the MLS going forward.

RECENT AND UPCOMING EVENTS

We had our first big event on March 15, our Broker Town Hall and Economic Update which featured speakers and panelists from around the country. The second quarter of the year has two major events, a fundraiser combination Golf Tournament and Casino Night on April 24 at the Calabasas Country Club and our annual REALTORS® EXPO on June 14 at the Knollwood Country Club.

The golf and casino night combines two different events and promises to have something for everyone. It raises money for local charities and brings together members to have fun for a good cause. The REALTOR EXPO will feature keynote speaker Gov Hutchinson and several other topics including commercial and RPR. This event is FREE for members and always draws over 300 attendees



COMMITMENT TO PROTECTING PROPERTY RIGHTS

SRAR is constantly on guard to protect your property rights and we are monitoring national, state and local legislation. We always support initiatives that protect and expand property rights and defend against those that jeopardize them. This includes opposing onerous property taxes and local legislation that restricts property owners and investors.

We look forward to serving you and providing you with the opportunities, education and tools to help you thrive in your real estate business. Stay tuned for more association initiatives that help your business and protect our industry.

REALTOR[®] EXPO 2023



The Southland Regional Association of REALTORS[®] will host its annual REALTOR[®] EXPO, inviting its 10,000+ members to attend.

This year's theme is **"Summer Time"**.

June 14, 2023 | 9:00AM - 2:30PM | Knollwood Country Club: 12040 Balboa Blvd, Granada Hills, CA 91344

Join Us!



SRAR members only
Free member benefit



40+ Exhibitor booths



Free lunch for the
first 300 attendees



Stellar lineup
of speakers



Free Wi-Fi



Prizes

Speakers



Emily Line

*Vice President of Member Experience
Realtors Property Resource[®] (RPR)*

10:00 am - 10:45 am



Commercial Panel

*Join us for a commercial real estate panel featuring
experts in brokerage, appraisal, title/escrow,
environmental, and lending. Gain valuable insights
and strategies to position yourself for success.*

11:00 am - 11:45 am



Gov Hutchinson

*Assistant General Counsel
and Staff Vice President of CAR*

1:00 pm - 2:00 pm

📍 7232 BALBOA BLVD. LAKE BALBOA, CA 91406

✉ CONTACT THERESA AT THERESAM@SRAR.COM FOR MORE INFORMATION

☎ (818) 786 - 2110

📷 [Southland_aor](#)

🐦 [@Southlandaor](#)

📺 [Southlandregional](#)

📘 [Southland Regional Association of REALTORS[®]](#)

🌐 www.SRAR.com

BILL TO INCREASE CAPITAL GAINS EXCLUSION AND POTENTIALLY STIMULATE HOUSING INVENTORY

Representatives Jimmy Panetta (D-CA) and Mike Kelly (R-PA) recently introduced the “More Homes on the Market Act,” a bipartisan bill that increases the capital gain exclusion amounts on the sale of a principal residence to \$500,000 for single filers and \$1 million for joint filers and indexes the exclusion for inflation. The bill will help California homeowners by providing essential tax relief; this including senior citizens who have had difficulty moving due to the immense tax burden resulting from a sale.

“For working Californians, a home is their biggest and most important investment. However, because the capital gains exclusion was passed 25 years ago with no indexing for inflation, fewer and fewer families have been able to downsize and access the equity built up in their homes. This has resulted in fewer homes being available for younger and first-time homebuyers to move into, which has driven up demand and home prices even more.” said C.A.R. President Jennifer Branchini, a Bay Area REALTOR®.

According to The National Association of REALTORS® there are as many as 95 percent of single homeowners and 68 percent of married homeowners who purchased their homes before 2000. If they sold their homes, they could be hit with substantial capital gains tax.

LEGISLATIVE DAY FIRST-TIMERS: APPLY TODAY FOR A SCHOLARSHIP

Join 2,000+ fellow REALTORS® in Sacramento from May 2-3 for C.A.R.’s 50th Legislative Day and first-ever Riding with the Brand Block Party. On Tuesday, May 2, we’ll be closing down a city block and filling it with food trucks, bars, a DJ, games, photo ops and more to celebrate the REALTOR® brand at the Riding with the Brand Block Party. Come out for a fun-filled night, engage with your fellow REALTORS® and leadership, and showcase your pride in your profession!

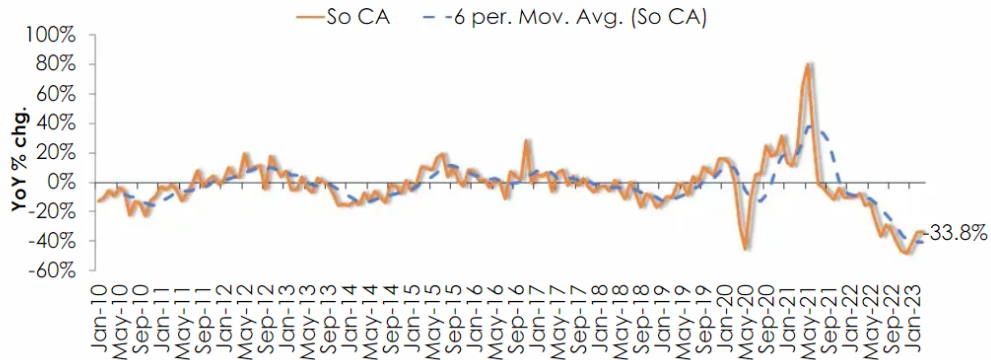
Stick around on Wednesday, May 3, for C.A.R.’s 50th Legislative Day. At Leg Day you’ll hear from California’s most dynamic political leaders, have the chance to lobby your legislators in support of homeownership and network with REALTORS® from across the state.

Legislative Day and the Riding with the Brand Block Party are free for all California REALTORS® to attend. First-time attendees have the opportunity to apply for a Legislative Day scholarship to help cover travel expenses! In addition to the general Legislative Day Scholarship program, C.A.R. has introduced its Multicultural Legislative Day Scholarship to provide an additional opportunity to help fund Leg Day participation for REALTORS® of color. Find out more information on how both scholarships work, the requirements of attendees and how to apply with your local association of REALTORS®.

To register for Legislative Day and the Riding with the Brand Block Party or to learn more about a scholarship, please contact your local association of REALTORS®.

C.A.R. STASTICS AT A GLANCE

Southern California sales appear to be bottoming out

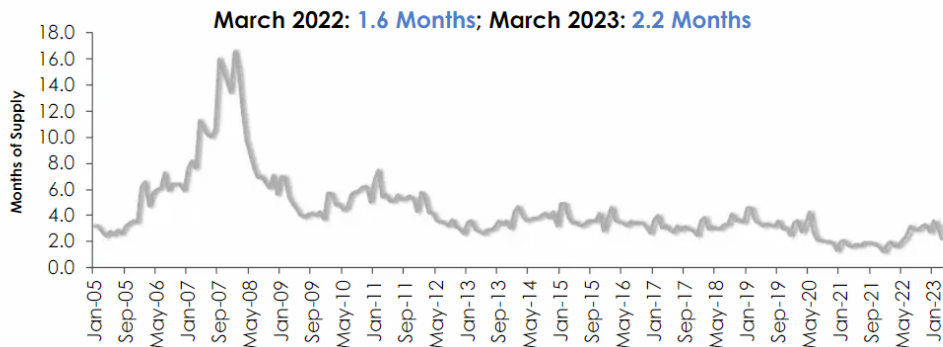


CALIFORNIA ASSOCIATION OF REALTORS®

SERIES: Sales of Existing Single Family Homes
SOURCE: CALIFORNIA ASSOCIATION OF REALTORS®

Page 12

Inventory slips – as pace of new listings diminishes

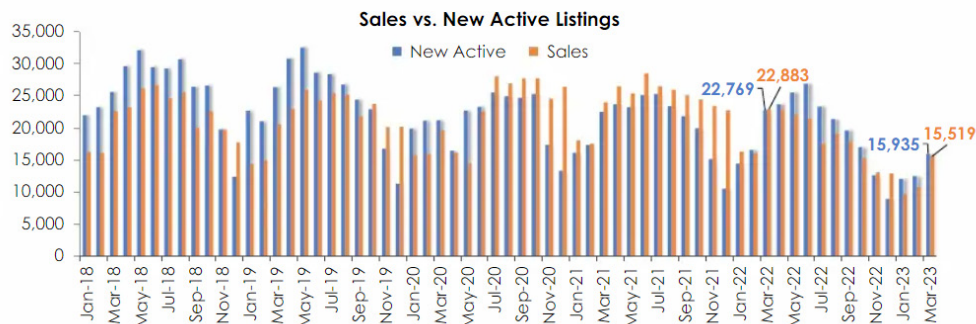


CALIFORNIA ASSOCIATION OF REALTORS®

SERIES: Unsold Inventory Index of Existing Single Family Homes
SOURCE: CALIFORNIA ASSOCIATION OF REALTORS®

Page 39

New active listings just enough to replenish closed sales



CALIFORNIA ASSOCIATION OF REALTORS®

SERIES: New Listings vs. Sales (Existing Single-Family Homes)
SOURCE: CALIFORNIA ASSOCIATION OF REALTORS®

Page 46

RELIEF FOUNDATION LAUNCHES 2023 CAMPAIGN

The Realtors' Relief Foundation recently launched its 2023 fundraising campaign to raise \$5 million toward housing relief for victims of hurricanes, floods, wildfires and other natural disasters.

"The 2023 campaign is a proactive effort to ensure support is readily available when disaster strikes," said RRF President Mike McGrew. "We are honored to launch this campaign and make a positive impact on the lives of those who need it most. Disaster knows no end, and Realtors are here to help the public."

RRF has played a significant role providing aid in the aftermath of recent tragedies across the U.S.

Over the past two years, the foundation granted over \$9 million to 30 communities impacted by disasters, helping more than 2,000 families with their housing needs.

"American real estate has always been a strong and resilient community, and we believe that we have a responsibility to give back and help those in need," said National Association of Realtors President Kenny Parcell. "It's inspiring to see Realtors step up to provide hope and make a difference when others need assistance."



The campaign has already received early support, including a \$500,000 donation from NAR Family of Brands — Second Century Ventures, SentiLock LLC, Realtors Information Network, Center for Realtor Development, and Realtors Property Resource — and \$100,000 each from the Arkansas Realtors Association, North Carolina Realtors and Texas Realtors

Since 2001, RRF has disbursed more than \$37 million in aid to 19,000 families in 42 states and territories.

NAR collaborates with state and local Realtor associations to cover all administrative costs, ensuring 100 percent of all funds collected are distributed directly to disaster relief causes.

When a major disaster occurs, RRF mobilizes its outreach efforts and turns to NAR members and other constituents for support.

Learn more about RRF by visiting nar.realtor/rrf.

RRF is a 501(c)(3) nonprofit that exists to provide financial housing assistance to the public after disasters.



FACTS

The California Mortgage Relief Program is helping homeowners get caught up on missed housing payments, including financial assistance for **past-due mortgages and property taxes.**

The funds received never have to be paid back and there is no cost to apply.

ELIGIBILITY REQUIREMENTS

	Mortgage Relief	Property Tax Relief
Maximum Grant Amount	\$80,000	\$20,000
Must have a pandemic-related financial hardship	✓	✓
2+ payments behind before December 1, 2022 and currently past due	✓	
1+ payments behind before May 31, 2022 and currently past due		✓

All applicants must also meet the following criteria:



Meet household income eligibility requirements based on local county Area Median Income



Own a single-family home, condo or permanently affixed manufactured home

APPLY TODAY

Homeowners can find more information about eligibility requirements and apply online at CaMortgageRelief.org.

NEED ASSISTANCE?

Assistance is available at 1-888-840-2594.

Funded through the American Rescue Plan Act of 2021's Homeowner Assistance Fund, the California Mortgage Relief Program is run by the CalHFA Homeowner Relief Corporation in collaboration with the state's Housing is Key initiative.

Updated December 2022

The National Association of Realtors is America's largest trade association, representing more than 1.5 million members involved in all aspects of the residential and commercial real estate industries.

The term Realtor® is a registered collective membership mark that identifies a real estate professional who is a member of the National Association of Realtors and subscribes to its strict Code of Ethics

GOLF *Tournament* & CASINO *Night*

9:30AM Registration
10:30AM Shot Gun
2:30PM Rookie

4:00PM Registration
5:00PM Start

April 24, 2023 | Calabasas Country Club: 4515 Park Entrada, Calabasas, CA 91302

GOLF \$175

includes 18 holes of golf with lunch

ROOKIE \$100

includes 2 hour golf clinic

CASINO \$75

includes \$100 chips, 1 raffle ticket, 2 drinks, & Hors d'Oeuvres

GOLF & CASINO PACKAGE \$240

includes 18 holes of golf with lunch, 1 mulligan & 6 raffle tickets, \$100 chips, 2 drinks, & Hors d'Oeuvres

ROOKIE & CASINO PACKAGE \$135

2 hour golf clinic, \$100 chips, 1 raffle ticket, 2 drinks, & Hors d'Oeuvres

RAFFLE TICKETS

5 Tickets for \$10
15 Tickets for \$25
35 Tickets for \$50

MULLIGAN

2 for \$50

CASINO CHIPS

\$20 for \$200 Chips
\$40 for \$500 Chips
\$60 for \$1,000 Chips
\$100 for \$1,500 Chips



**SCAN THE
QR CODE
TO REGISTER**



www.srar.com/2023fundraiser

FOR MORE INFORMATION CONTACT, THERESA MOJARES | THERESAM@SRAR.COM | 818-947-2298
GET REMINDERS & UPDATES ON THE GOLF TOURNAMENT & CASINO NIGHT BY TEXTING INVOLVE OR WHATSUP TO 818-338-1414



2023 CHARITY SPONSORS



PATRON SPONSORS



CIGAR SPONSOR



DRINK SPONSOR



HOST SPONSORS



DONATIONS



HOLE IN ONE SPONSOR



HOLE/CASINO TABLE SPONSOR



TEE/GREEN SPONSORS



Reasons to Always Buy Or Sell a Home Using a Realtor



Many homebuyers believe they are smart enough to buy a home without the assistance of a Realtor. They think they have all the tools needed to complete what often is the largest, most momentous financial decision of a lifetime. Don't do it. A Realtor's expertise is essential, invaluable. Here's why:

- **Realtors have the right expertise** — Real estate has its own language, full of acronyms and semi-arcane jargon, an experienced Realtor speaks that language fluently. Plus, buying or selling a home typically requires dozens of forms, reports, disclosures, and other technical documents. Realtors have the know how to help prepare a killer deal—while avoiding delays or costly mistakes that can seriously mess it up.

- **Realtors have turbocharged searching power** — The Internet is awesome. It's possible to find almost anything! Real estate listing sites offer up-to-date home listings 24/7/365 at any hour of the day or night. But Realtors have access to even more listings. Sometimes properties are available but not actively advertised. A Realtor can help find the hidden gems. Plus, a good local Realtor will know the search area way better than any buyer ever could. A Realtor is equipped to know the ins and outs of every neighborhood, and can direct their clients toward a home in a desired price range that may have been overlooked.

- **Realtors have bullish negotiating chops** — Every home purchase or sale involves give and take. Emotions may take over. Negotiation may get heated. Expect lots of competition, cutthroat tactics, all-cash offers, and even now some bidding wars. A savvy, professional negotiator can seal the best deal. A Realtor will help draw up a purchase agreement that allows enough time for inspections, contingencies, and anything else that's crucial.

- **Realtors are connected to everyone** — Realtors make it their mission to know everyone who can possibly help in the process of buying or selling a home. Mortgage brokers, real estate attorneys, home inspectors, home stagers, interior designers — the list goes on — and they're all in a Realtor's network.

- **Realtors are held to a higher ethical standard than licensed agents and must adhere to a Code of Ethics** — Not every real estate agent is a Realtor, who is a licensed real estate salesperson who belongs to the National Association of Realtors®, the largest trade group in the country. •

Finally, Realtors are a buyer's sage, parent, data analyst, therapist — all rolled into one. Use a Realtor!

SRAR JOINS CRMLS MAY 1, 2023

Southland Regional Association of REALTORS® (SRAR) is excited to announce an expanded partnership with California Regional Multiple Listing Service (CRMLS), joining as a fully participating association beginning May 1, 2023.

MLS members will benefit from a myriad of enhanced services including CRMLS's best-in-class training, additional data-share partners for more listing access, award-winning customer support, and top-level compliance services. CRISNet should expect a seamless transition into CRMLS with no disruption to existing services thanks to a long-standing vendor relationship and the continued use of the listing platform Matrix.

"In response to SRAR's Strategic Plan, this partnership reflects association leadership's dedication to offering enhanced programs, products and tools with an eye towards market and industry shifts now and, in the future," said Jeff Phillips, 2022 President of Southland Regional of REALTORS.

"We are honored to welcome SRAR as a fully participating association. Our relationship with SRAR has been successful and long-standing. Expanding our affiliation in order to provide members with the full realm of CRMLS's products, services, and innovation only seems natural." Said Art Carter, CEO of CRMLS.

Chartered by the National Association of REALTORS® in 1920, Southland Regional Association of Realtors is the voice for real estate in San Fernando and Santa Clarita Valleys. With nearly 11,000 Realtor members, SRAR serves as a trusted resource and partner to the real estate profession and the community at large. Southland Regional members are dedicated to the highest standards of ethics and professionalism and committed to championing real property rights and pathways to homeownership for all.

2023 Commercial Educational Series



NATIONAL
ASSOCIATION of
REALTORS®



SOUTHLAND REGIONAL
ASSOCIATION OF REALTORS®, INC.

Commercial & Investment Division

\$25

Classes listed below are held on Wednesdays 9am to 12pm* in person at SRAR, 7232 Balboa Blvd.

**Take 5 or more & receive
a certificate of completion**

SCAN THE QR CODE
OR

**CLICK HERE
TO REGISTER**



FREE CLASS

ABC'S OF COMMERCIAL REAL ESTATE

An introduction to the practical applications of commercial real estate and its differences from residential real estate.

Jan. 18 | 9-10:30AM*

Brian Hatkoff
CCIM

FREE CLASS

INTRO TO COMMERCIAL LEASING

An introduction to leasing commercial properties, including retail, office, and industrial.

Jan. 25 | 9-10:30AM*

Gina Uzunyan | Bob Khalsa | John Shamoun
CCIM CCIM GAA

EFFECTIVE COMMERCIAL PURCHASE AGREEMENTS

Key Class Takeaways

- Representing the buyer or seller
- Modifying the purchase contract form
- Preparing the purchase agreement

Feb. 15

Bruce Hatkoff
Attorney-at-law

LENDING

Key Class Takeaways

- Commercial and residential lending differences
- Types of commercial loans
- How to prequalify for a commercial loan

Mar. 22

Arnie Garfinkel
All Star Group

INTRO & OVERVIEW OF COMMERCIAL RE ANALYSIS

Key Class Takeaways

- Transaction legal and tax consequences
- Rent control and its impact on property
- Calculating expense and income analysis

Apr. 26 | July 19 | Nov. 15

Brian Hatkoff
CCIM

TAX & LEGAL IMPACT ON COMMERCIAL REAL ESTATE

Key Class Takeaways

- Benefits of tax law for investors
- Do's and don'ts of titling investment property
- Good, bad, and different types of depreciation

May 24

Tony Watson
Robert Hall & Associates

EFFECTIVE COMMERCIAL LEASE AGREEMENTS

Key Class Takeaways

- Representing the buyer or seller
- Modifying the purchase contract form
- Preparing the purchase agreement

June 21

Bruce Hatkoff
Attorney-at-law

DEFERRING CAPITAL GAINS THROUGH 1031 EXCHANGE

Key Class Takeaways

- Calculating a 1031 exchange
- Considering depreciation in an exchange
- Exchanging personal property

Aug. 23

Dino Champagne
API Exchange Company

DUE DILIGENCE IN COMMERCIAL REAL ESTATE TRANSACTIONS

Key Class Takeaways

- Agent requirements to complete a transaction
- Identifying liabilities during the transaction
- Common (and uncommon) transaction pitfalls

Sept. 27

Brian Hennessey
Broker

PROPERTY MANAGEMENT FOR INVESTMENT REAL ESTATE

Key Class Takeaways

- Leasing requirements for property management
- Processing city inspections and reporting requirements
- Managing rent control issues and evictions

Oct. 25

Bill Waldman
Realtor

THE BASICS OF SMALL BUSINESS BROKERAGE

Key Class Takeaways

- Business brokerage basics 101
- Public and private business types
- Different business brokerage forms

Dec. 6

John Shamoun
GAA

The Commercial & Investment (C&I) division provides networking and educational meetings for professionals working in commercial real estate and those wishing to enter the industry. C&I provides resources for new programs or services to improve commercial members' experience.

Get reminders on C&I classes,
text COM to (818) 338-1414
Classes do not provide continuing education credits.

📍 7232 Balboa Blvd. Lake Balboa, CA

🌐 commercialdataexchange.com

✉ jodip@srar.com

☎ (818) 786-2110



CALIFORNIA ASSOCIATION OF REALTORS®

Save the Date

Wednesday, May 3, 2023

Save the date for in-person Legislative Day 2023,
a day filled with networking, meetings with your
state legislators, lively industry-related
hot topic discussions, and much, much more!

on.car.org/carlegislativeday



City Sign Ordinances

SAN FERNANDO AND SANTA CLARITA VALLEY

Listed below for your reference, are the specific municipal regulations, along with the regulations for L.A. and Ventura Counties that apply in unincorporated areas or those cities without specific municipal codes. SRAR highly advises REALTORS® to check the current laws, and follow these best practices as they will help preserve our rights as REALTORS® to use temporary signs:

1. Only post temporary signs (directional or open house) when you have an open house.
2. Always observe time and placement restrictions for signage.
3. Always obtain a property owner's permission before placing a temporary sign on someone's property whether their property is residential or commercial.
4. Never place temporary signs in the medians or rights of way - meaning along the streets or sidewalk and observe Americans with Disabilities Act regulations.
5. Decrease visual clutter by "piggy backing" off of other directional signs, placing your directional signs only when your directions divert from other directions.

The following are the regulations from each municipality in areas where our members frequently work:

Agoura Hills:

For Sale - 1 sign per unit, shall not exceed 6 square ft. in area and 6 ft. in height

Open House/Directional - Maximum of 4 signs, size may not exceed 3 square ft. in area or 4 ft. in height

Other - No flags, balloons or banners, Signs can not be located on a public right-of-way

Beverly Hills:

For Sale - 1 - 150 square in. sign including riders

Open House/Directional - Not allowed

Other - Must obtain annual sign permit sticker from city

Burbank:

For Sale - Sign shall not exceed 7 square feet including riders. Maximum of 2 riders

Open House/Directional - Maximum of 4 signs, size may not exceed 24" x 24" in area or 3ft. in height

Other - See municipal code for details

Calabasas:

For Sale - 1 - 6 square ft. sign

Open House/Directional - Maximum of 2 signs, size may not exceed 3 square ft. in area.

Other - Signs can not be located on a public right-of-way

Hidden Hills:

For Sale - Not allowed

Open House/Directional - Not allowed

Other - Call for details

Los Angeles City:

For Sale - 1 or more unlighted signs. Total area of signs not to exceed 12 square ft.

Open House/Directional - Not specified

Other - See municipal code for details

Malibu:

For Sale - 1 sign per unit, shall not exceed 6 square ft. in area and 6 ft. in height

Open House/Directional - Signs can not exceed 3 square ft. in area or 4 ft. above ground level

Other - No more than 2 pole flags not exceeding 2 square ft. or 5 ft. in height

shall be used

San Fernando:

For Sale - Sign shall not exceed 6 square ft. in area and 6 ft. in height. Rider no larger than 6" X 24"

Open House/Directional - Permitted between 9am and sunset

Other - See municipal code for details

Santa Clarita:

For Sale - Maximum height of 6ft

Open House/Directional - Not permitted on sidewalks, parkways or medians.

Other - Price information prohibited

Simi Valley:

For Sale - Sign shall not exceed 12 square ft. and 6 ft. in height

Open House/Directional - Not permitted on sidewalks or medians

Other - See municipal code for details

West Hollywood:

For Sale - 1 - 432 square inch sign per frontage & 2 - 76 square inch riders

Open House/Directional - 1 per corner, 4 per intersection 18" X 24" Tue., Sat. & Sun. 11am to 7pm

Other - 4 flags per open house. See municipal code for details

Westlake Village:

For Sale - 1 sign per unit, shall not exceed 6 square ft. in area and 5 ft. in height

Open House/Directional - 1 open house sign on property. No directional signs permitted in community

Other - See municipal code for details

Los Angeles County: (unincorporated areas, and municipalities without regulations)

For Sale - 1 or more unlighted signs. Total area of signs not to exceed 12 square ft.

Open House/Directional - No ordinance

Other - See municipal code for details

Ventura County: (unincorporated areas, and municipalities without regulations)

For Sale - 1 free standing sign that does not exceed 12 square ft. or 8 ft. in height

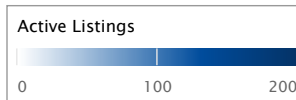
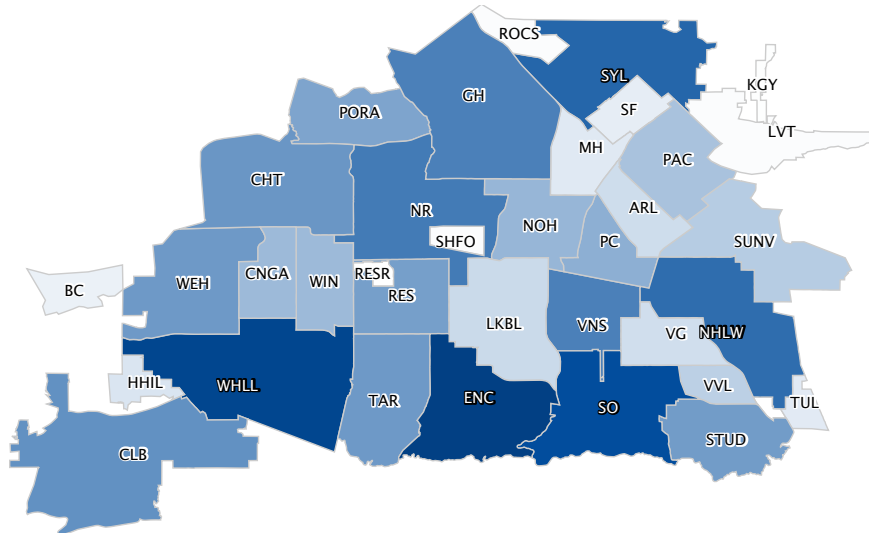
Open House/Directional - 1 - 3 square foot sign per frontage not to exceed 4 ft. in height

Other - See municipal code for details

Online SRAR Statistics are Here! Features include:

- * Data sourced from all data share listing information not just CRISNet subscribers (CRMLS, CLAW, CSMAOR, Bridge MLS, MLS Listings, CDAR)
- * Dynamic format provides for daily updates to reflect the most current information available
- * Historical graphs for the past five years
- * Clear map view with specific analytics

2023 - San Fernando Valley Residential Statistics

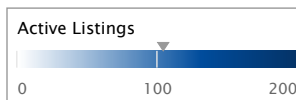
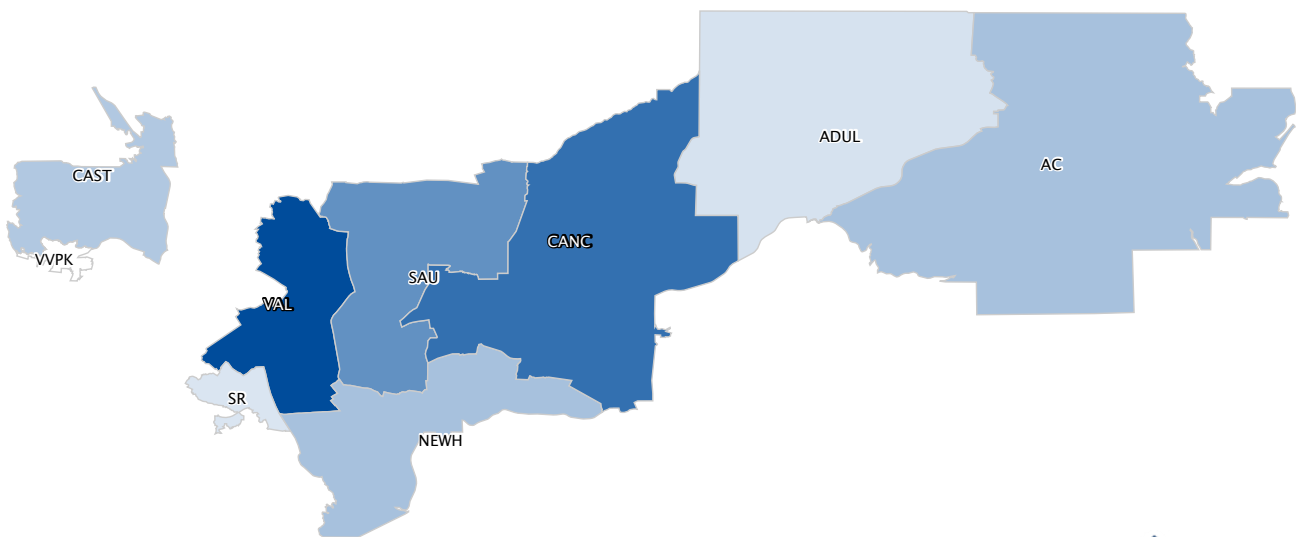


SOUTHLAND REGIONAL
ASSOCIATION OF REALTORS®, INC.

SRAR Market Statistics information is derived from all available data share partner information accessible through CRMLS and may not represent complete activity for the San Fernando and Santa Clarita Valley areas.

[Click on Link for current Online Stats](#)

2023 - Santa Clarita Valley Residential Statistics



SOUTHLAND REGIONAL
ASSOCIATION OF REALTORS®, INC.

SRAR Market Statistics information is derived from all available data share partner information accessible through CRMLS and may not represent complete activity for the San Fernando and Santa Clarita Valley areas.

Advertising Policy

Rate Policy

Rates are based on frequency within a 12-month period from the first insertion.

Deadline is every 20th of the month for the next month publication.

Billing date for ad is on or before the 5th of the month following the first issue. (example: July issue advertising will be billed by July 5th). Account is past due on the 1st of the following month. (Example: July issue advertising is past due on August 1st.)

The SRAR may change the rates published in this document at any time. However, this increase will not apply to advertisements whose closing dates precede the announcement of increased rates.

Cancellations

No cancellations or changes in orders will be considered unless submitted to the SRAR in writing prior to the closing date. Cancellations or changes received after closing subject to penalty.

Contract & Copy Regulations

- Advertiser may not reserve position. Position will be on a first come first served basis.
- The SRAR reserves the right to reject or to cancel any advertisement at any time.
- Advertisers and advertising agencies shall assume liability for all content (including text, representation, and illustration) of advertisements printed, and shall also assume responsibility for any claims arising therefrom made against the SRAR.
- The SRAR shall not be liable for any failure to print, publish, or circulate all or any portion of any issue in which an advertisement accepted by the SRAR is contained if such failure is due to acts of God, acts of government or government instrumentality (whether federal, state or local), strikes, accidents, work stoppages, fire, or any other circumstances beyond the control of the SRAR.
- The word "advertisement," in not less than 7-point type, must be carried at the top of all advertisements that carry no signature or simulate editorial material. The advertiser will be charged for alterations and corrections.
- Since editorial requirements change as issue production progresses, SRAR cannot guarantee fixed positioning.
- SRAR is not responsible for errors in printing code numbers.

- Advertising materials will be stored by the SRAR for 12 months and then destroyed, unless otherwise requested.

- SRAR will not be bound by any conditions, printed or otherwise, appearing on order blanks or copy instructions when such conditions conflict with the regulations set forth in this rate card.

- Repeat ads (pick-up ads) -- the most recent advertisement will be picked up unless otherwise indicated on insertion order.

Payment Policy

Display Ads

Payment is due within 30 days of date of invoice. No cash discount is given. SRAR shall have the right to require payment for advertising upon such terms as SRAR sees fit, prior to publication of any ordered advertisement.

In the event of non-payment, SRAR reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher.

Classified Advertising

Pre-payment is required on all advertising which must be received for each ad by the issue closing date. Payment may be by check payable to the SRAR, or by credit card.

Display Advertising Mechanical Requirements

Digital advertisements are accepted in PC format (InDesign, Photoshop, Illustrator) with all supporting files (images & fonts), or you may supply the ad as a high-resolution PDF (PDFx1a). PageMaker and Freehand files are not accepted.

Ads can be submitted on CD or e-mailed to printshop@srar.com. No hard copy will be accepted.

Proofs or hard copy must be supplied for all ads.

PDFs are acceptable as long as color is not critical.

Display ads should employ line screens no finer than 120. Material should be prepared allowing for approximately 30% gain on press. Any screen that will not be acceptable if printed as a solid should be held below 85%.

REALTOR® Report is printed in 4-color process (CMYK). PMS colors will be converted to their 4-color equivalent.

Realtor® Report Display Ad Rates

Member Rates

Color Ads

1/3 4 3/8" x 5" or 2 3/8" x 9"	\$520
1/6 2 3/8" x 4 3/8"	\$320
Inside Front Cover.. 7 1/2" x 10"	\$800
Inside Back Cover.. 7 1/2" x 10"	\$750

**Article Ads (Interspersed)

1/6 2 3/8" x 4 3/8"	\$360
1/3 4 3/8" x 5" or 2 3/8" x 9"	\$580
Full pg 7.5" x 10"	\$650

Black & White

1/3 5" x 4 3/8" or 2 3/8" x 9"	\$360
1/6 2 3/8" x 4 3/8"	\$200

**Article Ads (Interspersed)

1/6 2 3/8" x 4 3/8"	\$240
1/3 4 3/8" x 5" or 2 3/8" x 9"	\$420

Non-Member Rates

Color Ads

1/3 5" x 4 3/8" or 2 3/8" x 9"	\$640
1/6 2 3/8" x 4 3/8"	\$400
Inside Front Cover.. 7 1/2" x 9"	\$1,000
Inside Back Cover.. 7 1/2" x 9"	\$900

**Article Ads (Interspersed)

1/3 4 3/8" x 5" or 2 3/8" x 9"	\$700
1/6 2 3/8" x 4 3/8"	\$440
Full pg 7.5" x 10"	\$800

Black & White

1/3 5" x 4 3/8" or 2 3/8" x 9"	\$440
1/6 2 3/8" x 4 3/8"	\$280

**Article Ads (Interspersed)

1/6 2 3/8" x 4 3/8"	\$320
1/3 4 3/8" x 5" or 2 3/8" x 9"	\$500

Display Ad Artwork

\$70

Classified Ad

Members*	\$2 per line
Non-Members*	\$2.50 per line
Box Around the Ad.....	Additional \$3*
Color Background.....	Additional \$4*
Box and Background.....	Additional \$6*

****PLACEMENT OF INTERSPERSED ADS IS AT THE DISCRETION OF THE SRAR ART DEPARTMENT**

Display Advertising Mechanical Requirements

Digital advertisements (for printed version only) are accepted in PC format (InDesign, Photoshop, Illustrator) with all supporting files (images & fonts), or you may supply the ad as a high-resolution PDF (**PDFx1a**). **PageMaker, Microsoft Word or Freehand files will not be accepted.**

Ads can be submitted on **CD** or e-mailed to printshop@srar.com. No hard copy will be accepted.

Proofs or hard copy sample must be supplied for all ads. PDFs are acceptable as long as color is not critical.

Display ads should employ line screens no finer than 120. Material should be prepared allowing for approximately 30% gain on press. Any screen that will not be acceptable if printed as a solid should be held below 85%.

REALTOR® Report is printed in 4-color process (CMYK). All colors **MUST** be in process CMYK. SRAR is not responsible for missing portions of ads due to customer design error.

****PLEASE NOTE****

AD SPACE IS LIMITED.

Ads are taken on a first come first served basis.

The Advertising and Editorial policy of REALTOR® Report is to refuse any material which directly or by inference suggests that any offer of employment, housing or services, will in any way discriminate against any person or class of persons based on race, religious creed, color, national origin, ancestry, physical handicap, medical condition, marital status, sex, age, sexual orientation, or any other protected class.

The Southland Regional Association of **REALTORS®** reserves the right to accept or reject all advertising.

ADS PLACED THROUGH AD AGENCIES MUST BE PAID UPON RECEIPT AND DO NOT QUALIFY FOR MEMBER DISCOUNT RATE. MEMBERS MUST PLACE THEIR ADS DIRECTLY WITH THE SRAR TO RECEIVE MEMBER DISCOUNT RATE AND BILLING PRIVILEGE. NO TEAR SHEETS SUPPLIED.

Advertisers and advertising agencies assume liability for all contents of advertisements printed and for any claims on the Southland Regional Association of REALTORS® arising therefrom.

Advertisers and advertising agencies agree that the Southland Regional Association of REALTORS® shall be under no liability whatsoever by reason of any error or omission for which the REALTOR® REPORT may be responsible in any advertisement beyond the cost of the space actually occupied by the error.

Billing date for monthly rate ads is on or before the 5th of the month following the first issue. (Example: July issue advertising will be billed by July 5th). Account is past due on the 1st of the following month. (Example: July issue advertising is past due on August 1st).

DEADLINE FOR DISPLAY ADS IS THE 30th OF THE PREVIOUS MONTH

REALTOR® RESOURCE CENTER

These advertisements are published as a convenience for Realtors® Report readers. The publication of an advertisement is not intended as an endorsement or recommendation of the services offered.

ADVERTISING

ADVERTISERS: DON'T BE LEFT OUT!

It's Your Responsibility as an Advertiser to Keep Track of Your Ad's Expiration Date. Send in Your Renewal One Week Prior to Expiration Date to Guarantee Continued Exposure and Results From Your REALTOR® Report Classified Ads.

ADVERTISERS: DON'T BE LEFT OUT!

It's Your Responsibility as an Advertiser to Keep Track of Your Ad's Expiration Date. Send in Your Renewal One Week Prior to Expiration Date to Guarantee Continued Exposure and Results From Your REALTOR® Report Classified Ads.

ADVERTISERS: DON'T BE LEFT OUT!

It's Your Responsibility as an Advertiser to Keep Track of Your Ad's Expiration Date. Send in Your Renewal One Week Prior to Expiration Date to Guarantee Continued Exposure and Results From Your REALTOR® Report Classified Ads.

ADVERTISERS: DON'T BE LEFT OUT!

It's Your Responsibility as an Advertiser to Keep Track of Your Ad's Expiration Date. Send in Your Renewal One Week Prior to Expiration Date to Guarantee Continued Exposure and Results From Your REALTOR® Report Classified Ads.

ADVERTISING



Who would've thought
something so small
could say so much
about you?

As a REALTOR®, you belong to the most knowledgeable and trustworthy group of professionals the industry has to offer. But how do you let clients know that?

*Tell them. Show them.
Wear your REALTOR® pin
with pride.*



Only REALTORS® are members of the National Association of REALTORS®

ADVERTISING

ADVERTISE IN THE REALTOR® REPORT

Make your ad

POP!

with color

****Place a display ad and see your Company advertised on our website!***

***www.srar.com
or call
(818) 947-2244***

**Ads on srar.com may vary from display ad in content and form. Web ads are designed by the SRAR Graphics Department. Southland Regional does not constitute endorsement of the products or services advertised in our publication, REALTOR REPORT, or on www.srar.com.*

REALTOR® RESOURCE CENTER

These advertisements are published as a convenience for Realtors® Report readers. The publication of an advertisement is not intended as an endorsement or recommendation of the services offered.

ADVERTISING



SRAR Texting Service

Sign up to get updates straight to your cell phone.

Get updates and reminders on your phone to stay in-the-know on all that's happening at Southland Regional Association of REALTORS®

Text _____ to 313131

edu : educational classes, training and risk management

whatsup : social/networking events like mixers, expos and multicultural events

involve : community involvement and charity drives

pol : updates on real estate issues, political events and receptions with local officials

future : leadership opportunities and committee involvement

com : commercial events and classes

whatsnew: new member services and benefits

It's easy to sign up and you can unsubscribe at any time, just send a text message with only the word "STOP" in the reply from any message from us. Message and Data Rates May Apply.



MARKETING

GET **more** LEADS

THE PREMIERE ONLINE MARKETING SOLUTION FOR REAL ESTATE AGENTS & BROKERS



CALL TOLL-FREE 888-277-9779 VISIT Point2.com



REAL ESTATE

\$49 per month

100%

COMMISSION



GOLD STAR REALTY

We Offer:

Full Time Experienced Broker
Equipped Offices & Conference Rooms
Most Southland MLS Services
Friendly and Helpful staff

(818) 757-4567

30 YEARS IN BUSINESS

21045 West Erwin St., Suite 1A, Woodland Hills Ca 91367

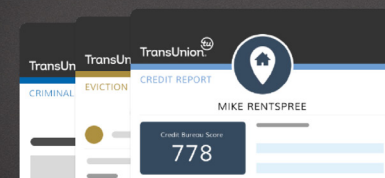
REAL ESTATE

rentspree **PRO**

Free **Pro Version**

(\$120/yr) for SRAR members only

- ✓ Completed Application
- ✓ TransUnion Credit Report
- ✓ TransUnion Score
- ✓ Criminal Background Check
- ✓ Eviction Check
- ✓ Document Upload
- ✓ Reference Checks



Exclusive Code: **SRARPro1Yr**
<http://SRAR.rentspree.com>

REALTOR® RESOURCE CENTER

These advertisements are published as a convenience for Realtors® Report readers. The publication of an advertisement is not intended as an endorsement or recommendation of the services offered.

INSURANCE

Coverage for the life you want to live

- Business Insurance
- Property & Liability Insurance
- Workers' Compensation Insurance



Erick C Garcia

Your Local Agent
License # 0D61170
201 N HOLLYWOOD WAY STE 202
BURBANK, CA 915053477
egarcia5@farmersagent.com

Call 818-845-5003 today!
For Home, Auto and Business.

Advertisement produced on behalf of the following specific insurers and seeking to obtain business for insurance underwritten by Farmers Insurance Exchange, Fire Insurance Exchange, Truck Insurance Exchange, Mid-Century Insurance Company, Civic Property and Casualty Company, East Property and Casualty Company, Neighborhood Special Property and Casualty Company, Farmers Insurance Company of Washington (Bellevue, WA), & affiliates. In TX, insurance is underwritten by Farmers Insurance Exchange, Fire Insurance Exchange, Truck Insurance Exchange, Mid-Century Insurance Company, Farmers Texas County Mutual Insurance Company, Mid-Century Insurance Company of Texas, and Texas Farmers Insurance Company. In NY, insurance is underwritten by Farmers Insurance Exchange, Truck Insurance Exchange, Mid-Century Insurance Company and Farmers New Century Insurance Company. Home office, Los Angeles, CA.

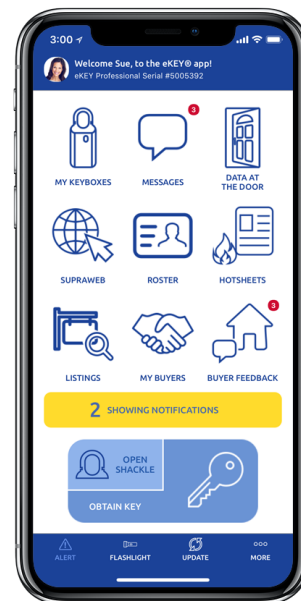
Each insurer has sole financial responsibility for its own insurance. List of all insurers at farmers.com. Not all insurers are authorized in all states. Not all products, coverages, and discounts are available in every state. Discounts may vary by state. Restrictions, exclusions, limits, and conditions apply. See agent for details.



ADVERTISING

New Year!
New Supra® eKEY® app!
New Apple Watch® compatibility!

More value
than ever before...



supraekey.com

800-547-0252 • © 2018 United Technologies Corporation.
All rights reserved. Supra is a part of UTC Climate, Controls & Security, a unit of United Technologies Corporation.

ADVERTISING

ADVERTISE IN THE REALTOR® REPORT

Make your ad

POP!

with color

****Place a display ad and see your Company advertised on our website!***

**www.srar.com
or call
(818) 947-2244**

**Ads on srar.com may vary from display ad in content and form. Web ads are designed by the SRAR Graphics Department. Southland Regional does not constitute endorsement of the products or services advertised in our publication, REALTOR REPORT, or on www.srar.com.*

HELP C.A.R. MAKE A DIFFERENCE IN CA

C.A.R.'s Housing Affordability Fund (HAF), in partnership with Neighborhood Partnership Housing Services (NPHS), Richmond Neighborhood Housing Services (RNHS) and Neighborhood Housing Services of LA County (NHSLA), have joined efforts to close homeownership gaps that impact the state's **"underserved communities"** with the C.A.R. HAF Closing Cost Assistance Grant Program, which offers up to \$10,000 in closing costs.

"Homeownership is a key element to building generational wealth and economic security for working families while stabilizing communities across our state. We're pleased to partner with these nonprofit organizations to help create true housing equity for all Californians, so they have an opportunity to realize the economic and societal benefits that homeownership provides."



OTTO CATRINA
C.A.R. PRESIDENT

DONATE: on.car.org/hafdonate

LEARN MORE: on.car.org/hafclose

WHO IS ELIGIBLE TO RECEIVE GRANT ASSISTANCE:

PURCHASED PROPERTY MUST BE A SINGLE-FAMILY RESIDENCE WITHOUT AFFORDABLE HOUSING DEED RESTRICTIONS

RECIPIENT MUST BE A FIRST-TIME HOMEBUYER FROM AN **"UNDERSERVED COMMUNITY"**

RECIPIENT'S INCOME MUST BE NO MORE THAN 120% OF THE AREA MEDIAN INCOME ("AMI")

RECIPIENT MUST BE REPRESENTED BY A CA REALTOR® IN THE TRANSACTION

THROUGH OUR PARTNERS, THE FIRST GRANTS ARE AVAILABLE IN THE FOLLOWING COUNTIES (ADDITIONAL AREAS WILL BE ANNOUNCED IN THE NEAR FUTURE):

- **INLAND EMPIRE (RIVERSIDE & SAN BERNARDINO)**
- **BAY AREA (ALAMEDA, CONTRA COSTA, SONOMA)**
- **LOS ANGELES**



"Underserved Community" includes: (i) people of color; (ii) persons who are homeless or otherwise experiencing housing instability; (iii) persons with disabilities (physical or mental), particularly persons living in housing with one or more qualities of an institutional setting, persons leaving institutions, or persons at-risk of institutionalization; (iv) persons living in impoverished areas or experiencing persistent poverty or inequality, including historical wealth disparities as compared to majority groups; and (v) lesbian, gay, bisexual, transgender, and queer (LGBTQ+) persons.

The easiest way to
track your expenses.

[Learn More](#)



Realtyzam - 25% Discount for SRAR Members

Realtyzam is a super easy accounting app built exclusively for real estate agents. If you've been looking for a simple tool to track your expenses, log your mileage, store your receipts, and instantly generate the report you need for your taxes, then you'll love Realtyzam. **SRAR members save 25%!**

[Click here](#) to learn more.

AREA Networking Meetings

Join real estate professionals for Area Networking Meetings online and in-person in the San Fernando and Santa Clarita Valleys.

This is a great opportunity for you to meet like-minded professionals in the area, network, and gain valuable information about the real estate industry.

Commercial & Investment Network Meeting



3rd Tuesday of every month



SRAR Office Lake Balboa
7232 Balboa Blvd. Lake Balboa
CA 91406



8 - 9:30 am

Contact Brian Hatkoff to join
BHatkoff@aol.com

All Real Estate Network



Every Friday



El Cariso Golf Course
13100 Eldridge Ave.,
Sylmar



8:15 - 10 am

Contact Brian Hatkoff to join
BHatkoff@aol.com

Santa Clarita Valley Network Meeting



2nd & 4th Friday of every month



25101 The Old Road. Stevenson
Ranch CA 91381



8:30 - 10:30 am

Contact Imelda Leano to join
661 212-2166

Outwest Marketing Meeting



Every Friday



Rosie's BBQ (Back Room)
8930 Corbin Ave.
Northridge



8 - 9:30 am

Contact Ron Henderson to join
Ronh@mres.com | 818.999.3981