



GREATER SAN DIEGO ASSOCIATION OF REALTORS®

4845 Ronson Court • San Diego, CA 92111-1803

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# The San Diego REALTOR®



THE TRUSTED VOICE OF SAN DIEGO REAL ESTATE

What's Happening at SDAR • April 2013



## Volunteer to Make a Difference Through Rebuilding Together

Rebuilding Together - April 27 | [sdarrebuilding.eventbrite.com](http://sdarrebuilding.eventbrite.com)

SDAR is pleased to be supporting Rebuilding Together San Diego again this year for their annual Rebuilding Day scheduled for Saturday, April 27. Members are encouraged to join the team for this worthwhile project.

This year SDAR is joining with the local chapter of the National Association of Hispanic Real Estate Professional (NAHREP) to help rehabilitate the Masonic Lodge (Gibraltar #5) in the Logan Heights area at 2901 Clay Street.

The lodge has been in existence since the 1940s and has supported the community with donations to the Widows and Orphans Fund, scholarship funds for students, luncheons for senior citizens, holiday baskets for

those in need, and assistance for local churches and nonprofit groups.

The Rebuilding Together team plans to paint the exterior of the two-story building and the attached smaller building, as well as providing other security and aesthetic improvements.

All skill levels are needed and welcomed. Volunteers are welcome to work all day, or on the morning or afternoon shifts. Breakfast and lunch will be provided.

As always, this project is working with limited funding. If you are unable to volunteer on April 27, you can still provide much needed assistance through in-kind donations. Monetary donations are also welcomed. Both are tax deductible.



Many hands make light work! To register, go to [sdarrebuilding.eventbrite.com](http://sdarrebuilding.eventbrite.com), call (858) 715-8000, or email [events@sdar.com](mailto:events@sdar.com). Please note that children under the age of 18 are not able to volunteer due to federal law.

More information will be sent to registrants closer to the day of the event. We look forward to you joining us for what is sure to be another rewarding experience.

Rebuilding Together started over

30 years ago, and now consists of 200 chapters, located throughout the United States. With the support and involvement of businesses and individuals, Rebuilding Together San Diego sets in motion a cycle of renewal, community-building and civic engagement. Since 1995, RTSD has rehabilitated more than 400 homes and facilities serving thousands of people and vested more than \$12 million of market value into homes, neighborhoods and lives.

PERIODICAL

## STUDENT MIXER: For the Next Generation



SDAR is pleased to encourage the next generation of real estate professionals by bringing together an educational panel at a free mixer on Tuesday, April 23. Students are invited to network with leading commercial and residential real estate professionals at the mixer from 5:00 to 7:00 p.m. at SDAR's Kearny Mesa Service Center, 4845 Ronson Court.

The panel will provide insight on current market trends and information on jump starting a career in real estate. At press deadline, topics and guest speakers included: Commercial Real Estate Alliance of San Diego - President Jim Taylor; Intro to Commercial Real Estate - Curtis Gabhart; Investment Sales - Barbara Kreis; Leasing - Dottie Surdi; and Financing - David Stankaitis.

Seats are limited. To register for free, go to [SDARmixer.eventbrite.com](http://SDARmixer.eventbrite.com), email [events@sdar.com](mailto:events@sdar.com), or call (858) 715-8000.

**Free Student Membership:** SDAR Student members receive publications, statistical information, and updates about the real estate industry. Once you have received your real estate license and are affiliated with a broker who is a member of SDAR, student membership allows you to upgrade your membership to REALTOR® status for a discounted price. This membership is for individuals seeking an undergraduate or graduate degree with a specialization or major in real estate at institutions of higher learning and who have completed at least one college level course in real estate (and are currently enrolled), but are not engaged in the real estate profession on their own account nor associated with a real estate firm performing acts requiring a real estate license. Become a student member at [www.sdar.com](http://www.sdar.com) or by e-mailing [membership@sdar.com](mailto:membership@sdar.com) or calling (858) 715-8040.

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## Market Rebound: Taking the good with the bad

There's no doubt that San Diego's housing market is heating up – and in a big way – but there's some growing pains that go along with that. That was the tone of a recent roundtable of real estate insiders, including SDAR's President Linda Lee and President-Elect Leslie Kilpatrick.

# PRESIDENT'S PERSPECTIVE

2013 PRESIDENT



REALTORS® celebrate Fair Housing Month every April as a reminder that their professionalism and dedication to fair and equitable treatment profoundly affects others' lives. The 1968 Fair Housing Act prohibited housing discrimination on the basis of race, color, national origin, religion, sex, familial status, or handicap.

Many members of the Greater San Diego Association of REALTORS® bring that professionalism to their business. Take a moment to recommend a colleague for the California Association of REALTORS® (C.A.R.) Champions of Home Award. This new award recognizes individuals who have gone above and beyond for their clients, working longer hours and jumping more hurdles because it is the right thing to do. We would love to see an SDAR member honored with this award at California REALTOR® Expo in October. Find more details on page 4.

Right now is certainly the time to begin maximizing your benefits in C.A.R. and SDAR. San Diego single family home prices were up 15% in the first quarter of this year over 2012. March saw a 19% increase in median sale price for single family homes over the same

month last year. The real estate market is capitalizing on the promising signs it showed last year and it is important that we are all equipped to do our best business during the recovery.

Particularly promising in a market like San Diego's is the data released in the National Association of REALTORS® most recent Investment and Vacation Home Buyers Survey. Respondents overwhelmingly said that now is a good time to buy: 78 percent of second-home buyers and 68 percent of primary residence buyers.

To help you make the most of the market upswing, your association membership gives you full access to eBrokerHouse. SDAR has partnered with this transaction platform to enhance the way our members manage their business and serve their clients. As an SDAR member, you receive a member discount of 40% for managing up to 50 listings. Visit [www.ebrokerhouse.com](http://www.ebrokerhouse.com) to set up an account today.

Your association is committed to being the greatest resource to anyone working in real estate in San Diego. Take advantage of our educational programs, networking events, and seminars. We work hard to make you aware of new market trends and represent your interests to our local governments. Real estate is our business and we are excited about what is ahead this year!

## The San Diego REALTOR®

[www.sdar.com](http://www.sdar.com) • [editor@sdar.com](mailto:editor@sdar.com)

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George Chamberlin, executive editor of The Daily Transcript which hosted the gathering, said that it's obvious the market has made "a significant move," but added, "The wild card is inventory."

The number of homes currently for sale in San Diego County has been hovering in the low 4,000s since the beginning of the year - down from 7,000 from a year ago - resulting in less than two months of resale home inventory. Lee noted that while houses are still coming on the market, "They are being bid on right away, and that is not adding to the inventory."

"When San Diego comes back, it comes back in a big way," said Marty Conrad of Coldwell Banker Residential Brokerage. Conrad said that mid-range homes (\$600-\$900,000) are especially strong, and that about 35% of sales are coming in from cash buyers. "They have the inside edge," he said.

Kilpatrick said that in Coronado particularly, the luxury market has picked up, and an even higher percentage are cash buyers among more expensive properties. Lee said that closed transactions in communities like Rancho Bernardo, Rancho Santa Fe, La Jolla and Del Mar are higher than they were in 2006 before the housing bubble burst.

While the recurring issue in the market continues to be low inventory, a recovery with low inventory is easier than when there are excess properties on the market, Kilpatrick noted. The problem may come when

your home sells instantly, she added "but will you be able to buy the one you want. When we used to have buyer's remorse, now we have seller's remorse."

Commercial properties are also rebounding. Joshua Volen of CIRE Properties said that the reality of low inventory is an opportunity to sell and get out from being "underwater." With commercial properties, Volen said, there's always some income - a 5 to 7% return - and while there has been some pain felt in reduced rents, there is a staying power among San Diego landlords who would rather "keep it cheap and keep it full."

Fear of a new housing bubble is allayed by the fact that people are getting low rates and fixed rates on their new loans, the roundtable participants noted, and lending standards are certainly tougher. Lee reported the figure that 20% of buyers are "post short sale," meaning that they are return buyers, having been renters for a number of years, but are now back to buy.

Chamberlin asked the participants if the pressures on San Diego's real estate market and property taxes will cause owners and companies to move out of state. Volen said that from a commercial standpoint there is that possibility that businesses will take flight, but pointed to San Diego's job diversity as a factor to keep them from departing.

In the end, said Kilpatrick, "People will choose quality of life. We'll make it work."

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# BOARD OF DIRECTORS HIGHLIGHTS OF MARCH 2013 MINUTES

**• President's Report:** Linda Lee reported that the first Young Professionals Network "Thirsty Thursday" was well-attended at the Lafayette Hotel. She also shared with the board a letter that was received from member Joseph Smylie commending fellow SDAR REALTOR® Jake Brown for his professionalism during a recent transaction.

**• President-Elect's Report:** Leslie Kilpatrick reported that she continues to reach out to as many members as possible, including appearing before local caravan groups to speak about the changes to the Bylaws in the Special Election taking place from April 10 to 19. She spoke recently at the La Jolla Country Club, and has been urging members to attend Legislative Day in Sacramento on May 1.

**• Vice President's Report:** Chris Anderson reported that she has attended SDAR new member orientations and other SDAR meetings in the past month.

**• Treasurer's Report:** Glenn Bennett reported that the current loss incurred by SDAR is due to the costs of the Installation held in January. He noted that renewal membership is at 8,300, there were 120 new members in the past month, and approximately 10,000 MLS members retained. He also reported that the 4849 Ronson Court office space is close to being filled.

**• Chief Executive Officer's Report:** Mike Mercurio reported that SDAR's challenge of the new name selected for the recently merged East San Diego County and Pacific Southwest associations is coming up at the NAR business meetings in May, and that in an effort to avoid a hearing, new name suggestions have been given to their president.

**• Committee Business:** Donna Sanfilippo, chair of the Leadership Advancement and Development Committee, reported that applications are being disseminated for applications to serve as SDAR representatives to NAR and C.A.R.

## FROM THE DESK OF THE CEO



MICHAEL T. MERCURIO

It is hard to believe that we are already into the second quarter of 2013. Time flies when the market is doing well! Our new member orientations continue to overflow with seasoned REALTORS® entering back into the industry and new professionals taking their first steps into real estate. This is a great indicator of a recovering market as are homes selling faster and prices are continually on the rise.

Our REALTORS® members have a unique opportunity in their professions-- to impact such a large decision in peoples lives which is where they will call home. REALTORS® help people find homes and communities to live and grow in. SDAR has been partnering with Rebuilding Together San Diego for many years, and we are doing so again this year. On April 27th, we will be helping to renovate neighborhood in need by painting, landscaping, and cleaning up a property in Logan Heights at 2901 Clay Street. Please consider donating your Saturday morning and/or afternoon to giving back to a community in need.

We have received tremendous feedback from members through the Member Advisory Program (MAP) over the past few months. Hearing directly from our members is critical for us to continue serving you to the best of our ability. We want to know what

you need to do business, what tools and products help you to succeed and what we can do as your association to help you sell more homes. We have heard your voices loud and clear, and will be unveiling two new real estate products that you will receive as a member of SDAR. Stay tuned for the official products launches! If you would like to contribute to new pilot programs, or have your feedback heard, we welcome you to join the Member Advisory Program by visiting [sdar.com/map](http://sdar.com/map).

The first quarter was an excellent way to start the year, and we are so encouraged to see the continued success of our members. Keep up the hard work!

*Michael T. Mercurio*



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## CHAMPIONS OF HOME AWARDS

# HONORING CALIFORNIA REALTORS® WHO HAVE GONE ABOVE AND BEYOND

What is a "Champion of Home"? A Champion of Home makes as many phone calls as it takes, for as many years as it takes, to ensure a client keeps their home.

It's a REALTOR® who cuts through endless red tape, jumps through hundreds of hoops, and spends as many working hours as needed to help their client get the best possible price on their home. It's someone who fights for their clients, even when it's hard, because it's the right thing to do.

A Champion of Home is a California REALTOR® who changes clients' lives for the better, who raises the standards for others, leads by example, and possesses unimpeachable ethics.

Champions of Home should be recognized for all they do, so we've created the brand new Champions of Home Awards to do just that. Now exceptional REALTORS® can be nominated for this new prestigious award and truly be acknowledged for the service they provide to their industry.

Recipient(s) of the prestigious Champions of Home Award will be honored during California REALTOR® Expo 2013 in October. Their amazing stories will be told with a video snapshot shown at the award presentation, and a feature article in California Real Estate magazine.

We are now accepting nominations for our first annual Champions of Home Awards.

Brokers, colleagues, local associa-

tions, or even clients may nominate a member of the California Association REALTORS®, but members may not nominate themselves. To nominate someone for this award, download and complete an entry package. For eligibility requirements and more details, go to [www.car.org/members/cohawards](http://www.car.org/members/cohawards).

Completed entry applications are due to C.A.R. by July 15, 2013.

## MARCH REALTOR® APPLICANTS

The following people have applied for membership in the Greater San Diego Association of REALTORS®. Any objections to the admittance should be addressed in writing to the Greater San Diego Association of REALTORS®, P.O. BOX 85586, San Diego, CA, 92186-5586.

### DESIGNATED REALTORS®

Nick Aljabi - Aljabi Architecture & Realty  
Robert Artman - Sky Tech Real Estate  
Kenneth Baumgartner - Kire Management Services, Inc.  
Joe Costa - Southern Financial  
Robert Davis - 5-Star Realty  
Sudha Doshi - Sudha Doshi, Broker  
Robert Dweck - Robert Dweck, Brokerage  
Fang Fang - Fang Fang  
George Flanigan - George Flanigan & Associates  
Donald MacDonald - Donald J. MacDonald  
Anthony Ralphs - Anthony Walter Ralphs  
Nicole Turner - Sellstate Next Generation

### REALTORS®

Marie Alcantar - Century 21 Award  
Jessica Aliano - Jeremiah Juncal, Broker  
Terencio Bandong - Premier Realty Group  
Ariane Bellamar Pettitt - Prudential California Realty  
Liliana Bojorquez - Century 21 Award  
Stacy Boodman - Sampson California Realty  
Evan Campbell - Prudential California Realty  
Jacqueline Cannon - Allison James Estates & Homes  
Gary Cashman - Mission Realty Group  
Eric Charlebois - B W Real Estate Group  
Teddy Charles - Westminster Realty, Inc.  
Olivia Coppel - Pacific Sotheby's Int'l Realty  
Catherine Davis - 5-Star Realty  
James Eagan - Century 21 Carole Realty  
Nick Emerson - Capital Vantage REI, Inc.  
Eva Engelsberger - Independence Realty  
Mindi Estrada - RE/MAX Pacific  
Lars Fahlberg - Evergreen Realty San Diego  
Maria Fischer - A-Plus Properties, Inc.  
Lisa Fleischer - Coldwell Banker Residential  
Angela Frank - SIMCAL Properties, Inc.

Natalie Frederico - Prudential California Realty

Perry Garcia - Realty Moves

Anthony Guerrieri - Century 21 Award

Fausto Gutierrez - First Reliant, Inc.

Carol Heksem - HomeSmart Realty West

Nicole Herz - Real Living Lifestyles

Jim Hilton - Karla Cohn & Associates Realty

Jennifer Hom - Tom Hom & Associates

Robert Huls - ZipRealty, Inc.

Allen Jackel - Resolution Funding, Inc.

Rose Jacobson - Keller Williams Carmel Valley

Tami Knapp - Kevin Sheedy Realty

Anita Kurkure - Prudential California Realty

Bernard Linden - Real Living Lifestyles

Marco Lopez Balderrama - 4R Real Estate Investments

Roma Lovell - Century 21 Award

Mark Lovett - 92101 Urban Living

Zachary Mark - Coldwell Banker Residential

Lynn Marland - Latitude 32 Realty

Cynthia Marquez - Cosmopolitan California, Inc.

Michele Mesker - RE/MAX Hometown REALTORS®

Leigh Milutinovich - Pacific Sotheby's Int'l Realty

Michelle Morreale - Century 21 Award

Jonathan Morris - HomeSmart Realty West

Loretta Muntz-Seeby - Dyjero Realty

Faustino Murguia - Genesis Realty

Thomas Nguyen - RE/MAX United

Lacey O'Neal - Willis Allen Real Estate

Molly Olen - Keylink Real Estate Solutions

Danielle Olson - Coldwell Banker Residential

Gosandy Pang - Maclons Capitol Realty

M. Carmen Perez - Century 21 Award

Mercedes Perez - Cosmopolitan California, Inc.

Ashley Prentice - Burke Real Estate Consultants

Robert Quinlivan - Top Rank Realty

Jennifer Ragusa - Century 21 Award

Danna Rakestraw - 5-Star Realty

Daniel Rapps - Real Living Lifestyles

Ronald Reyes - Atlantic & Pacific Real Estate

Ryan Rogers - Prudential California Realty

Jose Rojas - Mission Sands Realty

Maria Salinas - Keller Williams SD Metro

Daniel Scott - Whissel Realty

Douglas Siemons - Realty One Group

Sarah Smith - Harcourts Pacific Realty

Susan Smith - Apartment Consultants, Inc.

Elisa Steve - Capital Vantage REI, Inc.

Chris Strange - HomeSmart Realty West

Kim Thi - Jolley Real Estate

Dion Tippett - Premier Properties

Beverly Twitty - Keller Williams SD North Inland

Le Vo - Keller Williams SD Metro

Luke Wasyliv - Real Living Napolitano R.E.

Gail Wester - Elisa Peskin

Wille Wilson - Redfin Corporation

Boris Zavurov - Big Block Realty, Inc.

Israel Zepeda - ZipRealty, Inc

### Secondary Members

### DESIGNATED REALTORS®

David Bronson - People's Choice Brokers

Jeffrey Cullen - Premier Agent Network

James Hall - James Hall

Mark Lehman - Connect Realty.com

Corden Mckenzie - First Reliant, Inc.

Scott Voak - Voak Homes

### REALTORS®

Michael Ferguson - The Loft Exchange, Inc.

Don Gisler - The Virtual Realty Group

Richard Lively - Coldwell Banker Res. Brokerage

Kathy Manes-Smith - Realty One Group





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Sr. Mortgage Consultant  
951-903-4588  
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Jane Jones  
Sr. Mortgage Consultant  
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Mark Joplins  
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NMLS ID 999566



Dreama Brown  
Sr. Mortgage Consultant  
619-890-3037  
NMLS ID 512330



Cathy Sabater  
Sr. Mortgage Consultant  
619-846-2675  
NMLS ID 373470

# YOUNG PROFESSIONALS BRING OUT THE “YOUNG GUNS”

SDAR's Young Professionals Network (YPN) recently hosted a panel discussion featuring several “young guns” who have achieved incredible success in real estate and provided their take on the current market. The event at the W Hotel in downtown San Diego was followed by a fundraiser fashion show on the rooftop bar presented by FINE magazine. Join other young professionals at one of the upcoming “Thirsty Thursday” events – held the 4th Thursday of the month at an exciting “happy hour” location. Visit [www.SDARYPN.com](http://www.SDARYPN.com) to learn more.



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NMLS ID 303465

Jeremy Patterson  
Loan Consultant  
NMLS ID 262395

Dalila Flores  
Senior Loan Consultant  
NMLS ID 262439

Sergio Soberanes  
Loan Consultant  
NMLS ID 570991

Courtney Depew  
Loan Consultant  
NMLS ID 235353

David Johnston  
Loan Consultant  
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# KNOW YOUR BACKYARD & OUTDOOR STRUCTURES

By *Regina P. Brown*

Spring welcomes the start of non-stop sunny weather here in San Diego, and we know our buyers are looking for key features to enjoy the indoor/outdoor lifestyle. What's the difference between a pergola, palapa, and pavilion? Looking at a luxury home with a cabana and a crow's nest? Don't get tongue-tied... learn the lingo and be confident of your terms.

Year-round sunshine draws buyers to the sunny California coast where home owners enjoy family barbeques and outdoor entertaining. Want to brush on the terms before your next seller listing appointment? Here's our all-seasons guide to the industry jargon you'll need to know when navigating your buyers through beautiful properties this selling season!

**Arbor:** A wooden or metal arched structure. The sides incorporate trellis-work lattice with green vines or climbing shrubs. For durability and lower cost, vinyl may be substituted for the wood construction. Outdoor weddings often include beautifully decorated arbors, which the bride and groom walk through or stand under.

**Balcony:** A decorative platform which protrudes from an upper story of a building. Railing is often black wrought iron. Balconies range in size – they can be very tiny or large enough for outdoor patio furniture. Decorative styles add character to the home and reflect the culture and architectural period. For example: Italian, Greek, Spanish. A Juliet balcony, named after Romeo and Juliet fame, is a balcony that does not protrude from the building.

**Cabana:** An outdoor room with curtains or drapes, commonly used to lounge near a swimming pool or beach. It may have a solid wall or may be a transportable structure. The drapes can be closed to provide shelter from the sun and wind. A cabana may also be a tent-like structure; or in tropical climates, it may have a thatched roof.

**Cabana Poolhouse:** A cabana poolhouse is a freestanding enclosed room used as a bathhouse or for relaxing near the pool. It is a permanent structure and so it provides more protection from the wind and sun than a curtain or tent cabana. With many windows and lots of sunlight, it's similar to an enclosed porch. Also known as a cabana room.

**Crow's Nest:** A small deck on top of a roof that perches above the house for an aerial view. The deck is accessed via stairs from inside the house. Crows nests are often seen in luxury homes near vantage viewpoints; for example near the ocean or

a lake. Originally a crow's nest referred to a lookout point on the main mast of a ship. Also known as a rooftop deck or a lookout.

**Courtyard:** A patio on the interior of a home, which is enclosed by building walls. It is unroofed and open to the sky. This indoor/outdoor living space is for warm climates and is often planted with trees, shrubs, and flowers. Courtyards are popular in Spanish style homes, tropical areas, housing complexes, castles, and large office buildings. Also known as a court or an interior courtyard.

**Deck:** A platform structure with no roof which is attached to a house or other building. It may have a railing around it. The deck is typically located right outside the back door or the back stairs, but may also be on a rooftop in metro areas. Decks are typically built with solid wood which eventually decays. Building materials include: solid wood (redwood, cedar, pine), composite decking made from recycled wood fibers, or synthetic decking made of artificial wood. Trex is a popular type of artificial lumber that lasts much longer than solid wood. It's gaining in popularity because it doesn't rot or mold, and it's not a haven for termites.

**Gazebo:** A free-standing round or square wooden structure with a platform and a roof. It may have side railings, drapes, or lattice. The roof can be a cloth or vinyl canopy with mesh screen sides or open sides, such as a portable structure. The platform is often slightly elevated to provide an attractive view of the beautiful surrounding gardens. Gazebos are popular garden and back yard structures and sometimes have a hot tub inside. AKA summerhouse, sun canopy, open or latticework pavilion, pagoda (Asian style).

**Lanai:** An outdoor patio room attached to the house and used as living quarters in warm, tropical climates. The room has a roof and may be partially sided or have a railing. It may have screens or large picture windows, or may be open. It is furnished with rattan living and dining room furniture, since alfresco dining is the tradition in tropical areas. Lanais are most common in topical locations such as Hawaii and Florida.

**Palapa:** An outdoor shade structure with a thatched roof and open sides. Since this is a tropical design, the roof is constructed from palm tree leaves. Palapas started as small

umbrella-like structures, but in luxury homes they often encompass an open building. For example, it may house a backyard barbecue pit and outdoor kitchen. Also known as a tiki hut or grass hut. Sometimes a palapa also refers to a beach umbrella with a thatched leaf top.

**Patio:** A platform improvement in a back yard or garden, made with concrete, brick, or stone, rock, or flagstone. It is adjacent to the home, usually accessible from sliding glass doors inside the home. A patio may be covered, but often is completely open. It's known as a place where families can gather together for outdoor living and summertime fun together.

**Pavilion:** A small ornamental roofed building in a yard or a garden. The living space has no walls but is furnished for outdoor entertainment. Large pavilions are often located in public place, but smaller pavilions are designed for back yards too. They are popular in southern and older style properties.

**Pergola:** A free-standing rectangular structure with pillars or support columns and wooden slats running across the top. Lattice often provides a partially shaded top so the pergola can be used as a walkway or sitting area. The columns and slats are often intertwined with green vines and climbing plants, making a graceful garden feature.

**Porch / Enclosed porch:** An outdoor deck attached to a house that aligns with the front entry to the house, shaded by the house roof. An enclosed porch is closed in with windows or screens, letting in breezes and sunlight.

**Stoop:** A small block of cement on the ground as a step-out of a building. A stoop can be as small as 2' x 2'. To save money, new home developers often pour a small concrete stoop outside the back door, rather than a patio.

**Sunroom:** A sunny all-seasons porch on the side of a house,

enclosed with large windows. A sunroom provides some shelter from the weather while catching maximum sunlight. Also referred to as a patio room, solarium, conservatory, Florida room, or California room (depending on the region).

**Terrace:** Similar to a patio but larger and more developed, a terrace is a platform that extends from a home and is used as an outdoor living area. In luxury homes, a terrace may showcase formal gardens and upscale features such as statues. In New York and metro areas, an apartment may have a terrace on an upper floor or even on the roof!

**Veranda:** A large roofed porch that wraps around the sides and front of a house. A veranda has railing and is most common in the warm South, where families would sit outside during the summer (before air conditioning was invented). This type of outdoor structure is often found in colonial style, plantation style, and Victorian style homes. Sometimes larger farmhouse style homes may also boast a veranda. A veranda may also refer to an enclosed porch or a sunroom. AKA terms: portico, gallery, piazza.

Who knew that there are so many outdoor types of structures? When showing a property for sale, explain the difference between arbors and pergolas. Brush up on these garden terms and you'll surely impress your sellers and buyers. You'll shine as you prepare for spring selling season!

*Regina P. Brown is an actively practicing real estate broker and trainer/instructor at RealtyPro Academy, which offers continuing education and professional development courses online*

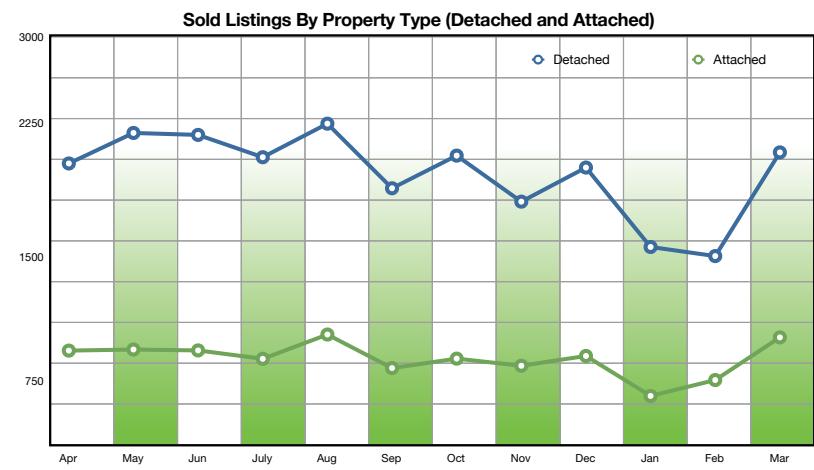
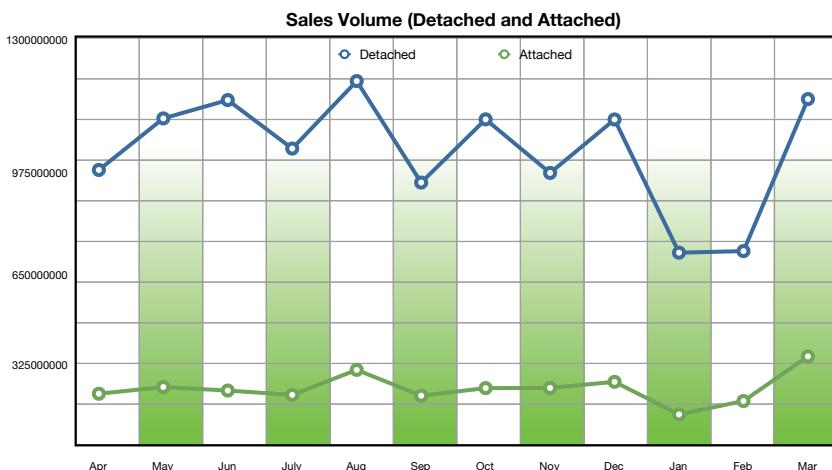
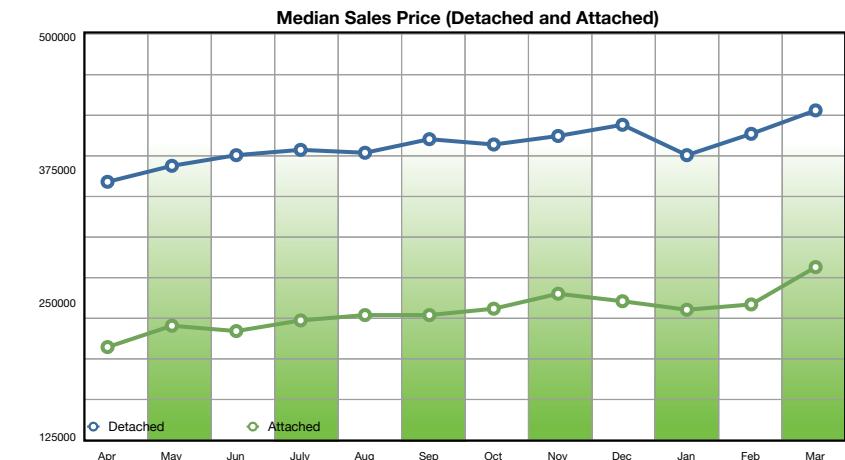
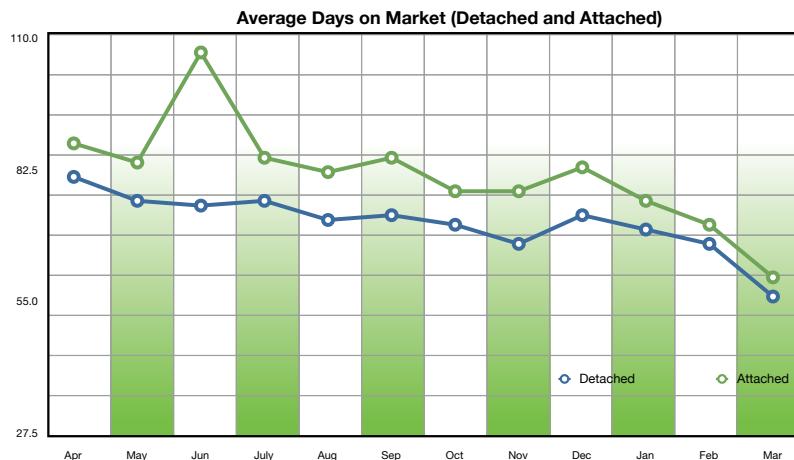


# MARCH STATISTICS DETACHED HOMES

Current Year - 2013								Previous Year - 2012							
		SOLD LISTINGS		AVG DAYS ON MARKET		MEDIAN PRICE*		SOLD LISTINGS		AVG DAYS ON MARKET		MEDIAN PRICE*			
Zip Code	Market Area	Mth	YTD	Mth	YTD	Mth	YTD	Mth	YTD	Mth	YTD	Mth	YTD	Mth	YTD
91901	Alpine	18	53	56	90	\$413,500	\$415,000	9	41	85	74	\$385,000	\$390,000		
91902	Bonita	16	46	77	66	\$494,950	\$494,500	17	38	73	95	\$410,000	\$405,000		
91905	Boulevard	1	3	26	81	\$154,000	\$154,000	2	5	359	213	\$82,500	\$110,000		
91906	Campo	6	15	88	114	\$144,850	\$130,000	9	22	55	80	\$131,000	\$125,750		
91910	Chula Vista	44	101	56	65	\$365,000	\$360,000	32	84	86	81	\$292,500	\$296,500		
91911	Chula Vista	37	92	53	78	\$337,000	\$325,000	39	97	94	104	\$270,000	\$268,000		
91913	Chula Vista	29	104	97	100	\$450,000	\$399,500	41	122	115	96	\$360,000	\$363,795		
91914	Chula Vista	21	56	69	85	\$525,000	\$520,000	25	61	118	105	\$441,500	\$441,500		
91915	Chula Vista	35	87	67	88	\$397,523	\$407,000	39	103	111	121	\$352,000	\$360,000		
91916	Descanso	3	8	124	131	\$210,000	\$230,000	1	4	35	73	\$60,000	\$280,500		
91917	Dulzura	0	0	0	0	\$0	\$0	0	1	0	156	\$0	\$260,000		
91931	Guatay	0	0	0	0	\$0	\$0	0	1	0	140	\$0	\$120,000		
91932	Imperial Beach	9	24	67	65	\$349,000	\$318,250	14	32	131	112	\$286,250	\$287,950		
91934	Jacumba	0	1	0	25	\$0	\$80,000	0	3	0	47	\$0	\$50,000		
91935	Jamul	5	14	87	81	\$520,000	\$430,000	10	25	79	104	\$443,500	\$430,000		
91941	La Mesa	29	77	45	47	\$521,562	\$465,000	34	85	99	89	\$434,950	\$405,000		
91942	La Mesa	28	73	50	53	\$364,250	\$366,000	23	64	79	79	\$300,000	\$312,500		
91945	Lemon Grove	29	63	92	86	\$245,000	\$275,000	9	50	47	81	\$245,250	\$254,150		
91948	Mount Laguna	1	1	118	118	\$140,000	\$140,000	1	1	323	323	\$120,000	\$120,000		
91950	National City	23	67	85	84	\$205,000	\$235,000	18	59	100	93	\$202,500	\$200,000		
91962	Pine Valley	1	5	111	165	\$320,000	\$320,000	1	6	35	87	\$215,900	\$207,950		
91963	Potrero	1	1	13	13	\$200,000	\$200,000	0	0	0	0	\$0	\$0		
91977	Spring Valley	50	121	52	61	\$311,250	\$295,000	36	118	57	71	\$278,000	\$248,500		
91978	Spring Valley	5	13	71	93	\$355,000	\$355,000	4	12	107	102	\$439,500	\$311,665		
91980	Tecate	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0		
92003	Bonsall	1	9	52	68	\$960,000	\$530,000	5	11	131	148	\$15,000	\$450,000		
92004	Borrego Springs	11	21	52	88	\$217,000	\$217,000	9	15	83	96	\$130,000	\$124,800		
92007	Cardiff By The Sea	6	13	86	80	\$1,066,250	\$875,000	7	20	87	88	\$900,000	\$749,500		
92008	Carlsbad	17	41	33	50	\$613,762	\$585,000	13	37	92	107	\$475,000	\$520,000		
92009	Carlsbad	53	123	47	59	\$760,000	\$755,000	48	111	97	96	\$647,995	\$655,000		
92010	Carlsbad	10	31	27	45	\$573,500	\$540,000	11	27	47	65	\$530,000	\$482,000		
92011	Carlsbad	30	63	41	47	\$766,253	\$758,370	15	47	66	83	\$730,000	\$725,000		
92014	Del Mar	13	34	90	78	\$1,400,000	\$1,425,000	9	28	127	136	\$1,650,000	\$1,537,500		
92019	El Cajon	35	80	46	79	\$439,566	\$388,750	32	75	93	98	\$348,500	\$340,000		
92020	El Cajon	31	95	48	60	\$470,000	\$379,900	19	65	66	68	\$305,000	\$320,000		
92021	El Cajon	33	94	79	78	\$340,000	\$325,000	39	109	94	103	\$274,000	\$280,000		
92024	Encinitas	44	96	42	60	\$840,000	\$807,000	36	81	97	84	\$788,353	\$785,000		
92025	Escondido	36	82	42	58	\$433,500	\$399,500	18	62	89	91	\$377,000	\$337,000		
92026	Escondido	45	122	86	92	\$410,000	\$370,500	43	106	97	104	\$275,000	\$300,500		
92027	Escondido	45	113	54	70	\$325,000	\$321,500	40	122	98	108	\$260,450	\$252,500		
92028	Fallbrook	57	153	91	88	\$405,000	\$395,000	59	127	116	102	\$336,000	\$317,900		
92029	Escondido	21	53	43	51	\$570,000	\$545,000	13	38	66	121	\$480,000	\$518,500		
92036	Julian	4	17	214	161	\$182,178	\$134,355	4	14	226	192	\$202,500	\$202,500		
92037	La Jolla	32	71	84	77	\$1,235,500	\$1,450,000	34	75	89	95	\$1,330,388	\$1,350,000		
92040	Lakeside	31	96	73	80	\$345,000	\$327,000	23	71	62	71	\$295,000	\$305,000		
92054	Oceanside	23	61	75	73	\$390,000	\$372,500	20	55	89	95	\$354,750	\$345,000		
92056	Oceanside	39	108	77	57	\$353,000	\$362,500	26	89	107	93	\$320,000	\$315,000		
92057	Oceanside	46	137	85	74	\$369,500	\$370,000	54	117	104	97	\$341,000	\$335,000		
92058	Oceanside	9	23	25	60	\$336,000	\$317,000	14	31	83	136	\$322,500	\$289,000		
92059	Pala	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0		
92060	Palomar Mountain	1	1	3	3	\$65,000	\$65,000	0	0	0	0	\$0	\$0		
92061	Pauma Valley	1	3	112	162	\$380,000	\$380,000	2							

# MARCH STATISTICS ATTACHED HOMES

Current Year - 2013								Previous Year - 2012								Current Year - 2013								Previous Year - 2012							
SOLD LISTINGS		AVG DAYS ON MARKET		MEDIAN PRICE*		SOLD LISTINGS		AVG DAYS ON MARKET		MEDIAN PRICE*		SOLD LISTINGS		AVG DAYS ON MARKET		MEDIAN PRICE*		SOLD LISTINGS		AVG DAYS ON MARKET		MEDIAN PRICE*									
Zip Code	Market Area	Mth	YTD	Mth	YTD	Mth	YTD	Mth	YTD	Mth	YTD	Mth	YTD	Mth	YTD	Mth	YTD	Mth	YTD	Mth	YTD	Mth	YTD	Mth	YTD						
91901	Alpine	0	4	0	67	\$0	\$160,000	3	5	57	120	\$94,000	\$112,000	10	18	74	107	\$320,500	\$305,000	4	15	87	61	\$264,950	\$257,000						
91902	Bonita	3	8	83	107	\$246,000	\$180,556	3	6	15	72	\$229,900	\$180,050	1	10	203	117	\$365,000	\$116,500	1	3	45	110	\$105,900	\$132,500						
91905	Boulevard	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0	0	0	\$0	\$0	0	0						
91906	Campo	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0	0	0	\$0	\$0	0	0						
91910	Chula Vista	13	40	100	103	\$235,000	\$202,500	11	35	52	82	\$161,000	\$161,000	0	1	0	136	\$0	\$900,000	0	2	0	181	\$0	\$742,500						
91911	Chula Vista	10	31	31	62	\$165,000	\$171,000	5	23	113	105	\$125,000	\$148,000	5	15	76	67	\$221,000	\$210,000	6	18	184	124	\$140,050	\$152,500						
91913	Chula Vista	17	49	104	106	\$210,000	\$200,000	20	58	111	133	\$210,000	\$192,500	92070	Santa Ysabel	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0				
91914	Chula Vista	9	19	55	61	\$240,000	\$238,000	3	15	80	111	\$203,000	\$225,000	92071	Santee	18	56	113	80	\$201,500	\$196,500	19	43	111	112	\$179,900	\$170,500				
91915	Chula Vista	16	52	70	93	\$237,000	\$239,450	15	38	72	110	\$212,000	\$219,000	92075	Solana Beach	20	37	68	70	\$600,000	\$595,000	11	25	169	138	\$530,000	\$535,000				
91916	Descanso	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0	92078	San Marcos	29	85	57	60	\$304,500	\$308,990	23	77	99	101	\$260,000	\$265,000				
91917	Dulzura	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0	92081	Vista	4	10	55	62	\$221,500	\$215,500	4	7	53	89	\$182,500	\$180,000				
91931	Guatay	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0	92082	Valley Center	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0				
91932	Imperial Beach	2	6	182	136	\$142,250	\$196,000	4	16	133	107	\$300,000	\$226,000	92083	Vista	7	17	81	98	\$206,000	\$172,000	4	16	68	77	\$160,000	\$147,000				
91934	Jacumba	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0	92084	Vista	3	9	75	32	\$230,000	\$189,000	2	9	149	123	\$112,700	\$121,000				
91935	Jamul	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0	92086	Warner Springs	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0				
91941	La Mesa	5	7	37	38	\$203,000	\$179,000	1	3	4	22	\$296,800	\$146,500	92091	Rancho Santa Fe	2	3	58	66	\$572,500	\$549,000	1	4	253	148	\$620,000	\$635,000				
91942	La Mesa	12	35	70	61	\$170,000	\$178,000	16	36	111	98	\$156,000	\$165,250	92096	San Marcos	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0				
91945	Lemon Grove	0	1	0	36	\$0	\$137,000	1	1	30	30	\$116,100	\$116,100	92101	San Diego Downtown	95	216	47	63	\$455,000	\$430,000	73	194	91	96	\$384,000	\$347,500				
91948	Mount Laguna	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0	92102	San Diego	8	18	133	126	\$158,500	\$143,000	5	15	41	84	\$132,000	\$171,500				
91950	National City	6	15	92	94	\$180,000	\$130,000	3	13	137	175	\$188,000	\$105,150	92103	Mission Hills	37	80	37	47	\$376,000	\$396,000	28	63	73	95	\$303,500	\$300,000				
91962	Pine Valley	0	0	0	0	\$0	\$0	1	1	13	13	\$18,000	\$18,000	92104	North Park	17	38	38	63	\$268,000	\$229,500	17	49	94	90	\$202,000	\$165,000				
91963	Potrero	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0	92105	East San Diego	14	32	29	54	\$130,000	\$118,500	10	33	77	74	\$101,125	\$95,000				
91977	Spring Valley	10	32	73	133	\$132,500	\$132,500	9	22	99	81	\$125,000	\$117,000	92106	Point Loma	4	12	48	58	\$467,500	\$396,850	2	10	47	102	\$510,000	\$274,250				
91978	Spring Valley	6	7	150	130	\$135,250	\$137,800	1	5	81	140	\$132,000	\$132,000	92107	Ocean Beach	7	12	27	22	\$385,000	\$403,500	1	10	99	78	\$220,000	\$250,000				
91980	Tecate	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0	92108	Mission Valley	33	92	16	42	\$233,000	\$227,000	22	72	75	109	\$172,500	\$169,250				
92003	Bonsall	3	4	90	71	\$145,000	\$155,327	1	1	113	113	\$70,000	\$70,000	92109	Pacific Beach	26	67	87	67	\$365,000	\$395,000	22	52	114	108	\$359,500	\$404,000				
92004	Borrego Springs	1	10	84	104	\$192,000	\$126,000	2	2	154	154	\$68,700	\$68,700	92110	Old Town SD	23	52	29	36	\$290,000	\$282,250	12	37	106	107	\$161,450	\$186,000				
92007	Cardiff By The Sea	4	11	112	81	\$397,500	\$402,000	6	10	42	50	\$435,000	\$420,000	92111	Linda Vista	9	31	62	64	\$194,000	\$210,000	12	34	99	119	\$207,500	\$222,500				
92008	Carlsbad	13	24	77	75	\$400																									



## COMPARATIVE SALES - EXISTING HOMES - MARCH 2013 SAN DIEGO COUNTY

	ATTACHED			DETACHED		
	Sales	% Change from Prior Year	% Change from Prior Month	Sales	% Change from Prior Year	% Change from Prior Month
1 Total Sales Volume March 2013	\$347,385,859	40.303	45.506	\$1,157,334,221	27.248	47.039
2 Average Sales Price March 2013	\$347,039	23.063	10.765	\$554,014	15.248	6.144
3 Median* Sales Price March 2013	\$285,000	29.540	14.000	\$432,000	18.530	5.360
4 Sold Listings March 2013	1,001	14.009	31.365	2,089	10.412	38.528
5 Average Days on Market March 2013	63	-34.375	-14.865	59	-32.184	-15.714
6 Total Sales Volume March 2012	\$247,596,766			\$909,511,219		
7 Average Sales Price March 2012	\$282,001			\$480,714		
8 Median* Sales Price March 2012	\$220,000			\$364,450		
9 Sold Listings March 2012	878			1,892		
10 Average Days on Market March 2012	96			87		

	ATTACHED			DETACHED		
	Sales	% Change from Prior Year	% Change from Prior Month	Sales	% Change from Prior Year	% Change from Prior Month
11 Total Sales Volume YTD 2013	\$818,795,712	29.739		\$2,838,294,535	21.368	
12 Average Sales Price YTD 2013	\$321,601	22.962		\$524,736	13.425	
13 Median* Sales Price YTD 2013	\$260,000	25.600	N/A	\$410,000	15.490	N/A
14 Sold Listings YTD 2013	2,546	5.512		5,409	7,003	
15 Average Days on Market YTD 2013	72	-30.769		68	-26.087	
16 Total Sales Volume YTD 2012	\$631,108,611			\$2,338,581,730		
17 Average Sales Price YTD 2012	\$261,545			\$462,627		
18 Median* Sales Price YTD 2012	\$207,000			\$355,000		
19 Sold Listings YTD 2012	2,413			5,055		
20 Average Days on Market YTD 2012	104			92		

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# SDAR HELPS HUESO WIN SENATE SEAT IN SPECIAL ELECTION

SDAR congratulates Senator-elect Ben Hueso on his March 12 victory and his new role representing San Diego in the State Senate 40th District. C.A.R. and SDAR supported Assemblyman Hueso in this special election campaign for State Senate to replace Senator Juan Vargas (who SDAR supported in his win of his Congressional seat). Hueso (pictured center, behind signs) received over 50% of the votes

necessary to win outright in the primary election and avoid a general election runoff. SDAR's members had a significant impact on the election with our members participating as voters, attending fundraisers, and walking the community all to help Hueso cross the finish line. SDAR looks forward to continue working with Senator-elect Hueso on homeownership and REALTOR® issues.



## NEWS BRIEFS

### April 30 Seminar Provides Update on Modifications to Standard C.A.R. Forms

In response to a significant commission dispute case, the SDAR C.A.R. Forms Committee has been reviewing and revising language in a number of standard forms. The modifications affect when commission is earned by the listing broker.

Find out how this case may affect forms that you use, as well as recent modifications to 24 C.A.R. forms, at a "brown bag" seminar at SDAR's Kearny Mesa Service Center on Tuesday, April 30, from 12:00 p.m. to 1:30 p.m. The cost is free for RMS members (with registration), \$10 for SDAR members, and \$20 for all others. Bring a bag lunch, and SDAR provides chips and drinks. Sign up at [www.SDAR.com/education](http://www.SDAR.com/education) or call (858) 715-8040.

### DRE to become the Bureau of Real Estate (BRE) under Dept. of Consumer Affairs

Last year, Governor Jerry Brown introduced a wide-ranging government reorganization plan in order to improve efficiencies within state government. As part of the Governor's Reorganization Plan (GRP2), which was adopted last summer, the DRE will become the Bureau of Real Estate (BRE) and will be under the umbrella of the Department of Consumer Affairs effective July 1, 2013.

The core functions of the BRE will remain the same, and consumers, industry and stakeholders will continue to receive the same level of excellent service from the new BRE that was provided by the DRE. While the enforcement, legal, licensing and subdivision programs will not be affected by the reorganization, DCA will assume administrative and fiscal responsibilities for the BRE, eliminating some of the duplicative services under the current structure.

### Updated Laws, Regulations In DRE 2013 Publication

Each year, the Department's Real Estate Law book is updated to reflect changes in laws and regulations. The 2013 version is available online free of charge, and the print version, which includes a CD copy, is available for purchase.

#### This important reference for licensees contains:

- The Real Estate Law (from the Business and Professions Code);
- The Real Estate Commissioner's Regulations (from the California Code of Regulations);
- Portions of the Administrative Procedure Act (from the Government Code)
- Pertinent excerpts from various California Codes

To order, use "RE 350 – Publications Request" form, which is available online at [www.dre.ca.gov](http://www.dre.ca.gov).

### California Association of REALTORS® Launches Consumer Ad Campaign

Starting this spring, C.A.R. has launched the 2013 consumer advertising campaign which touts the theme, "California REALTORS®: Champions of Home." This year offers an exciting new change to the campaign as the television commercials, radio spots, online banner ads, and other elements will communicate a fresh new look and message, which position California REALTORS® at the core of economic growth throughout the state. The goal of this year's campaign is to create awareness of the REALTOR® brand in the state of California, and to demonstrate the many benefits of the consumer-REALTOR® relationship.

Between April and June, the campaign message will generate more than 86 million impressions via television commercials, radio spots, online banner ads, and social media outreach. Debuting in a brand-new format, the Champions of Home radio spots will dominate the evening drive time in a "roadblock."

Online banner ads and social media outreach also round out this year's powerful campaign via an extensive online media plan, including expanded display web banners, search engine marketing on real estate-related sites, and online advertising on real estate sites such as Trulia.com and REALTOR.com® which will be seen through June 2. Additionally, social media will be used to energize members, engage consumers and create a surround-sound experience that encourages sharing messaging tied to C.A.R.

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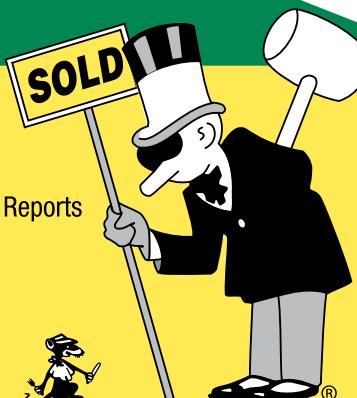
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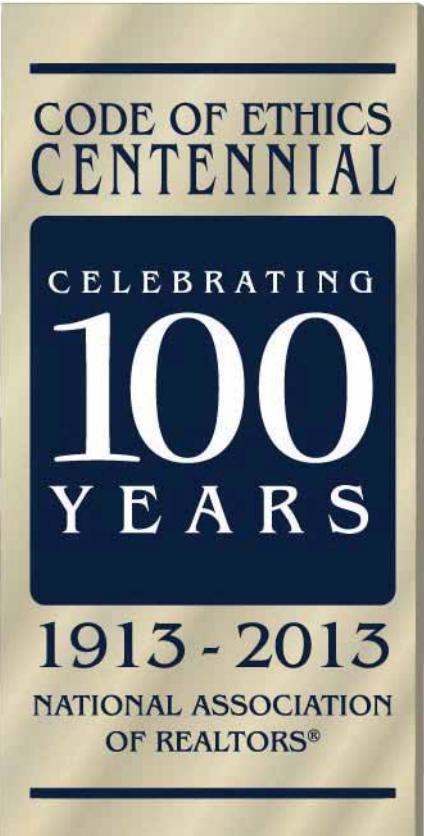


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Test your knowledge of the REALTOR® Code of Ethics' 100-year history with this quiz from NAR. Select the best answer to each question. There is only one correct answer for each question. (Answers at the end of quiz)

**1. Which two concepts in the 1913 Code of Ethics remain in the Code today?**

- a. avoid the unauthorized practice of law; provide competent service
- b. cooperate with other REALTORS®; arbitrate disputes
- c. compensate cooperating brokers; submit offers and counter-offers objectively and as quickly as possible
- d. All of the above

**2. What happened in 1913?**

- a. Rosa Parks was born
- b. The Code of Ethics was adopted
- c. Jesse Owens and Gerald Ford were born
- d. Harriet Tubman died
- e. All of the above

# CODE OF ETHICS QUIZ – WHAT DO YOU KNOW?

**3. The National Association of Real Estate Exchanges (now the National Association of REALTORS®) was founded in \_\_\_\_\_ with the goal of establishing high ethical standards to protect buyers and sellers.**

- a. 1891
- b. 1908
- c. 1913
- d. 1923

**4. Which association still in existence created the oldest code of ethics before the REALTOR® Code existed?**

- a. Real Estate Board of Kansas City
- b. Greater Baltimore
- c. New York State
- d. Chicago

**5. The National Association was ahead of federal fair housing and employment law in 2010 when it amended Article 10 of the Code to include sexual orientation as a protected class.**

- a. True
- b. False

**6. At the 1912 Annual Convention in Louisville, Winnipeg was selected as the location for the 1913 Annual Convention. Why?**

- a. To honor members of the National Association from Winnipeg who perished on the Titanic on April 15, 1912, off the coast of Newfoundland.
- b. The National Association has never held an annual convention in Canada.
- c. To celebrate the first Stanley Cup game (March 11, 1912), played in three 20-minute periods, in which Quebec beat Moncton.
- d. To celebrate the fifth Olympic Games that opened May 5, 1912, in Winnipeg.

**e. To honor Antarctic explorer Captain Robert Scott, who was born in Winnipeg, and made his last journal entry in his diary March 29, 1912, which read: "the end cannot be far."**

**7. In 1916 the term "REALTOR" was purchased from Charles Chadbourne. To this day it distinguishes real estate professionals who abide by the Code. How much was Mr. Chadbourne paid?**

- a. \$1
- b. \$5
- c. \$50
- d. \$100

**8. When the Code of Ethics was modified to incorporate gender-neutral phrasing, 52% of REALTORS® were women. The year was:**

- a. 1923
- b. 1972
- c. 1989
- d. 2006

**9. In addition to English, the Code of Ethics is available at Realtor.org in which language:**

- a. Spanish
- b. Tagalog
- c. Traditional and Simplified Chinese
- d. Korean
- e. Vietnamese
- f. All of the above
- g. None of the above. The Code of Ethics is available at Realtor.org only in English.

**10. The first Code of Ethics and Arbitration Manual was published in:**

- a. 1913
- b. 1923
- c. 1947
- d. 1973

**11. The Code of Ethics has been amended approximately how many times?**

- a. 20
- b. 40
- c. 60
- d. 80

**12. In 1924 the Preamble to the Code of Ethics was adopted. Who wrote it?**

- a. A.S. Adams, a REALTOR® and farmer from Atlanta, Ga.
- b. Roland R. Randall, a REALTOR® and banker from Philadelphia, Pa.
- c. Arthur H. Barnisel, a REALTOR® and Presbyterian minister from Tacoma, Wa.
- d. Frank Craven, a REALTOR® and lawyer from Philadelphia, Pa.
- e. None of the above

**13. In 1948, 98% of REALTORS® were men. When did Corrine Simpson of Seattle become the first woman to join the National Association?**

- a. 1908
- b. 1910
- c. 1938
- d. 1948

**14. In 1913, Boards of REALTORS® were required to adopt and enforce the Code of Ethics.**

- a. True
- b. False

**15. The "Golden Rule," as quoted in the Code's Preamble, tells REALTORS®:**

- a. "Refrain from making unsolicited comments about other practitioners."
- b. "Willingly share the fruit of your experience and study with others."
- c. "Do unto others as they would like to be treated."
- d. "Whatsoever ye would that others should do to you, do ye even so to them."

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- 14. b
- 13. b
- 12. c
- 11. b
- 10. d
- 9. f
- 8. c
- 7. a
- 6. a
- 5. a
- 4. b
- 3. b
- 2. e
- 1. b

CORRECT ANSWERS:

## TABLET COMPUTING: THE REVOLUTION ISN'T OVER YET

By Christopher Smith, Sr.

In the late 1990s I had my first Palm Treo, it was a small handheld device that had a monochrome camera to take pictures, and keep track of contacts. At the time of its invention it was cutting edge. Looking back now I realize the technology was infantile at best. Fast forward almost 15 years, and today you can video conference, manage your bank accounts via secure internet connect with encryption, or even edit 3D models with architectural software on a tablet device. These devices, whether a smart phone or a tablet device, have come a very long way in a short amount of time. Tablet devices are no longer bound by WiFi connections, with cellular connections being built in as a standard feature there are no borders for tablet computing.

When Apple released the iPad in April of 2010, the lines to buy one went around the block. People saw the clever advertising, and the promise of a light weight device that could replace or augment the need for a laptop and were eager to get their hands on one. Apple's invent of the iPAD was revolutionary.

Today the market is flooded with tablet computing devices. 11% of adults already own a tablet device. Almost half of those users get news on their tablet every day. With the marketplace of tablet apps topping \$2 billion this year, the success of tablet computing is finally financially quantifiable.

With features like longer battery life, always on capabilities better than laptops, the ease of use for casual internet surfing, photo viewing, managing schedules and finances it's no wonder why these devices are widely being adopted as a viable option to a personal computer or laptop. Size, power and ease of use are the most compelling reasons to add one of these devices to you repertoire.

The touch screen features of tablet devices make them faster and more personal, allowing for greater personal creativity. The touch screen is a more natural experience to that of pen to paper that makes these devices actually feel more natural to utilize. There are no clanging keyboards or vertical workspace challenges like its laptop counterparts. The tablet was once thought as a novelty. However with IT departments across the country adding BYOD (Bring your own device) policies these devices are now showing up in the board rooms, company meetings, and on desktops of employees in some of most productive fortune 500 companies.

Tablet computing is here to stay. MDM (mobile device management) software sales within the last two years have increased over 400%. Consumers love these devices for the ease of use. Companies love these devices because they are easier to manage, and have low overhead.

Tablet devices have found a new home in the workplace as well. VMWare

virtualization giant have created tablet applications that allow for a remote PC operating system to run natively thru their tablet app. Employees can now work in the Microsoft Windows world on a tablet device. This allows for the actual data being worked on to remain in the data center while the user can work on a remote device without worrying about data corruption, or data loss.

If you are considering joining the tablet world, you may want to consider some of the following manufacturers; Apple, Samsung, Asus, Google, and Amazon. Each of these tablet devices has different features and capabilities. It's time well spent to ask

yourself how you intend to use a tablet device before purchasing one. You may find that your need will drive your selection of a device. Although the iPad was the first to market the tablet device, they do not hold a cornerstone on the market. Each manufacturer has integrated applications, and a work flow specific to that device. Some of these are worth investigating before you purchase one.

Be sure to check out SDAR's next technology article and "like" us on our Facebook fan page.

*Christopher Smith, Sr., is Information Technology Director for the Greater San Diego Association of REALTORS®.*

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## AFFILIATE SPOTLIGHT

### REALTORS® DELIVER VALUE IN ENERGY EFFICIENCY IMPROVEMENTS

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The California Energy Commission (CEC) has led the country implementing aggressive energy standards since 1978. California has saved over \$66 billion in energy costs, reduced 250 million metric tons of greenhouse gas emissions which reduces the development energy plants and transportation costs. The results have also led to cleaner, healthier air and preservation of our natural resources.

San Diego County has over 600,000 homes built before 1980. These homes predate energy efficiency requirements. They may lack insulation in walls, attic and air-tightness. In addition, older rigid heat duct systems are very leaky on average 30% loss into unconditioned areas (attic). This all leads to energy inefficiency with higher utility bills and maintaining comfort inside homes. There are also health and safety concerns.

California has ambitious plans to improve existing residential energy

efficiency with financial incentives, resources and low-interest financing.

**Rebates:** To achieve these aggressive goals, homeowners are eligible for financial incentives to lower the investment of improving energy efficiency. Energy Upgrade California (EUC) is a statewide initiative to improve energy efficiency for existing homes. Rebates up to \$4,500 are available to homeowners. At times, there'll be matching rebates to increasing the rebate total up to \$9,000.

Any upgrade that improves energy efficiency will qualify for rebates. This can be insulation, dual pane windows, energy star appliances, water heater, furnaces, air conditioning, lighting and more. As the rebates are performance based, homeowners are incented to do the most energy efficient upgrades.

The real excitement is all the benefits that energy efficiency delivers with reduced utilities, comfort, health & safety, improved value and more.



### INSPECTION PERFECTION



These benefits can drive the pursuit of energy efficiency.

**REALTOR® Vouchers & Rebates:** California Association Realtors (CAR) and the California Center for Sustainable Energy (CCSE) are creating value through the real estate marketplace. CAR offers a \$250 rebate towards an energy audit. CCSE also offers a \$300 voucher for audits that are only available through active realtors. This can be offered to any current homeowner.

**Energy Audits:** An energy audit starts the process to comprehensively, diagnostically evaluate the detached home. Homes are measured for air leakiness, duct leaks, and a safety carbon monoxide evaluation. The home is then measured and evaluated for conditioned space, orientation and building material. The audit delivers an energy report, recommended improvements, costs and rebate amount potential. Audits are required for rebates.

As many of these programs lack marketing dollars, this creates a great opportunity for the savvy realtor. Home buyers can leverage these rebates into their buying strategy, home sellers to use to promote their properties. What a great way for realtors to get back in front of their prized asset, their client base.

Ultimately it's the homeowner that greatly benefits with these solutions presented by their realtor. Nothing like a satisfied homeowner eagerly "spreading the word."

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## SDAR Education Schedule

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APR	CLASS TITLE	TIME	R-Plus	RMS	SDAR	Others	Credits	PRESENTER
22	<b>REALTORS® Property Resource</b>	9:00 am – 11:00 am	Free	Free	\$10	\$20	NA	Kevin Burke, JD
22	<b>Google Productivity Suite for Sellers</b>	12:00 pm – 3:00 pm	\$21.25	\$25	\$25	\$40	NA	Randy Jones/Kevin Burke
24	<b>Google Drive &amp; Docs</b>	9:00 am – 10:30 am	\$10	\$10	\$10	\$20	NA	Randy Jones
24	<b>Google Sites Training</b>	11:00 am – 12:30 pm	\$10	\$10	\$10	\$20	NA	Randy Jones
25	<b>Short Sales &amp; Foreclosures (SFR Designation)</b>	8:30 am – 5:00 pm	\$84.15	\$99	\$99	\$149	8 CP	Ginni Field
25	<b>zipForm® Hands-On Lab</b>	9:00 am – 12:00 pm	\$29.75	\$35	\$35	\$42	NA	Sandicor Trainer
26	<b>Contract Essentials</b>	8:00 am – 5:00 pm	\$75.65	\$69	\$89	\$105	8 CP	Ed Estes, Esq.
26	<b>Homeowners Associations &amp; Real Estate Transaction</b>	2:30 pm – 5:00 pm	Free	Free	\$15	\$30	NA	Rick Salpietra, Esq., & Raylene Brundage
29	<b>How to Avoid Litigation</b>	9:00 am – 1:00 pm	\$68.85	\$65	\$81	\$90	4 CP	Michael Spilger, Esq.
29	<b>Accessing Google E-mail Via the Web</b>	9:00 am – 10:00 am	\$10	\$10	\$10	\$15	NA	Randy Jones
29	<b>Accessing Outlook E-mail Via Google</b>	10:30 am – 11:30 am	\$10	\$10	\$10	\$15	NA	Randy Jones
29	<b>How to Value Income Properties</b>	11:30 am – 1:30 pm	\$17	\$20	\$20	\$29	NA	Curtis Gabhart & David "Stan" Stankaitis
30	<b>Tools to Reduce Legal Risk &amp; C.A.R. Forms Update</b>	12:00 pm – 1:30 pm	\$8.50	Free	\$10	\$20	NA	Kevin Burke, JD, & Dave Gillingham
MAY	CLASS TITLE	TIME	R-Plus	RMS	SDAR	Others	Credits	PRESENTER
1	<b>Solving the Mystery of Financing a Condo</b>	1:30 pm – 3:30 pm	Free	\$8.50	\$10	\$20	NA	Guild Mortgage Company
8	<b>Agent Boot Camp</b>	9:00 am – 3:30 pm	Free	Free	\$15	\$50	NA	Patrick Alexander, JD
9	<b>Converting Leads to Appointments</b>	9:00 am – 12:30 pm	\$24.65	\$29	\$29	\$40	NA	Brian M. Yarbor
9	<b>Escrow Coordination Secrets for R.E. Professional</b>	9:00 am – 1:00 pm	\$63.75	\$75	\$75	\$99	4 CS	Diana Turnbloom
13	<b>Google Apps Training</b>	12:00 pm – 2:00 pm	Free	\$10	\$10	\$20	NA	Randy Jones
15	<b>Prospecting</b>	9:00 am – 12:00 pm	\$21.25	\$25	\$25	\$39	3 CS	John Altman
16	<b>Point2 Listing Syndication</b>	9:00 am – 10:00 am	Free	Free	Free	Free	NA	Point2 Trainer
17	<b>Know Your Disclosures</b>	9:00 am – 4:00 pm	\$67.15	\$59	\$79	\$109	6 CP	Ed Estes, Esq.

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# MAY 2013 CALENDAR OF EVENTS



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	COMMITTEE MEETINGS
			<b>1</b> <b>Solving the Mystery of Financing a Condo</b> 1:30 pm–3:30 pm (Kearny Mesa)	<b>2</b>	<b>3</b>	<b>4</b>	
<b>5</b> <b>New Member Orientation</b> 8:30 am–3:00 pm (Kearny Mesa)	<b>6</b> <b>Real Estate Exchangers</b> 8:30 am–11:00 am (Kearny Mesa) <b>Free MLS Tempo Training</b> 9:15 am–4:30 pm. (Kearny Mesa)	<b>7</b>	<b>8</b> <b>Agent Boot Camp</b> 9:00 am–3:30 pm (Kearny Mesa)	<b>9</b> <b>Converting Leads to Appointments</b> 9:00 am–12:30 pm (Del Mar) <b>Escrow Coordination Secrets</b> 9:00 am–12:30 pm (Kearny Mesa)	<b>10</b>	<b>11</b>	
<b>12</b> <b>Google Apps Training</b> 12:00 pm–2:00 pm (Kearny Mesa)	<b>13</b> <b>Real Estate Exchangers</b> 8:30 am–11:00 am (Kearny Mesa) <b>Free MLS Fusion Training</b> 9:15 am–4:30 pm. (Kearny Mesa)	<b>14</b>	<b>15</b> <b>Prospecting</b> 9:00 am–12:00 pm (Kearny Mesa)	<b>16</b> <b>Point2 Syndication Seminar</b> 9:00 am–10:00 am (Kearny Mesa) <b>Tempo/Fusion Tips &amp; Updates</b> 9:30 am–11:30 am (Del Mar)	<b>17</b> <b>Know Your Disclosures</b> 9:00 am–4:00 pm (Kearny Mesa) <b>Broker Circle in Kearny Mesa</b> 9:00 am–10:30 am	<b>18</b> <b>One-Day Prep Course</b> 8:30 am–5:00 pm (Kearny Mesa)	
<b>19</b> <b>Notary Class &amp; Exam</b> 8:30 am–5:00 pm (Kearny Mesa) <b>Start &amp; Operate a Brokerage</b> 9:00 am–12:00 pm (Del Mar) <b>Google Drive &amp; Docs</b> 9:00 am–10:30 am (East County) <b>Google Sites</b> 11:00 am–12:30 pm (East County)	<b>20</b> <b>Real Estate Exchangers</b> 8:30 am–11:00 am (Kearny Mesa) <b>Accessing Gmail Via the Web</b> 9:00 am–10:00 am (Kearny Mesa) <b>Accessing Outlook Via Google</b> 10:30 am–11:30 am (Kearny Mesa)	<b>21</b>	<b>22</b> <b>Cert. Distressed Property Expert (Day 1)</b> 9:00 am–5:00 pm (Kearny Mesa)	<b>23</b> <b>Cert. Distressed Property Expert (Day 2)</b> 9:00 am–5:00 pm (Kearny Mesa) <b>zipForm® 6 Hands-On Lab</b> 9:00 am–12:00 pm (South County) <b>Thursday Thursday - YPN Mixer</b> 5:00 pm–7:00 pm (Location TBA)	<b>24</b>	<b>25</b>	
<b>26</b> <b>Memorial Day</b> SDAR Service Centers Closed	<b>27</b>	<b>28</b> <b>Real Estate Exchangers</b> 8:30 am–11:00 am (Kearny Mesa) <b>Google Calendars</b> 9:00 am–1:00 pm (Kearny Mesa)	<b>29</b> <b>Certified Condo Specialist/Certified CID Specialist</b> 8:30 am–5:00 pm (Kearny Mesa)	<b>30</b> <b>Certified Commercial Investment Member - CCIM (Day 1)</b> 8:00 am–5:00 pm (Del Mar)	<b>31</b> <b>Certified Commercial Investment Member - CCIM (Day 2)</b> 8:00 am–5:00 pm (Del Mar)		

All classes/events subject to change or cancellation.

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