



This month I'd like to acknowledge the recent expansion of SDAR's Service Center operations. SDAR is the largest trade association in San Diego County. With membership exceeding 10,000, SDAR is continually looking for ways to offer more

PRESIDENT'S PERSPECTIVE

convenience, resources, tools, education, and networking opportunities to help our growing membership succeed in business.

SDAR is thrilled to offer the convenience a new Service Center for our members in North County. We have over 1,500 members in the North County area who will immediately benefit from the services and education this facility now offers. I want to thank our members, sponsors, staff, volunteers, and local media who helped SDAR celebrate

the Grand Opening of the Del Mar Service Center last month.

If you have not dropped by yet, please do. The friendly staff will be happy to show you around and tell you about special discounts offered to SDAR members by our Del Mar Partner including Beach Bungalow Designs, Salon Radius 2, Spa Gregorie's, Nothing Bundt Cakes, Chevy's, and Milton's. Staff can also register you for upcoming classes and events, review potential savings with SDAR's REALTOR® Plus+ pro-

gram, and demonstrate SDAR's new no-cost mobile marketing solution.

Key statistics from September housing data indicate that home sales in San Diego County fell from last month, but improved somewhat when compared to September of last year. Single-family home sales decreased by 2.5 percent compared to August, but jumped 8 percent from September of 2010. Attached home (condo) sales fell 13.6 percent from August, but showed little change from the same month last year.

Median prices for both single-family homes and condos remain lower than 2010 levels, but the median price of condos increased slightly compared to August of this year. Turn to the center pages for a full breakdown of the September statistics.

I'll be checking in with you next month to keep you informed about the latest news from your association.

Sincerely,

Bob Kevane



U.S. POSTAL SERVICE

STATEMENT OF OWNERSHIP, MANAGEMENT AND CIRCULATION Form 3526

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Stacie Anderson
 Editor

I certify that all the information furnished on this form is true and complete. I understand that anyone who furnishes false or misleading information on this form or who omits material or information requested on the form may be subject to criminal sanctions (including fines and imprisonment) and/or civil sanctions (including civil penalties).

The San Diego REALTOR®

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