



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 • January 2014



Leslie Kilpatrick brings a wealth of experience and service to her role as the 2014 President of the Greater San Diego Association of REALTORS®

Kilpatrick has been a REALTOR® since 1979. Prior to entering the real estate profession she worked as an estimator, job superintendent, and project manager for residential developers. Over her 25-year career in real estate sales, she has represented hundreds of buyers and sellers of residential,

## Introducing Your 2014 President – Leslie Kilpatrick

mixed-use, income and office properties, primarily in the metropolitan and coastal areas of San Diego County.

She moved into professional real estate office management nine years ago, and she currently manages two offices for the locally owned Willis Allen Real Estate – one in downtown San Diego and one on Coronado.

An active volunteer in youth and community service organizations throughout her life, Kilpatrick has given back to her profession in recent years by serving on the board of directors of both SDAR and the California Association of REALTORS®. She was honored as SDAR Office Manager of the Year in 2009 in a declaration that read: "In recognition of your cooperation, ethics, integrity, community service and service to this Association and the entire real estate industry." She was also just appointed to a

three-year term on the Professional Standards Committee of the National Association of REALTORS®.

At a time when our professional voices must be heard in order to build on the momentum we've created and protect our industry, Kilpatrick brings a passion for and deep commitment to her fellow REALTORS®, private property rights and the value of home ownership in America.

As SDAR's President, Kilpatrick has committed herself and the association to improving and increasing local military housing options for our service members, veterans and the families of these brave men and women.

In her free time, she enjoys sailing, camping, reading and spending time with her family. She lives in South Park with her husband, Tom McLean. They share four adult children and two grandsons.



## Paragon to be Introduced as New MLS System

This spring, Sandicor will introduce Paragon as the new MLS system.

Sandicor reports that Paragon is easy to navigate with lots of onscreen help, and that its clean layout makes using the system more intuitive; there's even a new client connect module for more effective collaboration between agents and clients. According to Sandicor, Paragon provides multi-tasking capabilities that allow agents to save time conducting property searches, creating comparative market analyses

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PERIODICAL

The San Diego REALTOR® (ISSN 1096-8210; USPS 479-460) is the official publication of the Greater San Diego Association of REALTORS®, which is affiliated with the National Association of REALTORS® and the California Association of REALTORS®.

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POSTMASTER: Send Address changes to The San Diego REALTOR®, 4845 Ronson Court, 92111. Telephone: (658) 715-8000.



BELL



HUTCHINSON

Everything you need to know about 2014 new laws affecting real estate and California Bureau of Real Estate (CalBRE) updates – all of which can affect your business success – will be presented on Tuesday, January 28, at the Town and Country Resort & Convention Center in Mission Valley.

CalBRE Commissioner Wayne Bell and C.A.R. Legal Counsel Gov Hutchinson will help you navigate a successful and law-abiding 2014. This popular seminar is offered each year by SDAR and has been praised for its entertainment value and its added value to your business. Proceeds from the class fee go to SDAR's local PAC to defend your bottom line.

### Topics include:

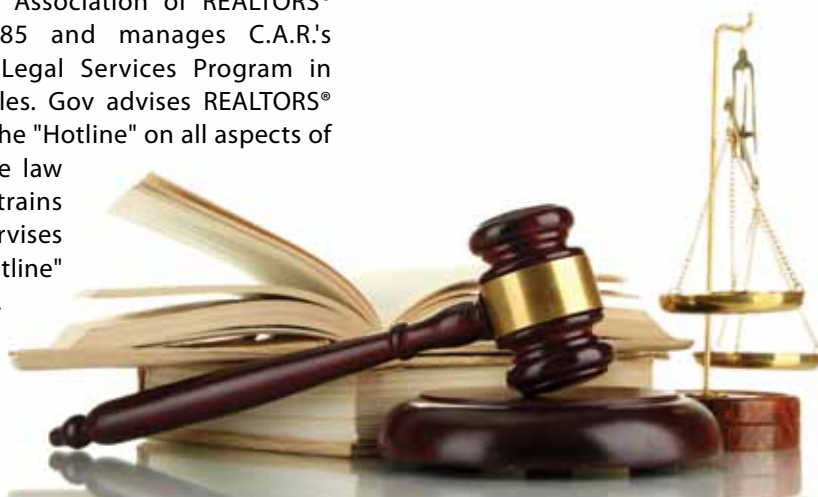
- New laws affecting transactions, licensing, foreclosures, taxes, property management and more

- State and federal legislative updates
- The benefits of being a Political Action Committee (PAC) Contributor

SDAR is pleased to partner with the San Diego Women's Council of REALTORS® for this event.

Commissioner Bell is the chief officer of CalBRE. He oversees the licensing and regulation of approximately 410,000 real estate agents, and certain mortgage loan originators, enforces the California Real Estate Law and the statutory laws regarding the sale, lease or financing of subdivided lands.

Hutchinson has been with the California Association of REALTORS® since 1985 and manages C.A.R.'s Member Legal Services Program in Los Angeles. Gov advises REALTORS® through the "Hotline" on all aspects of real estate law and he trains and supervises other "Hotline" attorneys.



## Must-Attend Seminar on New Laws and CalBRE Updates

**Date:**  
Tuesday, January 28

**Time:**  
9:00 a.m.-12:00 p.m.

**Location:**  
Town and Country Resort  
500 Hotel Circle North  
San Diego, CA 92108

**Price:**  
Minimum \$35 PAC contribution required to attend. Includes continental breakfast and coffee.

**Register:**  
[newlaws.eventbrite.com](http://newlaws.eventbrite.com)



## PRESIDENT'S PERSPECTIVE

2014 PRESIDENT

LESLIE KILPATRICK



At this writing, I am looking forward to SDAR's Installation of Leadership being held this year on the USS Midway. The significance of that venue is not lost on me.

Our longstanding mission to protect private property rights and the business interests of our members remains our focus. Yet, wherever and whenever possible this year, let us remember those who made our freedoms and prosperity possible - honor our veterans and reach out to those on active duty. If a soldier, sailor, marine or airman does not get a home because the seller has a better offer, that is a business reality, but should they not get that home because their REALTOR® or lender does not understand how to help them use their VA benefit, that is a tragedy.

San Diego has become America's finest city because of the contributions of the veterans who came here and stayed. They and their children built the businesses and institutions that have made our community great.

In 2014, SDAR will offer more education and certifications to REALTORS®

enabling them to better serve the military community. We will work with our members and business partners to have more housing communities VA and FHA approved. We will contribute to our Ambassadors Foundation supporting charities that directly reach the military families in need of our support and encouragement. And in numbers we will speak up as the REALTOR® Party to protect home ownership, private property rights and the public policies that support them.

I'm delighted to lead the SDAR team this year, and we have a firm foundation and a growing housing market on which to build. Success in the real estate business, of course, cannot be measured solely by chalking up a number of sales or attaining the asking price on a home. Helping people achieve the dream of homeownership is our highest goal. The benefits to our cities, communities, and neighborhoods are immeasurable, and should provide us the most satisfaction.

I hope you'll take every opportunity to get involved in your association in 2014, and as your Board President, I'll support you every step of the way.

Leslie Kilpatrick

## REALTORS® Brightened the Season Through Holiday House Contributions



The Holiday House, a charitable project of SDAR's non-profit Ambassadors Foundation and the real estate community, culminated at a stunning home in Rancho Santa Fe in December. The event, presented by San Diego Home/Garden Lifestyles, helped San Diego's children, military families, homeless, and senior citizens with donations of toys, household items, food, monetary gifts, and much more. The items were collected at all SDAR Service Centers and at drop-off centers throughout the county.

The mission of the Holiday House is to show that REALTORS® care about the community by supporting local charities that help so many of our

neighbors all year-round. The charities benefiting this year were Homefront San Diego, The Angel's Depot, It's All About the Kids, PAWS San Diego, and Second Chance.

The Holiday House was an actual 8,000-square-foot residence on Rancho La Cima Drive in Rancho Santa Fe that was opened as the venue for the celebration by real estate agent Christina Thomas of Pacific Sotheby's International Realty, and homeowners Rio and Marie Sabadicci. Scores of attendees stopped by during the evening and made their donations before enjoying the chance to mingle with the sponsors, volunteers, and charity

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## The San Diego REALTOR®

www.sdar.com • editor@sdar.com

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# .REALTOR

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## What you Need to Know About the New .REALTOR Domain

There's been a lot of buzz and excitement building about new domain names in the real estate industry, especially the launch of the new .REALTOR top level domain. In all the excitement, misinformation and confusion can abound. Don't be confused! Here's what you need to know about the new .REALTOR domain.

### There is Only One .REALTOR Domain

In 2011, NAR applied with the Internet Corporation for Assigned Names and Numbers (ICANN) to operate a NEW branded .REALTOR top level domain (TLD). The Internet is undergoing an evolution, soon hundreds of new TLD's will be available some of which may be related to real estate, but there is only one .REALTOR TLD, and it's operated by NAR.

The goal of the .REALTOR domain is to create a name space where home buyers, sellers and investors can go to find the most credible, trusted real estate information, resources, and professional services on-line -- and ensure they are working with a REALTOR®. No other top level domain can make this claim.

### .REALTOR is a Member Benefit

Only members of the National Association of REALTORS® (NAR) and the Canadian Real Estate Association (CREA) can call themselves REALTORS®, and only REALTORS® will be allowed to use the .REALTOR

domain in connection with their names and businesses. Domains will also be available to state and local REALTOR® associations; association owned and operated multiple listing services; affiliated institutes, societies and councils; and other NAR-approved partners.

### Priority Registration – First Year is FREE

The .REALTOR domain is anticipated to launch in 2014. NAR will provide the first 500,000 members who register with a FREE one-year license for one .REALTOR domain. To ensure members have enough time to register for priority notification, the deadline has been extended until January 31, 2014. Sign up to receive advance email notification for priority registration of your .REALTOR domain(s) one day before the general release of the .REALTOR domain, at: [www.SignUpForDotREALTOR.com](http://www.SignUpForDotREALTOR.com).

Submit your Name and Email Address to be added to the priority list. When you do so, you will receive an auto-reply email acknowledgment from: [info@signupfordotrealtor.com](mailto:info@signupfordotrealtor.com). As long as you receive this email, you're all set to receive additional details on the final registration process when they become available.

### Learn More

For more information and the latest updates, visit [www.REALTOR.org/Domain](http://www.REALTOR.org/Domain).

## FROM THE DESK OF THE CEO

One of the most rewarding programs developed by SDAR during my tenure has been the Ambassadors Foundation, our 501(c) (3) non-profit dedicated to advancing and advocating for San Diego communities and service organizations. We've held fundraising events such as the annual Golf Tournament and the Holiday House charity drive to support those who have served us, and to help out those in need.

I'm pleased to announce that this year we are expanding the reach of the Ambassadors Foundation, building on the premise that REALTORS® are truly ambassadors to our neighbors throughout the county. REALTORS® know our neighborhoods, our homes, and the families who live in them. We're excited to broaden the program to include four different segments of our community for which SDAR can make a difference.

### Real Estate Fraud Fighters

Our task force dedicated to preventing and eliminating real estate fraud in San Diego County.

The first order of business will be to introduce this initiative at our "New Laws" class on January 28 from 9:00 a.m. to 12:00 p.m. at the Town and Country Resort. Please plan to attend (see article on the front page) and register at [newLaws.eventbrite.com](http://newlaws.eventbrite.com).

### Everyday Heroes

This special housing program assists law enforcement professionals in purchasing a home. Special program are offered to qualifying members of the San Diego Police Officers Association that will help them save hundreds of dollars on their monthly mortgage payments and achieve the dream of homeownership.



MICHAEL T. MERCURIO

### Helping Military Heroes

This is our main focus for 2014, as we help military families and veterans in the process of purchasing a home, through educational workshops and resources. We're also working to educate our own REALTOR® members about veteran housing, in the hope that we can help overcome the many stigmas and myths about VA loans. We'll make you aware of these workshops as they are scheduled.

### Local Charities

We hold charity events throughout the year to help secure donations for local charities that support military families, veterans, women, children, homeless, and at-risk youth.

We'll have a full calendar of events and educational programs sponsored by the Ambassadors Foundation. Visit the new website at [www.ambassadorsfoundation.org](http://www.ambassadorsfoundation.org).

I hope all of our members will get involved in the programs of SDAR during 2014, whether it's supporting the Ambassadors Foundation, enrolling in an SDAR class or seminar, or attending a networking mixer. Thank you for your membership!

*Michael T. Mercurio*  
Michael Mercurio

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(CMAs), updating listing information, and completing other tasks in a single view on their computers.

### Paragon will work on:

- Mac
- PC

### Paragon will work with:

- Internet Explorer version 9 or newer
- Google Chrome
- Safari
- Firefox

### Paragon is mobile responsive and will work on:

- iPads
- iPhones
- Android devices
- Tablets

Paragon is being designed to mirror the current grids and report displays used within Tempo/Fusion, thereby providing software with a familiar look and feel. Sandicor plans to offer a wide

variety of Paragon training modalities, including instructor-led classes, live and recorded webinars, and video snippets embedded into the software.

"After a lengthy evaluation process of multiple MLS systems, our MLS committee members and board of directors wholeheartedly agreed with the Sandicor Technology User Group's recommendation to select Paragon MLS as our new MLS system," said Sandicor Chief Executive Officer Ray Ewing. He said the evaluation included discussions with current Paragon MLS customers and users as well as hundreds of hours of hands-on testing. "We look forward to offering this great product to our members and to working with our new strategic business partners."

Visit [www.sdar.com/education](http://www.sdar.com/education) to find out when and where the new Paragon MLS free training sessions will be held at SDAR service centers starting next month, or e-mail [education@sdar.com](mailto:education@sdar.com).

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MORT PDF 0912-073-115208





# Commercial Deal Maker Awards from CRASD Featured on Feb. 13

Join the brokers, developers, architects, contractors and others in the development community for the 2nd annual Top Real Estate Deals of the Year Awards, hosted by the San Diego Business Journal, and featuring the Commercial Deal Maker Awards.

The event takes place Thursday, February 13, from 4:00 to 7:00 p.m. at the Paradise Point Resort & Spa, 1404

Vacation Road, San Diego, CA 92109. Offering hors d'oeuvres and a cash bar, the evening showcases San Diego County's biggest, best and most complex projects.

The Commercial Real Estate Alliance of San Diego (CRASD) recognizes San Diego brokers and brokerage teams who have complete significant transactions in the U.S. market. Deal Maker Awards will be presented in the following categories (up to \$5 million and above \$5 million):

- Apartment / Multi-Family Deal of the Year
- Office Deal of the Year

- Industrial Deal of the Year
- Retail Deal of the Year
- Land Deal of the Year

The nomination deadline has passed, but you can purchase event tickets at \$65 for this special networking reception and awards program at [www.sdbj.com/bizevents](http://www.sdbj.com/bizevents). You will receive a 26-week subscription to the San Diego Business Journal (\$15.00 allocated to the subscription). Current subscribers may gift their subscription to a colleague.

For more information e-mail [staylor@sdbj.com](mailto:staylor@sdbj.com) or call (858) 277-6695.

# December 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®

Traci Dalton - SoCal Investment Properties  
Denise Dupas - EAP Realty  
Peter Marx - Safe Harbor Leasing and Mgmt.  
Rudolph Medina - Rudolph Medina

## REALTORS®

Marcela Barrios - Century 21 Award  
Patrick Cohen - Coldwell Banker Residential  
Robert Davis - Keller Williams Carmel Valley  
Benna Duenas - Estate Realty, Inc.  
Jamie Fiscus - Bowhay Properties, Inc.  
Lynne Forbes-Zeller - Berkshire Hathaway HomeService  
Ethel Joan Geron - Keller Williams Realty  
Ali Hajisattari - Keller Williams Carmel Valley  
Kimberley Indovina - Apex Realty SD  
Teri Knight - Redfin Corporation  
Kelly Lahtov - Coldwell Banker Residential  
Kathy Lane - Century 21 First Choice Realty  
Svetlana Larkin - Century 21 Award  
Sherron Lawrence - Realty National, Inc.  
Zhi Liu Douglas - Wellington Real Estate  
Jo Mayer - RE/MAX Homes & Investments  
Kerri Musil - SD Mortgage & Real Estate  
Facio Palomino - Keller Williams Realty  
Joseph Parker - Coldwell Banker Res. Brokerage  
Rima Rhodey - Greater Good Realty  
Jennifer Rierson - Palisade Realty, Inc.  
Cristopher Roberson - Eric Loya, Broker  
Anthony Sciarino - Windermere Homes & Estates  
Wafa Shami - Keller Williams Realty  
Tania Smith - Keller Williams SD Metro  
Jason Smoot - Sampson California Realty  
James Tess - ZipRealty, Inc.  
Yu Wang - Century 21 Award  
Joseph Wogoman - Veteran, REALTORS®  
Chul Koo Yoon - Team USA Realty and Investment

## Secondary Members

## DESIGNATED REALTORS®

Linda Barrientos - Linda Real Estate  
Michael Brown - Home Buyers Marketing II, Inc.  
Max McDermott - Realty Masters & Associates  
Christiano Sampaio - Loftway, Inc.  
Dalila Sierros - Fierros Realty & Associates  
Mark Whisler - Whisler Land Company

## REALTORS®

Robert Fabianes - American Home Marketing  
Ray Fernandez - First Team Real Estate  
Sarah Jang - Evergreen Realty & Associates, Inc.  
Enrico Ward - Coldwell Banker Town & Country  
Beth Wright - Frederick Scott Elisberg

San Diego Home/Garden Lifestyles Presents  
The Greater San Diego Association of REALTORS®

Holiday House

Thank You to All of Our Holiday House Attendees, Bin Hosts, & Supporters!

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Pacific Sotheby's International Realty

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JANUARY 2014





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NMLSR ID 257383



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NMLSR ID 347564



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Dreama Brown  
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Sr. Mortgage Consultant  
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Charlie Burkett  
Sr. Mortgage Consultant  
858-254-5774  
NMLSR ID 240342



Margarita Georgieva  
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Steve Meier  
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619-890-4103  
NMLSR ID 450464

# REALTORS® TOOK A STAND ON QUALITY AND MADE A CHANGE ON A NATIONAL LEVEL

By Ginny Ollis

Because our members stood up, an important difference was made. When I learned that Realtor.com had been sold to an investor group that planned to do a national campaign inviting the public to choose their agent by going to Realtor.com to see the statistics on agent production, I went ballistic.

This year the National Association of REALTORS® sold their primary forum, REALTOR® magazine, to an independent, non real estate company. It was a company that is not committed to the Code of Ethics, which differentiates NAR members from the sharks that once dominated the industry. It

was a company that does not have the trust and support of the tens of thousands of REALTOR® members of NAR.

It became very apparent when this new company instituted a new program to attract the public to their internet site, "Realtor Match." This program is said to advise citizens about which agents in any market area are delivering the biggest quantity of transactions. Not a single REALTOR® who has become aware of this program supports its premise. Underlying the "match" is the belief that the most important qualification a client needs is quantity, not quality.

There are very big producers who

deliver quality. But there are also agents who have substantial time commitments to children, family, their continuing education and improvement, diligence and hands-on service, who deliver excellent quality. What the public needs to look for in a real estate broker or agent is NOT the number of sales they have closed, but the knowledge, insight, collaborative skills, customer care, counsel and detailed follow-through that produce slates of clients who would never go to anyone else. You all know this already.

I contacted my retired-from-company Coldwell Banker, my area REALTOR®

Association "Metro" colleagues, most of the outstanding REALTORS® I know, SDAR's 2013 President Linda Lee, and several board members of SDAR. A large number of agents took the concern to their managers, to their companies, to SDAR and so forth. Linda Lee, who is also very involved in both C.A.R. and NAR, took up the campaign and asserted our concerns very strongly. Keller Williams took a companywide stand against the program.

And REALTOR® magazine has agreed to cancel this program.

It was your participation and shared action that created this result. Thank you, thank you for recognizing the value "REALTOR®" stands for.

*Ginny Ollis was named in 2012 as an SDAR Honorary Member for Life by the Board of Directors, after 35 years as a REALTOR®, broker, and a volunteer for SDAR.*



## THE BENEFIT OF FAB LIES IN YOUR PIECE OF MIND.

COMPARE		
<b>Pre-Qualification</b> Generally based on a credit report and a loan originators opinion.	<b>Pre-Approval</b> Usually is provided by a loan originator based on an automated underwriting system (AUS) approval.	<b>FAB Approval</b> This is an approval provided by a BluFi underwriter minus appraisal, title, and escrow.


## FORWARD ADVANTAGE BUYER APPROVAL

The FAB program allows for a borrower to be fully credit approved by an underwriter, giving them the comfort of knowing the home loan process will be expedited and easily closed. Now they will only need to find the perfect property to make the home buying experience complete! We want buyers to have a competitive edge in the marketplace and a FAB approval keeps opportunities open and levels the playing field when placed against cash buyers. The seller will be more confident in accepting an offer from a buyer with a FAB approval because it translates into a quick close. It's FABulous!



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representatives, and taste the appetizers and beverages from sponsoring restaurants and shops.

SDAR is particularly grateful to everyone who donated items or made financial contributions, to all the local businesses that hosted bins to gather donations, and to the staff and volunteers who gave their time and talents to the charitable event.

We are pleased to acknowledge these sponsors: American Mortgage Group, Bank of America Home Loans, Bloom Escrow, Brook Furniture Rental, Bviolin, Citibank, Cleanology, The Daily Transcript, Edible Arrangements, LiveLife.com, Military Home Loans, Nothing Bundt Cakes, PNC Mortgage, Randy Jones All-American Sports Grill, Sandicor, San Diego County Credit Union, San Diego Linens, Sheraton San Diego Hotel & Marina, Staged4Sale, Starbucks Coffee, Stone Brewing Company, Sushi on a Roll, Unique Mobile Sounds, The UPS Store, and Wells Fargo Home Mortgage.

If you'd like to participate in the 2014 Holiday House as a volunteer, sponsor a drop-off center, or enlist your company's help in any other generous way, please contact SDAR at (858) 715-8000.



# THE GOURMET KITCHEN: EVERYTHING AND THE KITCHEN SINK

By Regina P. Brown

Last month, we started our tour of “Gourmet Kitchens,” including room layouts, cabinets, counters, and major appliances. Now we finish our tour of gourmet kitchens, exploring the sinks, faucets, lighting, flooring, and cool innovative gadgets.

## SINKS

Don’t hide that gorgeous sink; it can be the star of the kitchen! A tasteful sink should be functional as well as beautiful. Cooks want a sink with two or three basins, preferably one shallow basin for washing veggies. One basin is expected to be equipped with a garbage disposal. An elaborate kitchen will boast two sinks: The main sink in the counter against a wall, and a prep sink in the island counter. Expect to see a third bar sink in homes built for entertainment and parties.

Sinks can be made from materials such as:

**Stainless steel** – very durable and most popular

**Porcelain** – typically constructed from vitreous white china

**Acrylic** – scratch resistant, and can be painted in customized colors

**Cast iron** – old fashioned and least expensive material, can show rust and signs of wear. May be coated with enamel to help preserve from wear and tear.

**Granite** – expensive yet easy to maintain; look for various grade of granite

**Copper** – will not corrode or rust, and if not polished, develops a green patina

**Stone** – beautiful custom carved designed; elegant but expensive

**Fireclay** – fine quality construction is hardy and heavy

Common styles include the traditional top-mount and the nouveau under-mount. The top-mount sink is installed above the counter, and has a rim which provides a nice trimmed finish. It’s also known as a “drop-in” sink. An under-mount sink is installed under the counter, so it needs to be supported underneath. Since there is no rim, it has

a sleek, modern look.

The farmhouse style sink is seen more and more frequently in upscale designs. It really adds a punch of style to the kitchen ambiance. Also known as apron-front sinks, these sinks usually have single basins and are more difficult to install, because the counter must be designed specifically around the sink.

Every sink needs a garbage disposal. Contrary to popular belief, a disposal does not work with a blade at the bottom like a blender. Instead, it propels the food at a high rate to the sides, where the food particles are shredded. Disposals are rated in terms of horsepower; the more horsepower, the stronger its operating ability and the higher the quality.

## FAUCETS & HARDWARE

A well-chosen faucet can complement the sink and tie in the entire kitchen design. Kitchens with multiple sinks will have matching faucets. Faucets may have a single handle or two separate handles, one lever for each hot and cold. Single handles are easier to operate, with the handle on either the back or the side of the spout. Faucet styles include the following:

**Low arc spout** – the spout projects horizontally in this classic design

**High arc spout** – the spout curves up and down gracefully in an upside-down “U” shape.

**Mid arc spout** – the spout curves upwards gently

**Pull-out spray nozzle** – this traditional style allows you to use the faucet regularly, or you can pull down the nozzle. Great for washing vegetables or cleaning dishes without having a separate spray nozzle on the side of the sink.

**Pull down spray nozzle** – this high arc spout also has a nozzle that can be pulled (down, not out)

**Wall mount faucet** – installed directly into the wall, this style achieves a minimalist look and leaves less clutter on the counter

**Bridge faucet** – chic and stylish, this design sports 2 handles and a U-shaped spout that swings around

As if those are not enough choices, here are more ways to add interesting and exotic features to the sink. Some of our favorites include:

**Touch-on** – the on/off switch is built into the spout, so you can simply touch it and the faucet turns on

**LED neon tap** – a unique way to bring a colorful burst into the kitchen, a red, blue, or green neon light comes on when water is flowing, making the water glow colorfully

**Beverage faucet** – specific faucet on the side of the sink that is connected to a purified drinking water source

**Pot filler** – authentic Italian kitchens are often equipped with a wall-mount faucet above the stove to fill deep pasta pots conveniently. May be installed on the deck / counter or directly into the wall.

**Side spray** – individual spray nozzle that is installed separately from the spout. The hose pulls out and adjustable nozzle options may include spray, stream and pause.

**Dishwasher aerator valve** – a metal valve installed near the sink, above the dishwasher, to allow air ventilation from the dishwasher while running.

Traditional faucets are made from stainless steel which is shiny when polished. But other more modern finishes are seen in gourmet kitchens, such as: oil-rubbed bronze, antique gold, brushed nickel, brass, pewter, and mixed metals.

## FLOORING

Kitchen flooring sets the tone for a well-finished look. Elegant kitchens include durable, long-lasting easy-to-clean sleek flooring. Because the kitchen is the “heart of the home” the flooring needs to withstand traffic 3 times per day. Of course, the flooring needs to be water-resistant, since a kitchen will have water and other liquid spills.

Kitchen flooring types include the following materials:

**Bamboo** – it looks like wood, but this high-density flooring is made from giant bamboo plants (which are a type of grass, not a tree). Valued for its cozy

look and “green” sustainability.

**Ceramic tile** – large square tiles, often 12” x 12”, installed on a prepped surface with grout in between each tile. Grout colors can match or complement the tile. Design options include a retro black & white checkerboard design, a diamond pattern, or intricate custom patterns.

**Concrete** – for a modern no-frills industrial look, concrete designs are endless because the floor can be stamped and stained in various colors, and designs can be etched with acid.

**Cork** – natural cork harvested from trees, this flooring is more comfortable for standing and provides a layer of insulation.

**Hardwood planks** – solid wood installed in thin or thick strips in a vertical or horizontal pattern, including oak, pine, or maple. Higher quality hardwood can be expensive, but lasts forever. Recycled timber floors provide an environmentally friendly option.

**Laminate / engineered wood** – typically a wood-look which is less expensive than real hardwood, the planks “float” because they are hooked into each other instead of being nailed to the floor.

**Linoleum** – the classic 50’s kitchen flooring. Different from vinyl because it’s manufactured using natural materials such as linseed oil, linoleum is coming back into vogue because of its “green” reputation.

**Stone** – natural authentic granite, slate, limestone, and travertine are popular stone types because each stone has a unique variation.

**Porcelain tile** – all the rage lately, these fabulous glazed wood look-alike tiles are installed with long, narrow strips of solid and sturdy ceramic.

**Vinyl** – synthetic material sheets are rolled out to cover the entire floor at once. Once viewed as cheap, new modern vinyl looks amazingly like real wood, tile, or stone.



DECEMBER 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
91901	Alpine	10	207	63	74	\$577,900	\$470,000	10	194	100	84	\$396,000	\$399,000
91902	Bonita	7	178	52	58	\$550,000	\$525,000	9	173	55	89	\$550,000	\$435,000
91905	Boulevard	1	19	263	97	\$160,500	\$145,000	1	14	38	168	\$217,500	\$89,500
91906	Campo	2	50	119	101	\$182,500	\$155,850	8	74	89	84	\$143,113	\$140,000
91910	Chula Vista	26	470	67	64	\$433,000	\$385,000	30	450	109	81	\$329,500	\$329,000
91911	Chula Vista	29	398	88	61	\$360,000	\$342,250	36	467	58	81	\$322,500	\$285,000
91913	Chula Vista	36	493	50	73	\$490,000	\$440,000	59	570	97	105	\$400,000	\$380,000
91914	Chula Vista	16	218	100	79	\$627,500	\$555,000	36	288	57	101	\$513,243	\$493,922
91915	Chula Vista	29	340	65	70	\$435,000	\$435,000	39	483	106	122	\$395,000	\$370,000
91916	Descanso	2	31	76	78	\$246,203	\$250,000	2	24	110	63	\$199,500	\$280,500
91917	Dulzura	0	7	0	144	\$0	\$310,000	0	2	0	126	\$0	\$196,000
91931	Guatay	0	3	0	104	\$0	\$190,000	0	1	0	140	\$0	\$120,000
91932	Imperial Beach	8	110	24	56	\$374,500	\$348,000	14	120	65	102	\$307,500	\$301,500
91934	Jacumba	1	13	19	132	\$259,000	\$74,000	0	8	0	62	\$0	\$78,180
91935	Jamul	9	77	71	78	\$400,000	\$460,000	11	112	81	115	\$385,000	\$416,000
91941	La Mesa	22	362	72	45	\$515,138	\$485,500	42	410	63	72	\$441,813	\$425,000
91942	La Mesa	14	316	56	45	\$415,000	\$400,000	17	295	49	66	\$355,000	\$329,000
91945	Lemon Grove	21	273	64	60	\$320,000	\$305,000	11	244	91	73	\$236,500	\$253,500
91948	Mount Laguna	1	6	184	118	\$110,000	\$110,000	1	9	560	313	\$125,000	\$120,000
91950	National City	14	222	61	66	\$323,500	\$265,500	17	245	75	82	\$250,000	\$225,000
91962	Pine Valley	4	35	78	96	\$292,500	\$323,000	3	20	35	75	\$307,000	\$250,000
91963	Potrero	1	9	194	109	\$224,000	\$200,000	1	7	159	80	\$135,000	\$193,000
91977	Spring Valley	31	527	56	55	\$335,000	\$320,000	60	551	69	76	\$299,500	\$270,000
91978	Spring Valley	5	70	41	63	\$355,000	\$376,250	7	73	125	73	\$401,000	\$339,000
91980	Tecate	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0
92003	Bonsall	3	60	143	84	\$366,000	\$540,000	4	54	108	122	\$356,000	\$488,500
92004	Borrego Springs	4	68	123	106	\$246,000	\$177,000	5	61	48	99	\$269,000	\$121,900
92007	Cardiff By The Sea	8	88	31	60	\$861,800	\$961,250	9	70	62	61	\$975,000	\$887,000
92008	Carlsbad	15	209	42	45	\$735,000	\$680,000	23	222	114	81	\$640,000	\$565,000
92009	Carlsbad	27	582	46	42	\$808,000	\$782,375	55	592	73	72	\$747,960	\$699,717
92010	Carlsbad	9	142	34	36	\$645,000	\$595,000	16	131	50	60	\$543,450	\$530,000
92011	Carlsbad	18	261	57	39	\$887,500	\$789,900	27	298	61	84	\$728,110	\$712,500
92014	Del Mar	8	187	115	66	\$1,762,500	\$1,500,000	18	174	84	112	\$1,700,000	\$1,325,000
92019	El Cajon	21	356	40	59	\$433,000	\$435,000	26	356	50	81	\$434,750	\$380,000
92020	El Cajon	23	376	42	46	\$355,000	\$385,000	30	359	84	67	\$354,750	\$335,000
92021	El Cajon	37	445	56	58	\$358,000	\$356,000	39	470	97	85	\$305,000	\$295,000
92024	Encinitas	30	463	51	46	\$940,000	\$870,000	44	473	68	74	\$867,500	\$820,000
92025	Escondido	20	345	53	54	\$420,000	\$420,000	26	334	52	79	\$355,000	\$349,950
92026	Escondido	32	512	92	63	\$410,000	\$400,000	33	549	91	86	\$355,000	\$321,000
92027	Escondido	36	500	52	56	\$412,500	\$357,000	37	569	70	83	\$320,000	\$281,000
92028	Fallbrook	53	727	70	70	\$460,000	\$433,000	49	620	123	95	\$400,000	\$350,000
92029	Escondido	11	221	123	52	\$545,000	\$580,000	21	221	58	81	\$525,000	\$510,000
92036	Julian	3	76	28	112	\$270,000	\$230,500	9	91	93	133	\$209,000	\$225,000
92037	La Jolla	30	362	74	63	\$2,225,000	\$1,590,000	34	358	89	97	\$1,750,000	\$1,350,000
92040	Lakeside	17	362	71	59	\$415,000	\$370,000	27	327	77	78	\$349,000	\$319,000
92054	Oceanside	20	254	42	60	\$452,500	\$452,500	22	276	88	86	\$419,500	\$363,750
92056	Oceanside	37	509	35	45	\$395,000	\$410,000	29	491	38	77	\$390,000	\$340,000
92057	Oceanside	42	635	47	53	\$425,000	\$400,000	54	641	87	84	\$346,750	\$345,000
92058	Oceanside	6	140	70	51	\$419,613	\$381,500	13	147	53	82	\$351,000	\$302,000
92059	Paia	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0
92060	Palomar Mountain	3	12	97	116	\$127,500	\$124,750	1	8	0	148	\$4,000,000	\$244,450
92061	Pauma Valley	4	29	321	169	\$592,500	\$504,000	2	26	268	249	\$362,500	\$316,500

		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
92064	Poway	40	555	68	50	\$646,000	\$600,000	34	523	87	85	\$592,500	\$500,000
92065	Ramona	28	498	72	66	\$425,000	\$375,000	41	465	102	100	\$300,000	\$315,000
92066	Ranchita	0	1	0	474	\$0	\$159,800	0	4	0	85	\$0	\$115,000
92067	Rancho Santa Fe	21	238	113	117	\$2,400,000	\$2,300,000	16	211	132	154	\$2,000,000	\$2,165,000
92068	San Luis Rey	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0
92069	San Marcos	29	380	39	43	\$441,000	\$435,000	33	402	61	76	\$382,000	\$358,500
92070	Santa Ysabel	1	8	403	139	\$475,000	\$391,000	1	8	47	64	\$213,000	\$289,500
92071	Santee	23	434	43	40	\$380,000	\$375,000	25	419	73	71	\$337,000	\$322,000
92075	Solana Beach	12	115	75	64	\$1,198,250	\$1,100,000	2	97	47	100	\$1,252,500	\$955,000
92078	San Marcos	26	491	39	46	\$591,250	\$569,900	42	520	57	77	\$526,700	\$499,000
92081	Vista	18	275	57	42	\$437,500	\$425,000	23	283	65	79	\$390,000	\$347,000
92082	Valley Center	15	215	100	75	\$469,000	\$459,900	14	219	161	104	\$392,000	\$375,000
92083	Vista	11	261	34	48	\$380,000	\$345,000	16	236	80	75	\$304,950	\$275,000
92084	Vista	23	368	56	53	\$455,000	\$411,000	35	422	81	76	\$365,000	\$328,500
92086	Warner Springs	2	12	19	76	\$357,500	\$176,700	1	8	15	95	\$145,000	\$232,500
92091	Rancho Santa Fe	2	39	61	88	\$2,270,000	\$2,256,000	5	30	83	106	\$940,000	\$1,727,500
92096	San Marcos	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0
92101	San Diego Downtown	0	3	0	93	\$0	\$600,000	1	5	85	89	\$627,000	\$600,000
92102	San Diego	9	168	52	53	\$360,000	\$303,000	13	204	36	74	\$255,000	\$250,000
92103	Mission Hills	12	180	79	47	\$1,139,000	\$820,000	15	166	125	75	\$715,000	\$657,000
92104	North Park	15	282	27	32	\$610,000	\$536,500	22	244	51	50	\$583,800	\$459,500
92105	East San Diego	14	252	44	52	\$277,495	\$275,000	18	234	84	84	\$245,500	\$224,250
92106	Point Loma	12	222	40	44	\$1,010,000	\$820,000	23	191	74	61	\$740,000	\$731,000
92107	Ocean Beach	14	160	31	38	\$760,000	\$759,000	12	160	52	57	\$716,500	\$657,550
92108	Mission Valley	5	12	16	28	\$522,500	\$521,250	1	11	26	69	\$469,000	\$455,000
92109	Pacific Beach	18	232	52	56	\$840,000	\$810,000	19	166	88	82	\$791,500	\$720,000
92110	Old Town SD	16	103	29	35	\$606,557	\$610,000	9	121	49	56	\$494,050	\$520,000
92111	Linda Vista	10	196	25	37	\$453,450	\$450,000	16	243	45	60	\$410,000	\$380,000
92113	Logan Heights	7	132	30	60	\$270,000	\$237,500	8	150	61	72	\$231,850	\$186,000
92114	Encanto	37	559	64	60	\$299,000	\$295,000	42	675	84	86	\$235,000	\$235,000
92115	College Grove	26	449	53	45	\$351,000	\$401,500	37	425	76	79	\$326,500	\$340,000
92116	Normal Heights	13	219	38	38	\$632,000	\$536,000	17	197	50	52	\$510,000	\$450,000
92117	Clairemont Mesa	26	410	43	30	\$470,250	\$474,750	37	407	62	63	\$435,000	\$412,000
92118	Coronado	14	176	121	98	\$1,687,500	\$1,536,000	12	149	121	100	\$1,387,500	\$1,375,000
92119	San Carlos	10	253	34	40	\$516,500	\$475,000	22	232	63	51	\$415,500	\$410,000
92120	Del Cerro	19	294	76	39	\$482,000	\$495,100	18	279	28	57	\$437,250	\$425,000
92121	Sorrento	2	34	81	35	\$777,500	\$782,500	0	20	0	41	\$0	\$665,000
92122	University City	13	147	62	33	\$712,500	\$699,000	12	134	38	48	\$627,750	\$625,000
92123	Serra Mesa	13	179	29	31	\$480,000	\$439,000	12	181	79	59	\$400,625	\$382,000
92124	Tierrasanta	8	140	50	41	\$607,500	\$579,500	15	138	67	76	\$550,000	\$505,000
92126	Mira Mesa	34	417	67	44	\$458,750	\$433,000	24	466	64	72	\$390,000	\$365,000
92127	Rancho Bernardo	37	571	64	47	\$779,000	\$800,000	48	561	65	91	\$689,582	\$696,000
92128	Rancho Bernardo	41	585	34	34	\$595,000	\$575,000	45	551	66	65	\$503,000	\$499,500
92129	Rancho Penasquitos	25	432	42	36	\$641,500	\$620,000	30	421	71	69	\$592,500	\$550,000
92130	Carmel Valley	20	511	35	39	\$1,107,500	\$1,005,000	33	489	41	65	\$1,073,000	\$875,500
92131	Scripps Miramar	23	346	52	37	\$820,000	\$750,000	25	339	68	57	\$665,500	\$667,500
92134	San Diego Downtown	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0
92139	Paradise Hills	12	198	70	67	\$310,000	\$308,500	19	226	67	90	\$295,000	\$264,500
92145	Miramor	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0
92154	Otay Mesa	25	425	52	72	\$365,000	\$340,000	35	457	95	97	\$300,000	\$280,000
92173	San Ysidro	4	56	61	48	\$350,950	\$320,000	9	72	79	75	\$306,000	\$268,950
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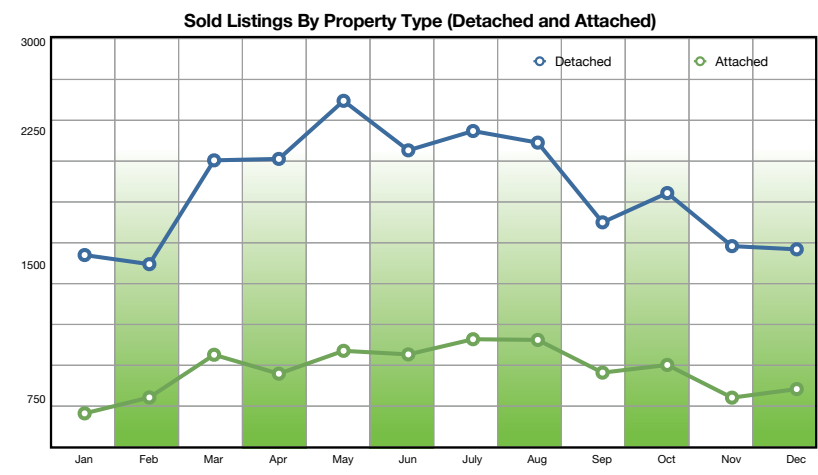
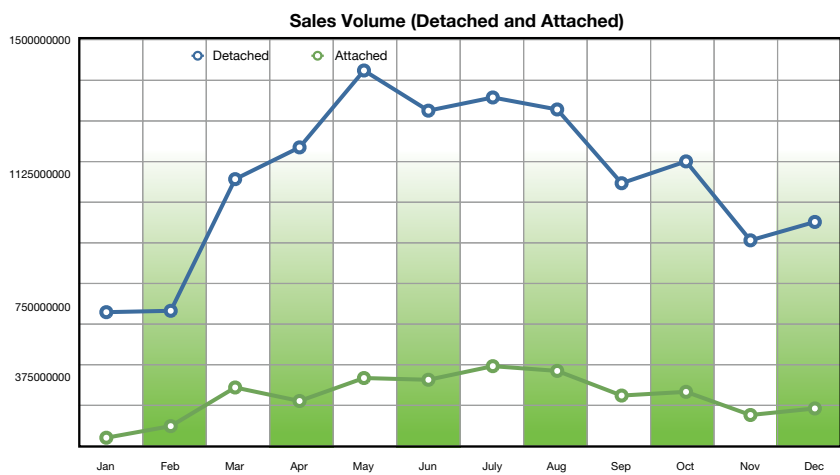
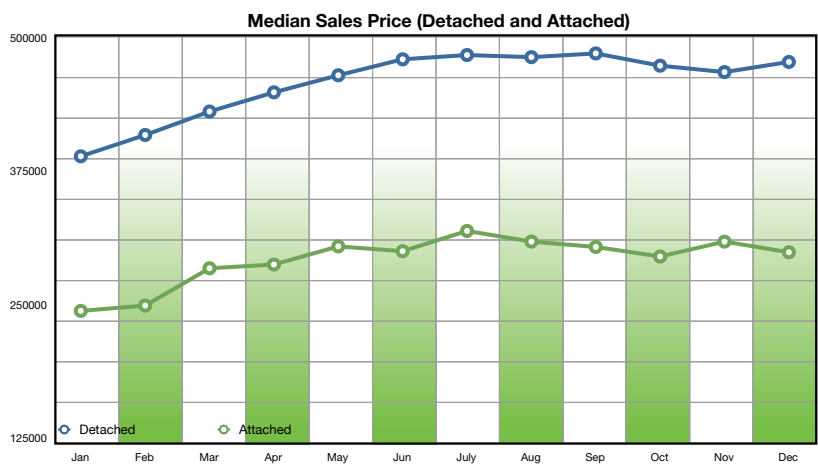
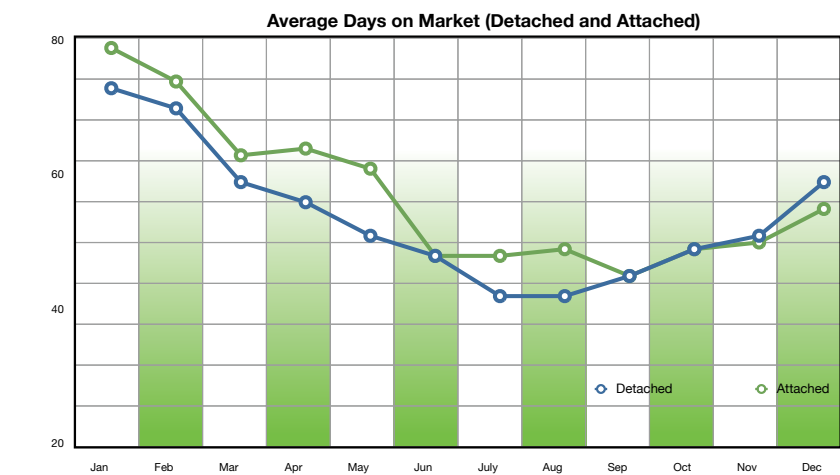


DECEMBER STATISTICS ATTACHED HOMES

		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
91901	Alpine	1	17	56	87	\$185,000	\$164,900	0	25	0	71	\$0	\$112,000
91902	Bonita	1	39	21	69	\$205,000	\$225,000	2	23	87	89	\$100,500	\$145,100
91905	Boulevard	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
91910	Chula Vista	9	163	56	75	\$219,900	\$235,000	9	147	84	91	\$205,000	\$185,000
91911	Chula Vista	15	126	66	74	\$195,000	\$187,000	12	147	92	92	\$126,000	\$145,000
91913	Chula Vista	17	258	45	88	\$241,000	\$228,500	16	286	94	120	\$207,950	\$190,500
91914	Chula Vista	9	76	64	76	\$305,000	\$271,750	7	67	84	118	\$211,000	\$220,000
91915	Chula Vista	11	201	93	76	\$326,000	\$287,000	14	193	107	124	\$261,000	\$221,000
91916	Descanso	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0
91917	Dulzura	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0
91931	Guatay	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0
91932	Imperial Beach	8	72	97	110	\$262,500	\$255,000	6	77	73	108	\$248,500	\$171,900
91934	Jacumba	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0
91935	Jamul	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0
91941	La Mesa	4	31	48	52	\$149,500	\$175,000	3	37	9	69	\$167,000	\$149,000
91942	La Mesa	8	149	43	64	\$280,000	\$227,000	14	166	99	81	\$189,000	\$179,000
91945	Lemon Grove	1	14	39	101	\$190,000	\$126,000	3	15	188	114	\$93,000	\$111,000
91948	Mount Laguna	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0
91950	National City	3	56	37	86	\$185,000	\$187,500	2	55	165	128	\$91,750	\$111,500
91962	Pine Valley	0	0	0	0	\$0	\$0	0	1	0	13	\$0	\$18,000
91963	Potrero	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0
91977	Spring Valley	10	131	57	64	\$175,000	\$162,000	8	100	68	111	\$124,000	\$115,450
91978	Spring Valley	0	33	0	46	\$0	\$193,000	2	21	15	95	\$161,150	\$163,000
91980	Tecate	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0
92003	Bonsall	1	17	102	72	\$229,000	\$229,000	1	26	77	143	\$103,000	\$147,000
92004	Borrego Springs	2	20	337	143	\$99,750	\$109,550	2	17	52	137	\$105,000	\$78,750
92007	Cardiff By The Sea	5	46	28	47	\$540,000	\$485,000	4	54	4	77	\$410,000	\$456,500
92008	Carlsbad	6	112	54	50	\$425,000	\$429,450	8	116	150	108	\$345,950	\$362,000
92009	Carlsbad	28	334	49	50	\$352,000	\$350,000	19	298	99	93	\$245,000	\$290,000
92010	Carlsbad	6	101	18	50	\$395,500	\$350,000	6	91	76	100	\$339,500	\$299,000
92011	Carlsbad	8	122	33	32	\$532,000	\$478,952	9	99	74	56	\$440,000	\$415,000
92014	Del Mar	2	78	54	55	\$905,000	\$670,000	2	56	29	79	\$415,000	\$432,500
92019	El Cajon	12	175	83	59	\$231,000	\$223,797	7	138	47	79	\$175,000	\$180,000
92020	El Cajon	4	117	39	89	\$237,000	\$150,000	11	131	128	101	\$119,000	\$118,000
92021	El Cajon	17	119	55	58	\$173,000	\$155,000	9	124	66	88	\$135,000	\$115,750
92024	Encinitas	17	191	46	35	\$551,750	\$500,000	15	196	133	99	\$497,500	\$345,000
92025	Escondido	10	72	30	55	\$234,500	\$180,000	5	64	49	78	\$118,000	\$127,000
92026	Escondido	13	123	67	55	\$245,000	\$200,000	4	105	117	115	\$155,000	\$155,000
92027	Escondido	2	61	98	79	\$132,500	\$131,000	10	78	90	96	\$111,250	\$106,550
92028	Fallbrook	1	23	116	71	\$375,000	\$185,000	0	20	0	75	\$0	\$190,000
92029	Escondido	1	11	7	47	\$271,000	\$292,000	2	11	111	121	\$270,000	\$239,900
92036	Julian	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0
92037	La Jolla	21	417	49	60	\$600,000	\$559,000	33	349	95	94	\$465,000	\$475,000
92040	Lakeside	4	67	30	31	\$132,450	\$130,000	7	70	41	78	\$122,500	\$94,500
92054	Oceanside	11	153	44	104	\$429,300	\$390,000	15	142	105	99	\$350,000	\$317,000
92056	Oceanside	19	269	52	42	\$239,900	\$230,000	16	309	71	76	\$225,000	\$200,000
92057	Oceanside	17	266	57	50	\$202,500	\$199,000	17	248	78	95	\$150,000	\$147,500
92058	Oceanside	7	76	111	49	\$249,000	\$225,000	7	76	92	116	\$166,500	\$159,300
92059	Pala	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0
92060	Palomar Mountain	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0
92061	Pauma Valley	1	9	92	171	\$238,000	\$272,000	1	9	8	67	\$195,000	\$195,000

		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
92064	Poway	3	67	46	63	\$360,000	\$332,000	2	63	35	78	\$330,000	\$265,000
92065	Ramona	1	44	185	107	\$318,000	\$163,750	4	26	201	142	\$150,000	\$175,000
92066	Ranchita	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0
92067	Rancho Santa Fe	1	4	29	91	\$1,320,000	\$1,112,500	0	6	0	116	\$0	\$852,500
92068	San Luis Rey	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0
92069	San Marcos	3	67	32	58	\$200,000	\$230,000	7	80	25	92	\$284,900	\$162,400
92070	Santa Ysabel	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0
92071	Santee	24	262	47	46	\$239,000	\$233,450	16	237	85	95	\$230,000	\$183,000
92075	Solana Beach	6	140	37	49	\$514,625	\$622,500	14	128	86	103	\$547,500	\$545,000
92078	San Marcos	19	279	89	52	\$317,000	\$320,000	27	335	84	80	\$299,490	\$282,663
92081	Vista	4	57	65	42	\$315,000	\$230,000	4	53	35	83	\$161,550	\$176,500
92082	Valley Center	0	0	0	0	\$0	\$0	0	1	0	69	\$0	\$121,000
92083	Vista	4	66	31	53	\$168,500	\$218,500	4	68	58	73	\$190,000	\$154,000
92084	Vista	4	36	42	55	\$197,000	\$189,000	2	5	101	99	\$130,000	\$170,000
92086	Warner Springs	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0
92091	Rancho Santa Fe	1	22	25	36	\$775,000	\$590,000	1	13	4	84	\$685,000	\$650,000
92096	San Marcos	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0
92101	San Diego Downtown	64	906	58	55	\$456,250	\$445,000	78	893	84	83	\$382,500	\$380,000
92102	San Diego	5	73	10	73	\$220,000	\$165,000	7	61	60	88	\$154,000	\$150,000
92103	Mission Hills	19	292	38	43	\$399,900	\$395,000	34	290	58	73	\$452,500	\$325,000
92104	North Park	22	234	69	44	\$275,250	\$259,250	10	196	46	84	\$257,500	\$180,000
92105	East San Diego	5	106	51	59	\$160,000	\$130,000	9	117	177	84	\$101,000	\$99,000
92106	Point Loma	2	47	127	46	\$395,000	\$430,000	6	52	67	74	\$405,500	\$375,000
92107	Ocean Beach	5	85	73	29	\$395,000	\$382,000	6	82	33	82	\$303,500	\$287,000
92108	Mission Valley	22	366	57	41	\$220,500	\$258,000	22	355	128	92	\$305,000	\$189,000
92109	Pacific Beach	20	319	70	58	\$473,750	\$449,000	24	292	89	97	\$442,500	\$380,000
92110	Old Town SD	15	189	42	37	\$289,900	\$289,900	20	180	106	92	\$205,000	\$227,000
92111	Linda Vista	11	193	74	55	\$340,000	\$310,000	12	175	70	79	\$242,500	\$245,500
92113	Logan Heights	1	30	0	89	\$97,000	\$134,400	2	31	67	143	\$204,300	\$158,000
92114	Encanto	1	21	8	100	\$227,000	\$199,000	1	17	204	131	\$185,000	\$175,300
92115	College Grove	11	187	55	60	\$180,000	\$165,000	14	185	73	83	\$119,300	\$121,000
92116	Normal Heights	13	161	25	45	\$258,000	\$245,000	16	145	42	84	\$179,500	\$165,000
92117	Clairemont Mesa	8	132	91	64	\$243,750	\$252,750	10	115	178	104	\$199,950	\$191,000
92118	Coronado	9	136	43	99	\$925,000	\$897,500	12	132	154	130	\$706,500	\$876,500
92119	San Carlos	7	100	37	49	\$225,000	\$215,000	11	86	39	68	\$156,000	\$159,950
92120	Del Cerro	12	118	60	79	\$238,500	\$218,750	14	116	56	77	\$168,050	\$155,000
92121	Sorrento	2	32	22	44	\$460,000	\$425,000	2	34	9	52	\$364,500	\$375,000
92122	University City	15	316	47	55	\$345,000	\$330,000	24	274	98	96	\$262,500	\$249,400
92123	Serra Mesa	10	101	30	52	\$306,500	\$265,000	4	104	71	96	\$236,500	\$271,000
92124	Tierrasanta	7	95	28	41	\$345,000	\$348,000	11	91	81	80	\$370,000	\$275,000
92126	Mira Mesa	25	240	50	54	\$258,500	\$250,000	21	264	60	86	\$215,000	\$190,000
92127	Rancho Bernardo	8	288	51	49	\$292,950	\$332,500	29	268	68	93	\$294,900	\$262,000
92128	Rancho Bernardo	46	485	50	45	\$306,750	\$308,000	37	462	80	134	\$239,900	\$230,000
92129	Rancho Penasquitos	13	169	61	56	\$290,000	\$270,000	15	169	99	94	\$210,000	\$205,000
92130	Carmel Valley	20	320	33	42	\$489,000	\$449,000	17	280	72	57	\$460,000	\$391,500
92131	Scripps Miramar	11	195	56	38	\$380,000	\$378,000	15	204	53	82	\$336,000	\$291,500
92134	San Diego Downtown	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0
92139	Paradise Hills	6	157	38	79	\$256,000	\$205,000	16	148	115	98	\$153,250	\$151,200
92145	Miramar	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0
92154	Otay Mesa	7	131	79	78	\$220,000	\$215,000	8	105	128	121	\$187,500	\$152,000
92173	San Ysidro	5	39	69	109	\$176,000	\$140,000	1	46	151	113	\$95,000	\$103,000
GROUP TOTAL COUNTS:		809	11652					897	11217				





COMPARATIVE SALES - EXISTING HOMES - DECEMBER 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 December 2013	\$288,399,290	1.006	6.806	\$1,036,983,118	-6.378	5.249
2 Average Sales Price December 2013	\$356,489	11.993	0.469	\$651,781	17.925	6.440
3 Median* Sales Price December 2013	\$300,000	18.570	-3.220	\$478,500	14.330	2.020
4 Sold Listings December 2013	809	-9.810	6.307	1,591	-20.609	-1.119
5 Average Days on Market December 2013	55	-36.047	10.000	59	-22.368	15.686
6 Total Sales Volume December 2012	\$285,527,773			\$1,107,624,768		
7 Average Sales Price December 2012	\$318,314			\$552,707		
8 Median* Sales Price December 2012	\$253,000			\$418,500		
9 Sold Listings December 2012	897			2,004		
10 Average Days on Market December 2012	86			76		

	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	\$4,082,478,894	25.886		\$14,666,554,364	16.640	
12 Average Sales Price YTD 2013	\$350,367	21.186		\$596,492	18.182	
13 Median* Sales Price YTD 2013	\$295,000	28.820	N/A	\$457,000	19.160	N/A
14 Sold Listings YTD 2013	11,652	3.878		24,588	-1.305	
15 Average Days on Market YTD 2013	57	-38.710		54	-33.333	
16 Total Sales Volume YTD 2012	\$3,242,997,488			\$12,574,208,475		
17 Average Sales Price YTD 2012	\$289,115			\$504,725		
18 Median* Sales Price YTD 2012	\$229,000			\$383,500		
19 Sold Listings YTD 2012	11,217			24,913		
20 Average Days on Market YTD 2012	93			81		

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FREEDOM TO SUCCEED



# COMPLYING WITH “FIRST CONTACT” RULES

## ...AS REQUIRED BY THE CALIFORNIA BUREAU OF REAL ESTATE

By Kevin Burke, JD

### Rules! Rules! Rules!

So you might have heard that you could be fined, or even lose your license, for failure to include your California Bureau of Real Estate (CalBRE... more on this later) number on all of my “first contact” marketing materials.

This was effective as of July 1, 2009, in California Business and Professions Code (Code) §10140.6(b)(1), and includes “...all solicitation materials intended to be the first point of contact with consumers and on real property purchase agreement when acting as an agent in those transactions.” At that time, the reference was to the California Department of Real Estate (DRE).

REALTORS were required to put, initially, “DRE #” on all of our “first contact” materials.

Then, the DRE realized that there were other DREs, so it became insufficient just to put “DRE #” because there was no indication to what state the licensee was specifically licensed. So then the rule became “California DRE” or “Calif DRE.”

Why? Because the commissioner recognized that, with all the various common names and nicknames that agents are using, they needed to protect the consumer by confirming that the individual actually possessed a California real estate license, and what, if any, disciplinary actions were taken against that license.

Then, in an effort by the California Governor to “trim” some expenses, on July 1, 2013, the California Department of Real Estate became the California Bureau of Real Estate (BRE - under the Department of Consumer Affairs).

So, along came the CalBRE “Advisory to Licensees”: “Although it is recommended that, on and after July 1st, licensees use “BRE,” “Bureau,” or “Bureau of Real Estate” and no longer include references to “Department” on solicitation and marketing materials, the Bureau of Real Estate will not be citing licensees solely based on the use of solicitation materials that reference DRE. However, licensees should make every reasonable effort to exhaust their existing stock over the upcoming months and make the appropriate changes when re-ordering or creating new solicitation materials.”

Agents are now required to update ALL of their marketing materials to reference the California Bureau of Real Estate.

So, easy enough: Change the “D” to a “B,” right?

Wrong! Just prior to the C.A.R. Board of Directors meeting last October, it appears the “BRE” was served with a Cease & Desist Order by the attorney of a group that had previously trademarked “BRE.”

The BRE was then forced to amend

its position to say that your first contact material had to indicate “CalBRE.” No spaces, and the capitalizations are intentional.

This issue became a hot topic of conversation at the C.A.R. meetings. Seems like a little thing? The changes could cost in the hundreds of thousands of dollars.

### HOW DOES THIS AFFECT YOU?

Because of the Cease and Desist Order (which came after the July 1, 2013 deadline to convert your materi-

als), ALL of your solicitation materials ordered after that time MUST say “CalBRE.” All of the same old rules apply: The material must be in at least 8-point font, clearly visible, etc.

There is more coming from the CalBRE Commissioner! The department is now proposing to amend §2731 with a proposal will allow a licensee who is a natural person (in other words, excluding a corporation) to conduct activity requiring a license while using that licensee’s commonly

used nickname. So, there is a lot of good news coming out of all of this.

What about all those business cards that you ordered? The BRE’s position is that you should exhaust your current “printed” stock as quickly as possible. (You should be doing that anyway, right?) All orders placed after the dates above should reflect the new name “CalBRE.”

What about my signs? Probably the same rule as above, although efforts

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LCON-0240-0813



# BOUNCE BACK FROM TECHNOLOGY BLUNDERS

By Melissa Dittmann Tracey

Technology can be your best ally or worst enemy. How can you recover from an embarrassing or humiliating incident over e-mail, social networks, or the phone, or even avoid a tech mishap in the first place?

We all make mistakes sometimes, but a mistake delivered over technology can be a lasting one — even at times an “archived” one on the Internet that plays over and over again. Maybe an embarrassing photo of you surfaced on Facebook for all of your clients to see, or you accidentally sent a document to the wrong client or hit the “reply all” button when making a snarky remark over e-mail. Such technology mishaps can certainly be damaging to your career, particularly if not resolved quickly.

In real estate, where technology is often more friend than foe, taking precaution to avoid tech blunders can be well worth the extra effort. According to a survey by Robert Half International, the top professional “technology etiquette sins” reported by human resource managers are being inconsiderate to others by taking calls anytime on a smartphone, venting on bad things about the workplace on social networking sites, using instant-messaging shorthand, and constantly pestering others using technology.

If you’ve committed a technology sin, the best thing to do is repent. Here are some tips from etiquette experts on how to handle the fallout from some unintentional errors that can occur over technology and, better yet, how to prevent landing yourself in a technology mishap to begin with.

## **Tech Mishap No. 1: Forwarding the wrong document to a client**

**The Oops Moment:** You forwarded an important, personal document regarding a real estate transaction to the wrong client.

**The Recovery:** This can be a very damaging mistake, depending on the extent of the private information the document contained. Putting someone else’s private information in another’s hands, unintentional or not, can land you in professional or even legal trouble. “Your best bet is to try to appeal to the humanity of the person who received your e-mail mistakenly,” says etiquette expert Cynthia W. Lett, director of The Lett Group in Silver Spring, Md. “Explain to them that they received a personal document that was intended for another client you are working with, and that you would appreciate it if they would destroy the document immediately.” You should also notify the other client about your mistake and apologize.

**Avoid This Mistake:** The REALTOR® Code of Ethics says that REALTORS® have an obligation to preserve the confidential information of their clients (as defined by state law). Slow down to avoid such big blunders when sending personal documents.

Also, watch for the auto-fill feature on most e-mail programs when sending messages. Your e-mail may save your contacts; when you begin to type a name, it may automatically input the e-mail address of a client to whom it assumes you intend to send the message. Encrypt any sensitive records and files to keep them more secure when sending anything online, and make it a policy to never send highly confidential information over unsecure e-mail.

## **Tech Mishap No. 2: An embarrassing photo of you surfaces on Facebook**

**The Oops Moment:** That photo of you after you’d had a bit too much to drink at a holiday party or otherwise acting unprofessional may someday come back to haunt you, thanks to social media. Your friends can upload a photo and tag you, and voilà. There it is, for all your clients to see.

**The Recovery:** In Facebook, you can untag yourself in a photo by bringing up the offending picture on your screen and then looking for the “report/remove tag” link to get your name removed from it. This at least will remove the photo immediately from your page. However, the picture will still be on the poster’s page and possibly even surface elsewhere on the Internet. Contact the person who tagged you in the photo. Call her on the phone to make the conversation more human and urgent, Lett suggests. Ask her to remove the photo immediately. Many people who tag you in photos think you’ll appreciate it, and don’t realize you’d be hurt by it, Lett says.

**Avoid This Mistake:** Facebook has security features so that you can choose a setting where you must approve all tagged

photos of yourself prior to them appearing on your page. You’ll get notified as soon as someone tags you and can approve or disapprove of it. From your Facebook account, visit “Privacy Settings,” click on “Timeline and Tagging,” and then review the settings you have in place. The security setting won’t prevent others from uploading embarrassing photos of you, but it can prevent the photo from appearing on your page for your contacts to see.

## **Tech Mishap No. 3: Mistakenly hitting ‘Reply All’ to an e-mail message**

**The Oops Moment:** You went to respond to a message with a sarcastic comment intended for only one other person’s eyes — a person with whom you may have a joking relationship. But you accidentally hit “reply all” to a company or group message. Now everyone sees your private message, and some may take offense.

**The Recovery:** Some people have lost their jobs over this very scenario. Get on the phone if there’s anything in your message that could potentially hurt anyone’s feelings, apologize, and try to explain yourself, Lett says. Your top priority is to concentrate on repairing the damage from the person most hurt by your message. By having a voice conversation, you share your emotion, tone of voice, and energy in apologizing much better than an impersonal e-mail apology could ever communicate.

**Avoid This Mistake:** Avoid using your work e-mail to send any humorous or overly personal e-mail chains. Use a private account so there’s no mix-up. Keep all of your company e-mail communications professional in tone. And before you ever press “send,” make sure your e-mail message is going to the right person.

## **Tech Mishap No. 4: Calling your client by the wrong name**

**The Oops Moment:** When talking on the phone or sending an e-mail, you mistakenly call your client “Jim” when his name is really “Bob.”

**The Recovery:** Call your client back immediately — even if the mistake was made over e-mail. Voice-to-voice interaction on the phone makes the conversation human again, Lett says. She suggests starting the conversation jokingly as you laugh, like “Hello, Jim. I mean, Bob. You know what, you look so much like someone I know named Jim and I was just talking to him, and I had his name in my head. Please forgive me, Bob.”

**Avoid This Mistake:** This can be one of the worst etiquette mistakes you can make because it’s so personal, possibly more offensive than even misfiling a document, Lett says. Avoid multitasking so you can concentrate when speaking or crafting a message to your client, so that you can avoid making such mistakes while distracted.

## **Technology Mishap No. 5: Inconsiderate phone use**

**The Oops Moment:** Your phone rings, and you answer it while you’re out with another client showing him homes.

**The Recovery:** Tell the person on the other line that you’re meeting with another client and that you will have to return her call once you’re finished. Apologize to your other client for the disruption.

**Avoid This Mistake:** Make it a point to not pick up the phone when you’re out with another client. If you do answer those calls, it makes the client you’re with feel like he’s unimportant to you and the client who called you feel like you’re rushing her off the phone. Let your phone go to voice-mail when you’re out with another client, and set your phone to vibrate so it won’t be distracting by constantly going off.

Also, try to avoid other inconsiderate phone uses: Don’t call a client back or take a call while waiting in line at Starbucks or while driving. The loud background noises may make it difficult for your clients to hear you and for you to hear them.

“Rudeness will tick people off faster than humiliation,” Lett says. “If you’re out with a potential client who’s looking for a house and you’re getting text messages from other clients and you stop to take care of those text messages in front of that client, you will probably not have that client by the end of the day. There’s nothing people hate more than being ignored because of technology. It sends the message that you care more about your phone than the person sitting in front of you.”

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LIGHTING

Glowing lights lend ambiance for a lavish kitchen. The right lighting can set the warm mood for welcoming family and friends. Gone are the days of drop-down ceilings with fluorescent light tubes. Today's gourmet kitchen may include false soffits for old-world character and charm, pendant lights over the island or breakfast bar, and a custom vintage crystal chandelier.

Under cabinet lights radiate across the counters and provide task lighting for preparing large meals. Recessed lighting, also known as "pot lights" shines directly over specific areas. Uplighting is another great way to flood the kitchen with simulated daylight.

Accessories & Miscellaneous

How about a kitchen that pops with really cool gadgets? Try a magnetic

spice rack, a pop-up appliance, and a pull-out pet feeding area. To send your kitchen over the top, borrow ideas from commercial kitchens: a wine cooler with separate temperature controls for white and red wines, and food warmer drawers that hide in the cupboard.

Every kitchen needs a pantry, but a deluxe kitchen needs a luxurious touch. Look for variations on the standard shelving, including a slide-out tall pantry, a walk-in pantry room, floor-to-ceiling spinning lazy susans, hinged shelving that swings out, built-in vegetable bins, or a corner pantry. Doors can convey a polished look to the pantry, including translucent panels, stained glass, or frosted glass door. A kid-friendly pantry door can be a chalkboard for spelling fun or a place for parents to write a shopping list.

A home built for entertaining will certainly have a butler's pantry suitable as a staging area for parties. The but-

ler's pantry is used to store fine china, wine glasses, and elegant serve-ware. Caterers and cooks use it as a serving prep area.

Designer wine racks define the discerning home owner. Hanging wine racks on the wall, or above an island, provide sliding storage underneath for stemware. Look for wine racks built into the side of an island, or a climate-controlled wine cellar. Besides the usual wooden racks, wine enthusiasts can incorporate flair into their kitchens with unique metal bottle holders.

Eco-conscious home buyers demand green features, such as pull-out waste baskets to separate the recyclable materials with ease. Other environmentally friendly kitchen conveniences include an herb-growing planter box, built-in soap and lotion dispensers, and cool air storage bins for vegetables.

An appliance garage is a great way of keeping counters clean and neat by hid-

ing small appliances. Find an appliance garage hiding behind a wooden sliding door that matches the counters, or a shiny metal roll-up door. They are most efficient when located near electric outlets for convenient appliance use.

Conclusion

We hope you enjoyed the gourmet kitchen tour. With so many different features, there is much to learn, isn't there! Are you ready to find out which listings have which amenities? Simply bring this guide along next time you preview a new listing. Then, when you're showing homes to your buyers, you'll be ready to explain all those interesting features. And you'll truly be respected as the real estate specialist!

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



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SDAR Education Schedule

Classes subject to change or cancellation.

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R-Plus = REALTOR®Plus price  
RMS = Risk Management Specialist price

JAN	CLASS TITLE	TIME	R-Plus	RMS	SDAR	Others	Credits	PRESENTER
21	Red Flags: Natural Hazard, Title, Termite	9:00 am – 1:00 pm	\$65	\$68.85	\$81	\$90	TBD	Michael Spilger, Esq.
22	Agent Essentials (Day 3): Real Estate Sales Techniques (Discount for taking all 5 days)	10:00 am – 4:00 pm	\$34	\$40	\$40	\$55	NA	John Altman
23	Understanding the Building Code & Municipal Courts	9:00 am – 12:00 pm	\$24.65	\$29	\$29	\$39	NA	Jonathan Schneeweiss, JD
23	Agent Essentials (Day 4): Effective Communication (Discount for taking all 5 days)	10:00 am – 4:00 pm	\$34	\$40	\$40	\$55	NA	John Altman
27	Agent Essentials (Day 5): Panel on Escrow, Title & Lending (Discount for taking all 5 days)	1:00 pm – 4:00 pm	\$34	\$40	\$40	\$55	NA	Education Panel
28	Point2 Listing Syndication	10:00 am – 11:00 am	Free	Free	Free	Free	NA	Point2 Instructor
29	The Value of Listings Being Seen on Social Media	1:00 pm – 4:00 pm	\$21.25	\$25	\$25	\$35	3 CS	Aaron Johnson
30	Due Diligence Certified Designation (2 sessions)	9:00 am – 4:00 pm	\$50.15	\$59	\$59	\$79	NA	Leonard P. Baron
30	zipForm® Hands-On Lab	9:00 am – 12:00 pm	\$29.75	\$35	\$35	\$42	NA	Kevin Burke, JD
FEB	CLASS TITLE	TIME	R-Plus	RMS	SDAR	Others	Credits	PRESENTER
4	Buyer/Seller or Landlord/Tenant	9:00 am – 4:00 pm	\$85	\$80	\$100	\$110	6 CP	Kathleen Belville, Esq.
5	Google Apps for Business - Beginner Session	1:00 pm – 4:00 pm	Free	\$10	\$10	\$20	NA	Eric Goforth
10	Agent Essentials (Day 1): Goal Setting & Business Planning (Discount for taking all 5 days)	10:00 am – 4:00 pm	\$34	\$40	\$40	\$55	NA	TBD
11	Prospecting	9:00 am – 12:00 pm	\$21.25	\$25	\$25	\$39	3 CP	John Altman
11	New MLS Pargon Training (Office Experts, Broker/Admin)	9:15 am – 4:30 pm	Free	Free	Free	Free	NA	Sandicor Trainer
12	Agent Essentials (Day 2): Building a Successful Business Model (Discount for taking all 5 days)	10:00 am – 4:00 pm	\$34	\$40	\$40	\$55	NA	TBD
13	Short Sales and Legal Pitfalls	9:00 am – 11:00 am	\$18.70	\$22	\$29	\$40	NA	Michael Spilger, Esq.
14	New MLS Pargon Training (Broker/Admin, Office Experts)	9:15 am – 4:30 pm	Free	Free	Free	Free	NA	Sandicor Trainer
18	Military Relocation Professional (MRP)	9:00 am – 5:00 pm	\$106.25	\$125	\$125	\$155	NA	Ginni Field
18	Google Apps for Business - Experienced Session	1:00 pm – 4:00 pm	Free	\$10	\$10	\$20	NA	Eric Goforth
20	Short Sales & Foreclosures (SFR)	8:30 am – 5:00 pm	\$84.15	\$99	\$99	\$149	8 CP	Ginni Field
For easy registration and more information, visit <a href="http://www.sdar.com">www.sdar.com</a> or call (858) 715-8040								

should be made to alter existing signs, if they have the incorrect information on them. A caveat: Watch out for “team names” – the BRE’s position on this has changed as well. This issue is bigger for some than others, as some companies have thousands and thousands of signs with the incorrect information on them.

What about the signature line in my e-mails? This issue is a little more immediate. You should immediately change your signature lines in your first contact e-mails to indicate the new “CalBRE.” The Bureau’s position is that this is easier for you to change and should be done immediately.

What about my website? Again, probably the same rules as for your e-mail signature line.

What about my other promotional materials? In our dialogue with the Commissioner’s office, they indicated that there would be no active prosecution of this issue - unless you are being investigated for something else; then this issue could also be thrown in to the mix.

What about “team names”? Lots of changes here. Remember that the BRE considers that “team names” are almost always a “fictitious business name” and the applicable rules (Business and Professions Code §10159.5 and Real Estate Commissioner’s Regulation §2731) for such must be followed. There are also special rules that now apply to “signs” belonging to official “teams” (as approved by the BRE). For

example, both the BRE number for the broker and the team agent must be prominently displayed on signs (with the broker’s name being conspicuous)! This is a dicey subject that I believe is still in flux, so please consult with counsel before moving forward!

**MY ADVICE**

1. Go ahead and use up those old business cards and other print marketing materials, but be sure that all new orders are made in compliance with the new regulations (CalBRE).
2. Adjust references on websites and e-mail signature lines to use “CalBRE” as soon as practicable.
3. Consider altering signs that may have references to the old DRE.

I believe in trying to keep it simple: I would spell out “California Bureau of Real Estate.” That way, you don’t have to worry if they change their minds, again.

Behave yourself out there, and, please let me know if there is anything that I can do to increase the profitability of your business!

*Kevin Burke, JD, is broker at Burke Real Estate Consultants and a member of SDAR’s Risk Management Committee. He is a C.A.R. certified instructor and has taught college-level courses including legal aspects of real estate, sales/marketing for the real estate professional, and real estate practice.*

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FEBRUARY 2014 CALENDAR OF EVENTS



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3 New Member Orientation 8:30 am–3:00 pm (Kearny Mesa)	4 Buyer/Seller or Landlord/Tenant 9:00 am–4:00 pm (East County)	5 Google Apps for Business (Beginner Session) 1:00 pm–4:00 pm (Kearny Mesa)	6	7	8 One-Day Prep Course 8:30 am–3:30 pm (Kearny Mesa)
9	10 Agent Essentials (Day 1): Goal Setting & Business Planning 10:00am–4:00 pm (Kearny Mesa)	11 Prospecting 9:00 am–12:00 pm (Solana Beach) Free MLS Paragon Training 9:15 am–4:30 pm (Kearny Mesa)	12 Agent Essentials (Day 2): Building a Business Model 10:00am–4:00 pm (Kearny Mesa)	13 Short Sales - Legal Pitfalls 9:00 am–11:00 am (South County)	14 Free MLS Paragon Training 9:15 am–4:30 pm (Kearny Mesa)	15
16	17 SDAR Closed Presidents Day	18 Military Relocation Professional 9:00 am–5:00 pm (Solana Beach) Google Apps for Business (Experienced Session) 1:00 pm–4:00 pm (Kearny Mesa)	19 Agent Essentials (Day 3): Real Estate Sales Techniques 10:00am–4:00 pm (Kearny Mesa)	20 Short Sales & Foreclosures 8:30 am–5:00 pm (Kearny Mesa) Transaction Mgmt. Secrets 8:30 am–12:30 pm (Kearny Mesa) REALTORS® Property Resource 1:00 pm–3:00 pm (East County) Virtual Paperless 2:00 pm–4:00 pm (Kearny Mesa)	21 Agent Essentials (Day 4): Effective Communication 10:00am–4:00 pm (Kearny Mesa)	22
23	24 Start & Operate a Brokerage 9:00 am–12:00 pm (South County) Free MLS Paragon Training 9:15 am–4:30 pm (Solana Beach) Agent Essentials (Day 5): Panel on Escrow, Title and Lending 1:00 pm–4:00 pm (Kearny Mesa)	25 Free MLS Paragon Training 9:15 am–4:30 pm (South County)	26 Understanding the RPA-CA and Listing or Buying (Day 1) 8:30 am–3:30 pm (Kearny Mesa)	27 Understanding the RPA-CA and Listing or Buying (Day 2) 8:30 am–5:00 pm (Kearny Mesa) Free MLS Paragon Training 9:15 am–4:30 pm (East County)	28 Understanding the RPA-CA and Listing or Buying (Day 3) 8:30 am–1:30 pm (Del Mar)	

COMMITTEE MEETINGS	
4	Bylaws 3:00 pm - 5:00 pm
10	Housing Opportunities 10:00 am - 12:00 pm
11	Young Professionals Network 9:00 am - 10:30 am
12	Commercial Alliance (CRASD) 9:00 am - 10:30 am
12	Grievance 9:00 am - 11:00 am
12	Risk Management 12:00 pm - 2:00 pm
14	Executive 8:00 am - 9:00 am
14	SDAR Board of Directors 9:00 am - 12:00 pm
18	CREA Board of Directors (Coronado Service Center) 3:00 pm - 5:00 pm
19	Professional Standards Exec. 10:00 am - 12:00 pm
20	Global Real Estate Council 1:00 pm - 2:30 pm
25	Membership & Education 1:30 pm - 3:30 pm
27	Government Affairs 10:30 am - 12:00 pm
27	Business Dev. & Technology 1:30 pm - 3:30 pm
28	REALTOR® Political Affairs 11:00 am - 1:30 pm

All classes/events subject to change or cancellation.



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