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**IN THIS ISSUE:**

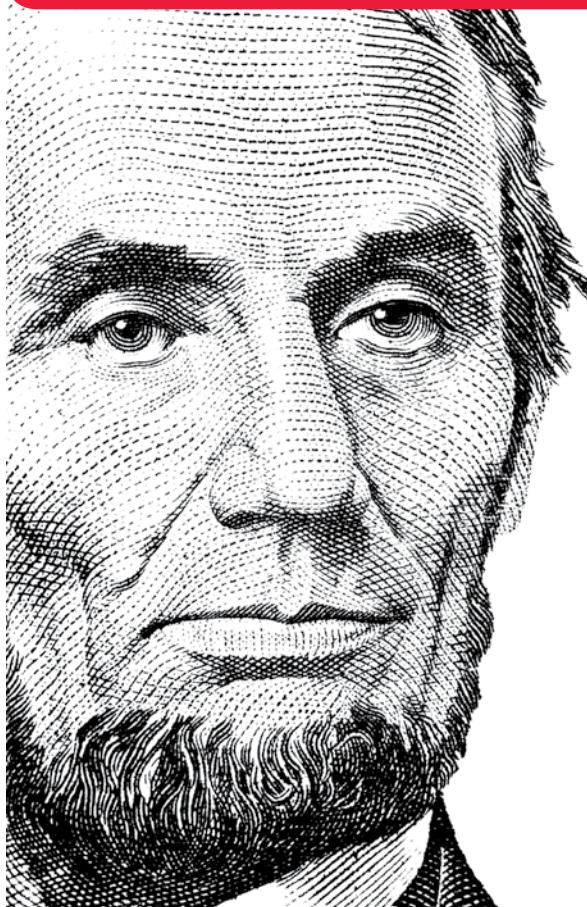
- 2** PRESIDENT'S PERSPECTIVE
- 3** CEO REPORT
- 4** AUGUST REALTOR® APPLICANTS
- 16** OCTOBER CALENDAR

# The San Diego REALTOR®



THE TRUSTED VOICE OF SAN DIEGO REAL ESTATE

What's Happening at SDAR • September 2013



## In Business Practice, Abraham Lincoln Should Be Our Model

By Bill Simmons

As the years roll by, some of us old-timers sense that our industry has become more and more acrimonious. We see this in vitriolic emails, unkind remarks on Facebook, and snide tweets. We see it in unreturned phone calls. We see it in lack of willingness to find solutions to problems when they first arise.

Our industry needs to learn from our national hero, Abraham Lincoln. We know him as the emancipator of slaves. But what

isn't understood is that he got along with people really well. He understood human nature, and also knew that some day he may need the support of a foe.

I am currently reading Doris Kearns Goodwin's "Team of Rivals" aloud to a hospice patient. The book is about Abraham Lincoln's cabinet; it was composed mainly of his three rivals at the 1860 Republican convention. Few expected Lincoln to win, as he was considered to be last of the

page 3 ►



## Election of Your Association's 2014 Directors

The results of SDAR's recent election of 2014 Directors have been announced, and the following members were elected to two-year terms by their peers to lead the association in the coming year. The total number of ballots cast was 939.

### 2014 Newly Elected Directors

Kevin Burke  
Ginni Field  
Gerri-Lynn Fives  
Steve Fraioli  
Michelle Hellerud  
Robert Kevane  
Mary Mitchell  
Vernice Ross  
Fiona Theseira  
Brian Westre

The 2014 SDAR Leadership Team will also include the following appointed officers and returning elected board members. The Installation of the Board of Directors will take place on Saturday, January 11, 2014, on the USS Midway in San Diego Bay.

Leslie Kilpatrick, President  
Chris Anderson, President-Elect  
Angela Ordway, Vice President  
Glenn Bennett, Treasurer  
Linda Lee, Immediate Past President  
Donna Sanfilippo, Immediate Past President  
Edith Broyles  
Vicki Mahanna Campbell  
Randy Jones  
Ashley Lunn  
Mark Marquez  
Denise Matthis  
Paulina Rassavong  
Michelle Serafini  
Ken Tablang  
Jim Taylor

## Join the Charity Golf Tournament at The Crosby



Get your foursome together or step up as an individual to play in the 7th Annual Charity Golf Tournament benefiting SDAR's Ambassadors Foundation, a 501(c)3 non-profit organization.

The tournament is Tuesday, October 1, at The Crosby at Rancho Santa Fe (17102 Bing Crosby Road), and the entire course is reserved for this event. The variety of local charities supported by the Ambassadors Foundation this year include The Angel's Depot, It's All About the Kids, PAWS San Diego, Second Chance, and HomeFront San Diego.

Player cost is \$209 and includes green fees, shared golf cart, golf shirt, lunch and dinner. Dinner-only tickets are \$65 per person. Only 30

player spots were still available at press time, but golfers and non-golfers alike are encouraged to make reservations for dinner.

A silent and live auction will raise even more funds for the Ambassadors Foundation. If you would like to donate an auction item, please contact Susanne at (858) 715-8035.

To register for the tournament and/or dinner, go to [SDARgolf.eventbrite.com](http://SDARgolf.eventbrite.com) or call (858) 715-8040.

### Tuesday, October 1

The Crosby at Rancho Santa Fe  
10:00 a.m. - Registration, Lunch & Contests  
12:00 p.m. - Shotgun Tee  
5:30 p.m. - Reception & Silent Auction  
6:30 p.m. - Dinner, Live Auction & Awards



## PRESIDENT'S PERSPECTIVE

2013 PRESIDENT



It's always good to ask each other, "How are you?" But we often don't even expect an answer other than "Fine." So I ask you sincerely: With the pickup of the market this year, how has your business been faring? I hope it's been a fulfilling and profitable 2013. If you're spending much more time on your real estate transactions, are you taking good care of yourself? Do you budget time to spend with your family and loved ones?

Keeping life in the balance and staying healthy are integral parts of our life, and as busy REALTORS®, we often may overlook the importance of our own well-being. Just as our clients may not care how much we know until they know how much we care about them, I want you to know that we, as your volunteer leaders of SDAR, care about your business, family and well-being. Please take some moments and enjoy what life has to offer you and everyone around you. Life is a gift.

Key statistics from August housing data indicate that the number of sales and the median price of resale single-family properties in San Diego County leveled off compared to the previous month, but we can't predict that that's

going to be a trend. Interest rates are still at historic lows, and the inventory of homes on the market has been rising. We can take heart that median prices are up over 20% from a year ago and that we've made up that much ground since the housing recession. Turn to the center pages for a full breakdown of the August statistics.

There are definitely many hot real estate topics being discussed - eminent domain, GSE reform, Fannie Mae underwriting, FHA underwriting, QRM, etc. Keep a watch out for C.A.R. and NAR "Red Alerts," and please do your part to promptly respond to these requests. Send an email and make calls to your legislators to make your voice heard.

It was a pleasure to see many of you at the Regional Real Estate Summit and Member Appreciation Day at the Sheraton Harbor Island. If you missed these signature events, look for recaps at [www.sdar.com](http://www.sdar.com) and in the next San Diego REALTOR®. Many other events are taking place this fall, including a wide selection of education classes, the commercial Oktoberfest, the REALTOR®-Attorney Mixer, Young Professionals networking events, and Broker Circles. There's something for everyone.

Fall is time to start planning for your 2014. Let's finish 2013 strong. Onward and Upward! Thank you.

Linda Lee

## The San Diego REALTOR®

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

### 2013 Officers

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Leslie Kilpatrick - President-Elect  
Chris Anderson - Vice President  
Glenn Bennett - Treasurer  
Donna Sanfilippo - Immediate Past President  
Bob Kevane - Immediate Past President  
Michael T. Mercurio, Esq. - Chief Executive Officer

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Randy Jones  
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Vicki Mahanna Campbell  
Mark Marquez  
Denise Matthis  
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## AWARDS OF EXCELLENCE

### Nominate a Colleague for Outstanding Service in the Real Estate Profession

Nominations are now being accepted for SDAR's annual Awards of Excellence. These awards acknowledge outstanding service to the Association, its members, the community, and the real estate industry as a whole. They reflect the ethics, integrity, and professional standards of the individuals.

#### The categories are:

- Broker of the Year
- REALTOR® of the Year
- Office Manager of the Year
- Affiliate of the Year

Who can submit nominations? Any SDAR member in good standing, including brokers, agents, managers, and affiliates. (Self-nominations will be accepted.)

How do you nominate a member? Visit [www.SDAR.com/Events](http://www.SDAR.com/Events) and look for the item about the Awards of Excellence which includes a link to



fill out the nomination form. You can also call SDAR at (858) 715-8000 to ask about the program.

Nominations must be received by Friday, October 25, 2013. Finalists will be announced in December, with winners recognized at SDAR's annual Installation Dinner on January 11, 2014, held on the USS Midway.

Note: Not eligible are 2013 Officers, members of the Awards Selection Committee, subcommittee, and category winners within the past three years. Broker nominees must be active real estate brokers who supervise one or more agents.

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four nominated. But on the third ballot he got the nomination. Why? Because no one was really out to get him, which wasn't true of the others. The backwoods, ungainly lawyer never spoke ill of anyone, even those who opposed him.

Lincoln understood that holding grudges never paid off. He lost many elections before he became a presidential candidate and, to the amazement of his rivals, was able to reach out to those who had earlier defeated him for their support at the convention, and later. He needed his rivals in his cabinet because they represented different factions in the party and had other strengths the nation needed. Another facet of his grace: Under great pressures as President he occasionally and uncharacteristically lashed out at someone. But he almost always apologized soon after, and sought forgiveness.

How do Lincoln's skills apply to us

as professional REALTORS®? We, like Lincoln, are in the people business. We work all day long with clients, associates and others. We treat our clients nicely. Why don't we treat our fellow agents, escrow and loan officers nicely? Many of us do. But many more don't. We all should. Why not start now? Why not apologize when appropriate?

As a politician Lincoln proved that treating everyone with respect at all times was the best for the long run, even if there was reason to turn against someone now. For us as professionals it is no different.

*(This is the first of two articles by Bill Simmons. Next month he will focus on specific problems relating to a lack of cooperation in the real estate industry. Simmons was 1997 President of SDAR. He was also the founding chair in 1991 of SDAR's Risk Management Committee, and has continuously been a member since.)*

## FROM THE DESK OF THE CEO

We learned recently that Sandicor, the official home of the San Diego County MLS listings, has chosen Lender Processing Services, Inc.'s "Paragon" as its next-generation MLS system. LPS is considered a leading provider of integrated technology, data and analytics to the mortgage and real estate industries.

Sandicor representatives selected LPS' Paragon MLS system for the innovative features it offers to help their members become more efficient and competitive, allowing agents to save time conducting property searches, creating comparative market analyses (CMAs), updating listing information, and completing other tasks in a single view on their computers. Paragon MLS offers intuitive and straightforward navigation, works on mobile devices and provides real estate agents with tools to collaborate with their clients.

Ray Ewing, Sandicor's chief executive officer said that after a lengthy evaluation process of multiple MLS systems, the MLS committee members and board of directors agreed with the Sandicor Technology User Group's recommendation to select Paragon MLS as the new MLS system. "We look forward to offering this great product to our members and to working with our new strategic business partners," Ewing said.

At SDAR, we will make every effort to help to make this transition as seamless as possible and to communicate any issues or concerns with the leadership of Sandicor.

We are pleased to announce the newly elected SDAR directors who will be joining the Board of Directors in January 2014. Elected to two-year terms by SDAR's voting members were Kevin Burke, Ginni Field, Gerri-Lynn Fives, Steve Fraioli, Michelle



MICHAEL T. MERCURIO

Hellerud, Bob Kevane, Mary Mitchell, Vernice Ross, Fiona Theseira, and Brian Westre. They will join 2014 President Leslie Kilpatrick and the new Leadership Team to help provide the resources and benefits you need to succeed in the coming year.

A plethora of new member products are launching this fall, including a customized video marketing tool for agents. I'm particularly excited about this one, since video marketing has made a huge splash on the real estate scene. To make the point, please see this "white paper" on the subject of using video marketing in your profession: [http://www.techsn.com/docs/video/whitepaper\\_realestate.pdf](http://www.techsn.com/docs/video/whitepaper_realestate.pdf). If you have suggestions on tech products you use in your day-to-day business, please join our Member Advisory Program to voice your opinion. [www.sdar.com/map](http://www.sdar.com/map).

And finally, I take great pride that SDAR is once again acknowledged by the San Diego Business Journal as the #1 Business Association (by number of members) – a title that carries a great responsibility that we endeavor to live up to.

Michael Mercurio

## BOARD OF DIRECTORS HIGHLIGHTS OF AUGUST 2013 MINUTES

**• Committee Business:** Upon recommendation of the Bylaws Committee, the Board of Directors approved a motion to amend the Bylaws – regarding Committees, Task Forces, and Advisory Groups – to change the name of the C.A.R./NAR Leadership Committee to the Leadership Advancement and Development Committee, and to allow the committee chairs to recommend committee members to the president subject to approval by the Board of Directors.

Upon recommendation of the REALTORS® Political Action Committee, the Board of Directors endorsed, with support, Lorie Zapf for City of San Diego Council District 2, and Myrtle Cole for City of San Diego Council District 4.

**• President's Report:** Linda Lee reported that she recently attended numerous SDAR committee meetings; NAR Conference, Ramona

Real Estate Association (RREA) Installation, and AREA Leadership Team.

**• President-Elect's Report:** Leslie Kilpatrick reported that she recently attended various caravans, the South Park Walkabout, WCRSD Day at the Races, and the Global Real Estate Council mixer.

**• Vice President's Report:** Chris Anderson reported that she attended SDAR New Member Orientation, RREA Installation, SDAR Candidate Meet-and-Greet, and WCRSD Day at the Races.

**• Chief Executive Officer's Report:** Michael Mercurio reported on the following: Ambassadors Foundation meeting, 2014 SDAR budget process and planning, new marketing initiatives, REALTOR® Dash. He noted that membership paid dues are at 83%.

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# COMMERCIAL ALLIANCE LEADS INDUSTRY COALITION TO PROTECT PROPOSITION 13

By Jordan Marks

A sold-out "Protect Proposition 13 Coalition Breakfast" was hosted September 4 by the Commercial Real Estate Alliance of San Diego (CRASD). More than 250 commercial REALTORS®, real estate leaders, business community leaders, and taxpayer advocates attended.

The packed Golden Ballroom at the Town and Country Resort set the stage for two top leading Proposition 13 advocates – Jon Coupal, president of the Howard Jarvis Taxpayers Association (HJTA), and Michelle Steel, vice chair of the California Board of Equalization – to educate the coalition on the current threats to Proposition 13.

Proposition 13, passed overwhelmingly in 1978 by the citizens of California, amended the California Constitution to limit property taxes on real estate and stabilize property taxes for citizens and county governments of California.

CRASD President Jim Taylor kicked off the event by discussing the CRASD board's purpose for hosting the event: To bring attention to the potential split roll tax that would remove Prop 13 protections for commercial real estate. (CRASD is a local organization of commercial REALTORS® that

is a division of the Greater San Diego Association of REALTORS® (SDAR).

Steel, who is San Diego's small business advocate on California's Franchise Tax Board, described an aggressive state legislature that is looking for tax revenue, at the expense of stymieing small businesses growth and job creation. Steel set the stage for attendees to understand the climate in California for anti-business policies and hunger for increased tax revenue. Steel set the stage for Coupal to discuss the current threats in Sacramento to Prop 13.



Much of the presentation by keynote speaker Coupal focused on the detrimental effects any removal of Prop 13 protections would have on California's economy and jobs. He discussed a Pepperdine University study that found that if a split roll tax is passed by the California legislature, there would be \$4 billion generated for the state in tax revenue.

However, Coupal noted, in the first five years, there would be \$70 billion loss to the California economy and a loss of over 400,000 jobs. Moreover, he highlighted the HJTA, an organization that primarily advocates for homeowners, is worried about a split roll tax which would eliminate Prop 13 protections for commercial real estate because residential protections would be eliminated afterwards.

Coupal emphasized that HJTA is a non-partisan organization with Democrat and Republican members, and the coalition should not allow partisan politics to drive this issue,



but put all taxpayers and the future of California first. This sentiment was welcomed by Supervisors Bill Horn and Dave Roberts who were in attendance and come from different political parties.

Both Steel and Coupal stressed that there is momentum in Sacramento to eliminate Prop 13. Coupal explained that if another statewide initiative is qualified by signatures or voted to be added to the ballot for a statewide proposition by the legislature, it will

page 11 ►



## AUGUST 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®

Tracy Berger - Tracy Berger, Broker  
Paul Greenamyer - Paul Greenamyer, Broker  
Rosemary Hobbs - Rosemary Hobbs  
Ronald Krill - Pariscari Inc.  
Walter Kross - Walter John Kross, Broker  
Erik Melby - Melby Investments  
Raluca Rohan - Red Door Real Estate Group  
Kent Tran - CalPalace  
Dave Walton - Dave Walton

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Donald Agan - NAI San Diego  
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Tari Amy - Realty Success Group  
Patrick Anderson - Keller Williams Realty  
Darryl Anunciado - Prestigia Properties  
Kevin Atto - The Metropolitan Group  
Gary Bang - Premier Coastal Realty  
Sara Barnett - SD Realty  
Emily Barshak - Biz Com-Realty  
Chad Baur - Willis Allen Real Estate  
Scott Bayer - Coastal Pacific Real Estate  
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Chris Bui - Premia Realty Group, Inc.

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Licia Busso - Southwest Home & Loans  
Christopher Caldwell - Keller Williams Realty  
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Jae Cardon - Global Cardone  
Wendi Carlock - La Jolla Realty Concepts  
Deborah Carlson - Keller Williams Realty  
Doug Ceresia - NAI San Diego  
Amar Chatterjee - Coastal Pacific Real Estate  
Malcolm Clarke - Willis Allen Real Estate  
Nick Conway - Profund Real Estate  
Melissa Cronin - Coldwell Banker Residential  
Theresa Cushing - Prudential California Realty  
Jamel Daniels - C&C Capital Mortgage & Realty  
Lyabo Daramola - Tobin Assoc. and REALTORS®, Inc.  
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Roberta Delgado - RC Realty of San Diego  
Jacquelyn Dempsey - Realty Executives  
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Kelly Douglas - Prudential Dunn, REALTORS®  
Marilyn Dulaine - Harcourts Pacific Realty  
Alison Eads-Scott - Alta Vista Properties, Inc.  
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Ronald Helms - Houserebate.com  
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George Radlick  
Sr. Mortgage Consultant  
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NMLS ID 681674



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951-903-4588  
NMLS ID 284599



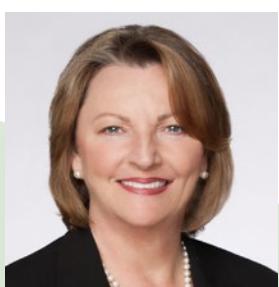
Edie MacGray  
Sr. Mortgage Consultant  
760-802-0142  
NMLS ID 301415



Mark Joplin  
Sr. Mortgage Consultant  
619-368-1294  
NMLS ID 653792



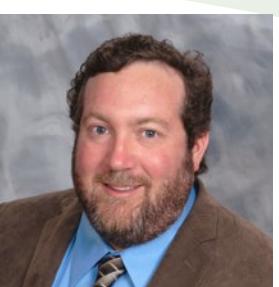
Jenna Tolman  
Mortgage Consultant  
949-702-0532  
NMLS ID 999566



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



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



Andrew Sheftel  
Sr. Mortgage Consultant  
619-523-4309  
NMLS ID 453464



Teyon A. Johnson  
Sr. Mortgage Consultant  
619-408-3433  
NMLS ID 874149



Charlie Burkett  
Sr. Mortgage Consultant  
858-254-5774  
NMLS ID 240342

# HOC HELPS STUDENTS GET SWEET ON HOME OWNERSHIP

By Jordan Marks

Click, click, click – the “wheel of credit” echoed above the high-energy buzz of college students mixing and mingling with members of SDAR.

The Young Professionals Network’s Next Generation Entrepreneurship panel at the University of San Diego set the perfect backdrop for SDAR’s Housing Opportunities Committee (HOC) college outreach effort. HOC planned this event in order to engage undergraduate and graduate students



on the value of homeownership.

The HOC sponsored the pre-panel mixer and engaged over 150 attendees with a fun array of interactive tables to spark their dream of homeownership. HOC featured four large posters explaining the importance of a good credit score, the sweet benefits of homeownership, the importance of using a REALTOR®, and the value of homeownership versus renting.

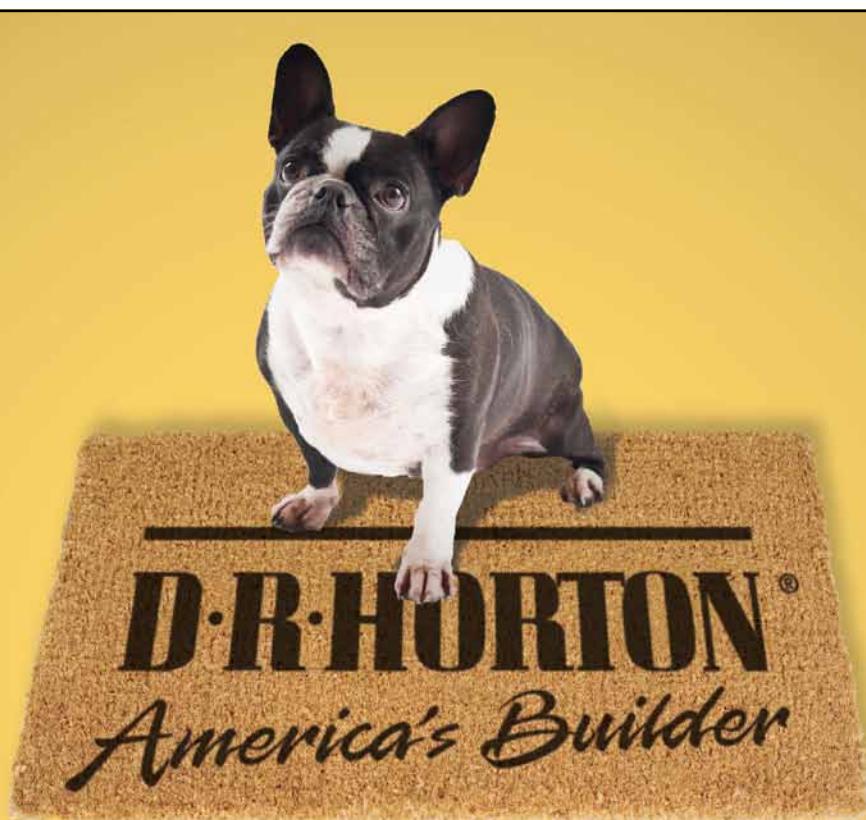
The committee had interactive games including the “wheel of credit,” where those with good credit scores won a prize and negative credit scores entered a drawing to win a prize as they aren’t guaranteed a home loan. The committee members explained to the students how they could have gotten the credit score they spun and what affect that would have on their ability to become a homeowner.

The committee integrated a social media fun station where attendees posted photos of themselves in their social media networks with photo cards discussing homeownership. Attendees dressed up in props provided by the committee, wrote their names on the cards, and filled in when they would achieve homeownership, what was great about homeownership, and one step they could take today to achieve homeownership. Photos were taken of the attendees on their phones so they could post their dream of homeownership to Facebook or Twitter for their friends to see with a hashtag #nextgenhomeowner.

Finally, to leave the attendees with the “sweet” taste of homeownership, the committee provided blow pops to the attendees with a “sweet” fact of homeownership.

The college outreach effort of the HOC was made possible by a National Association of REALTORS® (NAR) Housing Opportunities grant.

*Jordan Marks is SDAR Government Affairs Director and HOC Staff Liaison.*



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3-car garages

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# LUXURY BATHROOMS - CREATING AN OASIS WITHOUT BREAKING THE BANK

By Regina P. Brown

No dream home is complete without a luxury bathroom! Today's trendy homeowners are adding extravagant spa-like bathrooms to enjoy a relaxing oasis and calming sanctuary. But they don't need an opulent million-dollar home to have a bathroom as posh as an affluent hotel spa. Homeowners can improve their house with sumptuous features and ambient glowing lighting without splurging their entire budget. All they need is a bit of inspiration to create a rich, romantic look.

Follow our glossary guide below to discover some of the unique features you may find in a deluxe bathroom.

## Bathrooms

- Jack & Jill bathroom - A bathroom sandwiched in between 2 bedrooms, with access from each bedroom.
- Ensuite bathroom – a bathroom which is only accessed from a bedroom. Usually applies to a master bathroom attached to a master bedroom. AKA: en suite
- Powder room – a half bathroom with only a sink and toilet. Often near the common areas, instead of the bedrooms, so that it's easily available for guests.

## Tubs

- Garden tub – large, luxurious bathtub made for soaking, and placed under a window for maximum light and a garden view.
- Jetted / Whirlpool tub – deep bathtub with hydrotherapy jets for warm water. May have an in-line heater. Jacuzzi is a common brand.
- Corner tub – bathtub with a triangular shaped basin, large enough for 2 people. Can be drop-in installation or freestanding.
- Japanese ofuro soaking tub – deep, sunken hot tub with freshly poured water and no chemicals. Traditionally crafted from hinoki

wood but modern versions can be made from other materials.

## Showers

- Shower heads - the ultimate spa experience begins with an oversized, rain drop shower head, imitating the feeling of a gentle rain from overhead. Paired with body sprays, rain showers can turn a simple shower into a luxurious spa feeling.
- Frameless glass panel - a shower made entirely of clear glass panels with no trim and very little hardware. The minimalist panels are often suspended from overhead tracks. This sleek, modern shower makes the bathroom appear open and spacious.
- Roman shower – a large walk-in shower cavity with no door and no rim on the edge from the floor. Often created with bricks to mimic the ancient styles. Great access for wheelchairs, walkers, or those with limited mobility.

## Sauna / Steam room

- Steam shower – an enclosed room similar to a shower, wherein steam generates a water vapor around the body. Built with tile, stone, wood, or other materials. Can be used by multiple people at once.
- Aromatherapy steam shower – essential oils infused into the steam (water vapor) for health benefits.
- Sauna – wooden air-tight humid cabin filled with steam for health benefits. Believed to relieve stress and tension, rejuvenate the skin, help the body eliminate toxins, and stimulate blood circulation. Styles include either wet or dry saunas.

## Vanity & Sink

- Dual / double vanity – counter with two sinks. Master bathrooms may be designed with a "his" and "hers" sink and vanity area.

• Vessel sink – bowl or dish, often glass or ceramic, that sits on top of the counter. Becoming more popular in luxury homes.

- Floating countertop - wall-mounted cabinet and sink are not resting on the floor and appear to be "floating". May have a towel storage area underneath.
- Vintage vanities - hand-crafted from an antique chest of drawers, an old cabinet, or a marble-top buffet.

## Toilet

- Bidet – toilet-like fixture used for rinsing or washing intimate body parts. Commonly used internationally as an alternative or addition to toilet paper. A full bath with a bidet may be referred to as a "5/4" bathroom. Pronounced "bi-DAY".
- Touchless lift seat – this feature uses a sensor to lift the seat with a wave of the hand. It draws raves from both husbands and wives alike; and who knows – it just may put an end to that age-old seat up/down dispute!

## Windows & Window Treatments

- Light with privacy - glass blocks, stained glass windows, and translucent windows provide privacy while letting in lots of daylight. Tempered glass is a safety "must" for low bathrooms windows.
- Drapes & Curtains - besides the usual blinds and shutters, consider designing the bathroom with sheer curtains that allow light or with drapes made of luxurious velvet or silk. Don't forget frilly embellishments such as tassels, beads, and fringe.

## Lighting

- Pendant lights – enjoy lighting at the right level by installing ceiling pendant lights. Either in a track, or installed separately, they add a radiant glow. Look for mini-

pendant halogen lights, star pendant designs, or drum-shade style lights.

- Green lighting - skylights, halogen bulbs, and high tech recessed LED lights are bringing new "green" solutions that outshine the traditional fluorescent light fixtures. LED lights offer higher energy efficiency, due to their lower voltage compared to incandescent light bulbs.
- Chromotherapy – colored lights in the bathtub are believed to bring healing qualities and energy with light therapy. Enjoyed by holistic health seekers to soothe, invigorate, and
- Unique solutions - Homeowners opting for amazing lighting are choosing unexpected fixtures such as chandeliers, custom sconces, and candle niches with eye-catching candleholders.

## Hardware & Accessories

Blissful bathrooms may include unique accessories such as a fish tank, fireplace, heated towel rack, surround sound music, and a flat screen TV mounted behind a one-way mirror. Look for hardware finishes such as oil-rubbed bronze, antique nickel, wrought iron, French gold, antique copper, and brushed chrome. Plush touches include teak mats and open shelving with plants, flowers, and jars.

## Building Materials

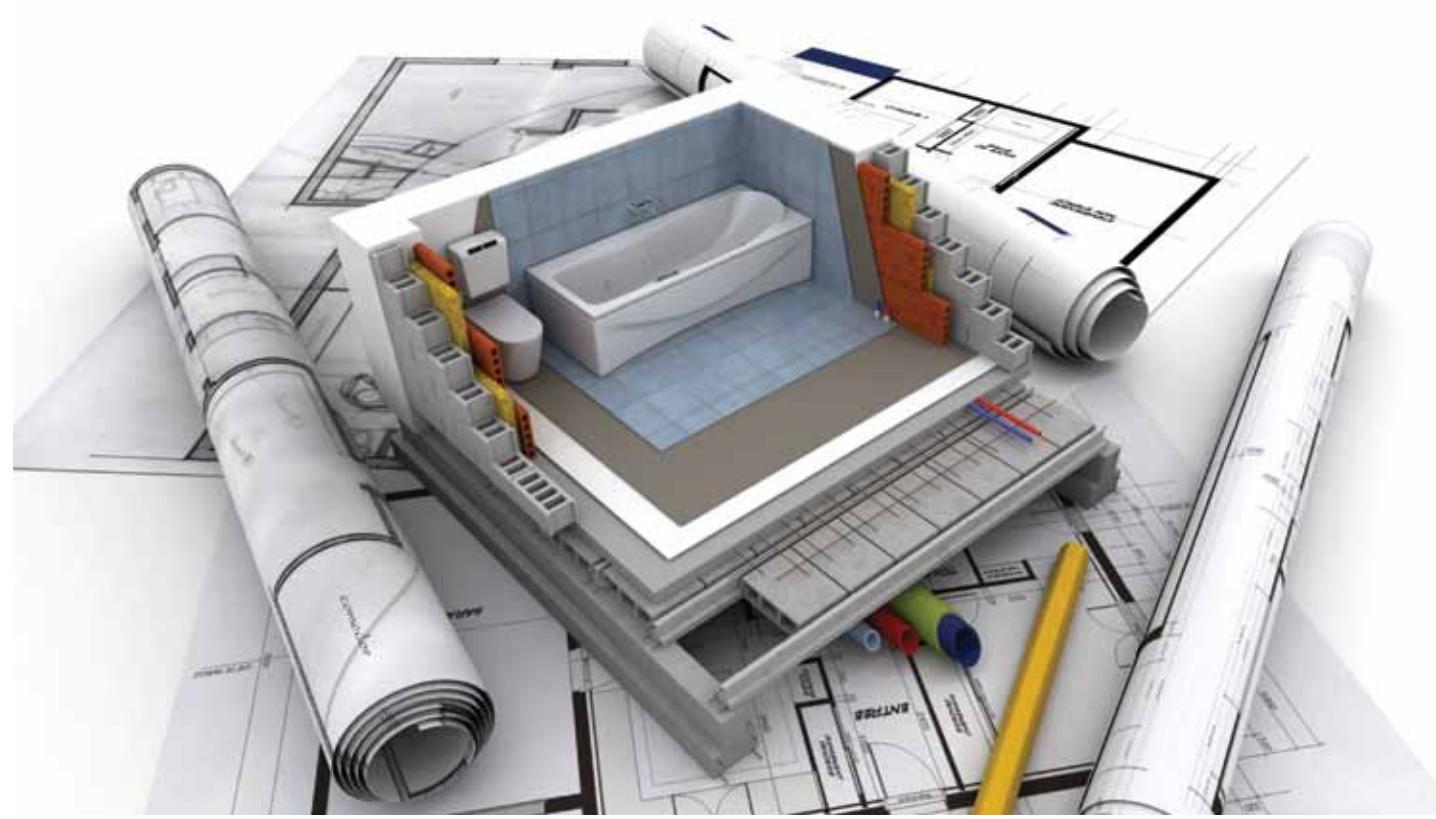
Natural materials gaining in popularity amongst home renovators include reclaimed lumber, pebbles, bamboo, granite, teak, maple, chrome, and limestone. Variations of tile used for backsplashes and counters include tumbled beach glass tile, hand crafted glass tile, and marble tile. Expect to see rich touches of gilt and crystal woven into the design

## Flooring

Splendid new trends in flooring include natural stone floors, wood-textured porcelain tile floor, slip-resistant concrete, bamboo flooring, cork tiles. A heated tile floor (with radiant-heat coils) is certainly a luxurious touch for cold weather climates. But perhaps the most innovative feature is a tub set in a fiberglass pan filled with glossy black river rocks to exude an "outdoor" feeling.

When you snag that listing for the luxury home for sale, now you know what bathroom features to identify. Discover new tech gadgets like LED lighting and chromotherapy and the TV hidden behind the mirror. Learn the lingo to identify all types of tubs, showers, and vanities so you can help buyers find their dream home!

*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.*



# AUGUST STATISTICS DETACHED HOMES

Current Year - 2013								Previous Year - 2012								Current Year - 2013								Previous Year - 2012																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
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91901	Alpine	24	164	42	77	\$505,000	\$453,000	17	125	94	82	\$390,000	\$390,000	54	394	43	49	\$595,000	\$600,500	60	355	90	80	\$577,750	\$505,000	48	353	49	67	\$394,800	\$370,000	41	306	111	103	\$317,500	\$314,950																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
91902	Bonita	23	139	46	59	\$541,000	\$511,000	12	127	87	95	\$402,500	\$425,000	0	1	0	474	\$0	\$159,800	0	3	0	85	\$0	\$0	92066	Ranchita	0	1	0	474	\$0	\$159,800	0	3	0	85	\$0	\$0	92067	Rancho Santa Fe	20	163	86	114	\$2,650,000	\$2,225,000	28	144	110	147	\$2,825,000	\$2,250,000	92068	San Luis Rey	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0	92069	San Marcos	24	257	25	45	\$493,500	\$430,000	33	275	66	82	\$380,000	\$349,000	92070	Santa Ysabel	3	5	100	68	\$315,000	\$315,000	0	6	0	67	\$0	\$0	92071	Santee	44	326	50	43	\$401,750	\$369,250	33	287	66	72	\$329,000	\$315,500	92072	Solana Beach	11	77	65	71	\$1,215,000	\$1,090,000	9	62	105	100	\$895,000	\$940,000	92073	San Marcos	52	345	47	46	\$616,170	\$563,000	53	349	72	80	\$477,000	\$469,990	92081	Vista	24	188	22	44	\$415,000	\$415,000	26	190	79	84	\$324,000	\$340,000	92082	Valley Center	12	156	81	70	\$425,250	\$459,950	21	145	105	102	\$356,000	\$370,000	92083	Vista	22	187	26	50	\$357,975	\$345,000	28	158	58	80	\$296,250	\$265,000	92084	Vista	33	246	48	57	\$435,000	\$409,500	46	286	80	83	\$350,000	\$324,500	92086	Warner Springs	1	8	32	100	\$210,000	\$176,700	1	4	36	116	\$345,000	\$323,500	92091	Rancho Santa Fe	2	28	23	79	\$891,300	\$2,125,000	2	19	59	110	\$1,320,000	\$1,825,000	92096	San Marcos	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0	92101	San Diego Downtown	0	1	0	23	\$0	\$600,000	0	4	0	90	\$0	\$0	92102	San Diego	11	125	38	58	\$270,000	\$296,300	22	144	94	77	\$340,000	\$250,000	92103	Mission Hills	14	134	27	43	\$660,000	\$757,500	17	106	88	76	\$695,000	\$646,000	92104	North Park	26	199	18	33	\$560,000	\$535,000	23	169	25	50	\$525,000	\$440,000	92105	East San Diego	24	180	34	57	\$289,500	\$265,175	17	159	78	91	\$255,000	\$215,000	92106	Point Loma	19	156	32	43	\$839,000	\$825,250	9	122	61	63	\$687,500	\$683,750	92107	Ocean Beach	13	107	22	40	\$765,000	\$750,000	13	106	58	62	\$615,000	\$653,750	92108	Mission Valley	0	5	0	46	\$0	\$502,000	0	6	0	83	\$0	\$0	92109	Pacific Beach	27	145	54	50	\$760,000	\$782,250	13	101	70	93	\$830,000	\$730,000	92110	Old Town SD	6	65	25	39	\$668,750	\$585,000	11	82	19	59	\$549,000	\$529,444	92111	Linda Vista	17	135	28	38	\$460,000	\$450,000	25	167	53	66	\$382,500	\$370,000	92113	Logan Heights	14	97	53	68	\$228,500	\$235,000	11	100	79	75	\$185,000	\$185,000	92114	Encanto	46	397	49	62	\$330,000	\$290,000	57	462	88	89	\$249,000	\$230,000	92115	College Grove	41	322	33	42	\$422,500	\$400,000	42	290	64	79	\$368,750	\$340,000	92116	Normal Heights	24	148	36	42	\$535,000	\$497,000	22	129	68	54	\$480,000	\$450,000	92117	Clairemont Mesa	41	285	26	30	\$490,000	\$470,000	32	264	32	68	\$423,500	\$400,000	92118	Coronado	15	102	148	93	\$1,345,000	\$1,446,250	16	101	117	101	\$1,810,000	\$1,384,000	92119	San Carlos	13	175	23	45	\$472,000	\$455,000	17	155	30	48	\$472,000	\$405,000	92120	Del Cerro	34	204	14	37	\$530,000	\$495,000	26	196	74	64	\$402,500	\$416,000	92121	Sorrento	3	25	28	22	\$750,000	\$757,500	2	14	25	29	\$671,250	\$663,500	92122	University City	13	103	26	31	\$695,000	\$695,000	16	86	61	43	\$601,500	\$627,500	92123	Serra Mesa	15	130	22	32	\$453,000	\$435,000	15	120	41	61	\$382,000	\$379,500	92124	Tierrasanta	18	100	45	37	\$584,500	\$575,500	10	86	79	73	\$507,500	\$502,500	92126	Mira Mesa	37	273	21	46	\$440,000	\$428,000	37	309	68	80	\$382,000	\$355,000	92127	Rancho Bernardo	59	407	29	48	\$870,000	\$820,000	50	374	86	97	\$749,409	\$697,440	92128	Rancho Bernardo	51	412	25	34	\$575,000	\$568,000	54	362	46	69	\$515,000	\$486,250	92129	Rancho Penasquitos	45	297	19	36	\$627,000	\$615,000	45	287	45	67	\$565,000	\$540,000	92130	Carmel Valley	53	383	32	37	\$995,000	\$995,000	49	335	64	72	\$885,000	\$879,000	92131	Scripps Miramar	46	238	30	36	\$754,500	\$740,000	25	229	31	56	\$689,000	\$671,775	92134	San Diego Downtown	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0	92139	Paradise Hills	17	142	35	76	\$335,000	\$301,000	17	152	92	89	\$290,000	\$255,000	92145	Miramar	0	0	0	0	\$0	\$0	0

# AUGUST STATISTICS ATTACHED HOMES

## Current Year - 2013

## Previous Year - 2012

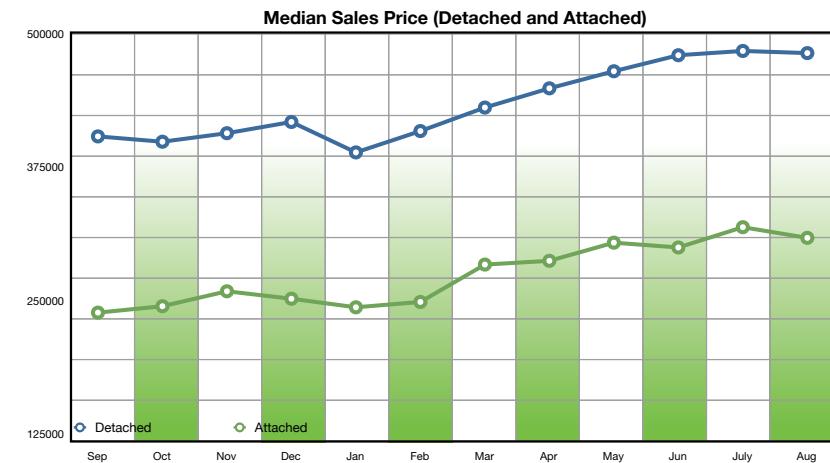
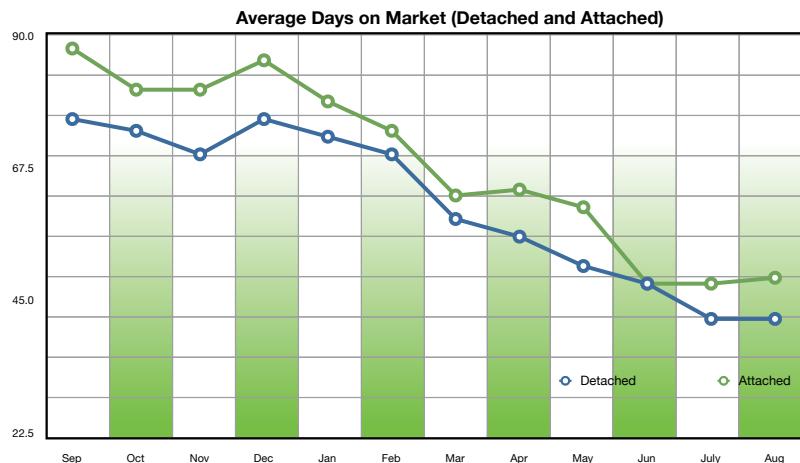
Zip Code	Market Area	SOLD LISTINGS		AVG DAYS ON MARKET		MEDIAN PRICE*		Mth	YTD	Mth	YTD	SOLD LISTINGS	AVG DAYS ON MARKET	MEDIAN PRICE*	
		Mth	YTD	Mth	YTD	Mth	YTD								
91901	Alpine	1	10	29	102	\$239,000	\$163,950	3	22	50	67	\$142,000	\$111,000		
91902	Bonita	4	28	81	82	\$137,500	\$235,000	0	14	0	61	\$0	\$147,550		
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	18	124	39	85	\$222,500	\$225,000	8	98	56	89	\$211,250	\$172,950		
91911	Chula Vista	9	75	200	86	\$180,000	\$175,000	14	98	120	99	\$149,500	\$141,500		
91913	Chula Vista	29	168	65	103	\$260,000	\$212,000	21	189	165	127	\$190,000	\$187,500		
91914	Chula Vista	6	50	155	83	\$290,000	\$252,500	5	46	154	132	\$210,000	\$221,500		
91915	Chula Vista	17	132	88	89	\$305,000	\$265,024	19	118	118	123	\$221,000	\$220,000		
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	10	44	204	129	\$305,000	\$260,000	5	51	98	98	\$125,000	\$165,000		
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	1	19	2	48	\$375,000	\$176,000	2	24	80	81	\$144,350	\$147,500		
91942	La Mesa	16	103	17	66	\$230,000	\$220,000	12	112	101	85	\$192,000	\$167,750		
91945	Lemon Grove	2	11	77	122	\$112,544	\$112,000	1	10	12	81	\$130,000	\$114,050		
91948	Mount Laguna	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0		
91950	National City	11	37	116	89	\$196,000	\$175,000	11	41	143	134	\$121,000	\$105,150		
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	15	88	25	73	\$160,000	\$151,750	11	76	156	120	\$115,900	\$115,000		
91978	Spring Valley	4	21	62	65	\$160,250	\$180,000	1	16	81	89	\$141,000	\$154,000		
91980	Tecate	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0		
92003	Bonsall	2	14	6	63	\$342,500	\$215,327	5	17	323	157	\$120,300	\$152,500		
92004	Borrego Springs	0	17	0	118	\$0	\$118,000	0	13	0	119	\$0	\$78,750		
92007	Cardiff By The Sea	1	29	49	48	\$1,300,000	\$450,000	3	38	53	83	\$852,950	\$447,500		
92008	Carlsbad	17	84	55	51	\$482,000	\$429,450	11	72	114	112	\$330,000	\$354,363		
92009	Carlsbad	31	229	54	56	\$360,000	\$350,000	27	191	54	93	\$322,000	\$283,900		
92010	Carlsbad	8	68	58	53	\$336,450	\$340,000	6	64	56	115	\$281,000	\$295,000		
92011	Carlsbad	11	85	18	34	\$433,000	\$468,616	14	67	43	63	\$418,500	\$387,500		
92014	Del Mar	8	52	50	55	\$733,000	\$650,000	5	38	24	88	\$890,000	\$599,000		
92019	El Cajon	16	111	28	57	\$240,000	\$215,000	9	91	82	87	\$192,000	\$170,000		
92020	El Cajon	8	76	46	96	\$167,500	\$138,500	8	87	131	111	\$117,500	\$111,000		
92021	El Cajon	10	73	40	60	\$199,500	\$137,000	8	87	80	83	\$108,600	\$110,000		
92024	Encinitas	18	131	19	35	\$520,500	\$495,000	20	137	91	102	\$377,500	\$340,000		
92025	Escondido	7	47	31	61	\$182,500	\$175,000	5	45	45	80	\$120,000	\$125,000		
92026	Escondido	10	76	51	52	\$204,450	\$200,000	11	69	43	119	\$117,000	\$155,000		
92027	Escondido	2	41	6	79	\$148,000	\$131,000	7	50	34	76	\$85,000	\$108,800		
92028	Fallbrook	3	17	12	73	\$275,000	\$170,000	1	14	35	84	\$183,000	\$154,000		
92029	Escondido	0	7	0	52	\$0	\$245,000	0	5	0	104	\$0	\$160,000		
92036	Julian	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0		
92037	La Jolla	50	311	42	59	\$466,500	\$575,000	36	207	86	104	\$509,500	\$475,000		
92040	Lakeside	6	42	48	35	\$121,950	\$122,500	5	48	68	81	\$83,000	\$88,388		
92054	Oceanside	10	103	143	114	\$411,000	\$390,000	19	96	85	99	\$310,000	\$293,500		
92056	Oceanside	21	188	26	43	\$225,600	\$225,000	28	222	83	75	\$251,000	\$198,500		
92057	Oceanside	27	174	38	54	\$210,000	\$184,425	26	172	110	93	\$150,625	\$145,000		
92058	Oceanside	3	50	9	41	\$235,000	\$196,500	5	55	120	110	\$169,750	\$154,900		
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	6	559	196	\$352,500	\$304,000	3	7	89	60	\$180,000	\$209,000		

## Current Year - 2013

## Previous Year - 2012

Zip Code	Market Area	SOLD LISTINGS		AVG DAYS ON MARKET		MEDIAN PRICE\*		Mth	YTD	Mth	YTD	SOLD LISTINGS		AVG DAYS ON MARKET	
Mth	YTD	Mth	YTD	Mth	YTD	Mth	YTD								


<tbl\_r



## COMPARATIVE SALES - EXISTING HOMES - AUGUST 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 August 2013	\$394,040,418	25.251	-3.271	\$1,353,255,677	12.665	-2.433
2 Average Sales Price August 2013	\$363,506	17,509	-2,914	\$618,490	15,857	0.465
3 Median* Sales Price August 2013	\$310,000	29,160	-3,120	\$483,000	23,130	-0.410
4 Sold Listings August 2013	1,084	6,588	-0.368	2,188	-2,756	-2.885
5 Average Days on Market August 2013	49	-42,353	2,083	42	-44,000	0.000
6 Total Sales Volume August 2012	\$314,601,166			\$1,201,137,190		
7 Average Sales Price August 2012	\$309,342			\$533,839		
8 Median* Sales Price August 2012	\$240,000			\$392,250		
9 Sold Listings August 2012	1,017			2,250		
10 Average Days on Market August 2012	85			75		

	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	\$2,785,451,972	33.737		\$9,994,233,063	22.314	
12 Average Sales Price YTD 2013	\$348,661	24,664		\$579,981	17,658	
13 Median* Sales Price YTD 2013	\$290,360	31,980	N/A	\$450,000	20,800	N/A
14 Sold Listings YTD 2013	7,989	7,278		17,232	3,958	
15 Average Days on Market YTD 2013	60	-38,144		55	-34,524	
16 Total Sales Volume YTD 2012	\$2,082,780,722			\$8,170,967,634		
17 Average Sales Price YTD 2012	\$279,681			\$492,940		
18 Median* Sales Price YTD 2012	\$220,000			\$372,500		
19 Sold Listings YTD 2012	7,447			16,576		
20 Average Days on Market YTD 2012	97			84		

Copyright 2013 Greater San Diego Association of Realtors. Data for single-family attached and detached home sales through the Multiple Listing Service of Sandicor, Inc. Neither SDAR nor Sandicor guarantees or is responsible for its accuracy. \*The median home price is the price where half of the homes sold for more and half sold for less. It is a more typical price measure than average, which can be skewed high by a relative handful of million-dollar plus transactions.

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# GRAND OPENING OF SOLANA BEACH SERVICE CENTER

With a large segment of our membership residing and working in North County, the Greater San Diego Association of REALTORS® has opened a Solana Beach Service Center in the Lomas Santa Fe Plaza. The center recently moved from its nearby Del Mar location.

SDAR celebrated with a grand opening on August 16 that included a ribbon-cutting ceremony with local dignitaries, food, refreshments, and giveaways

The service center provides complete membership services and houses a store for real estate related products for sales professionals. In addi-

tion, there is a 35-seat meeting room/classroom for education courses and professional development. The service center is also available for private meeting rentals.

When in North County, please stop by the Solana Beach Service Center at 981 Lomas Santa Fe Drive, Suite E, in the Lomas Santa Fe Plaza. Business hours are Monday, 9:00 a.m. – 5:00 p.m.; and Tuesday through Friday, 8:00 a.m. – 5:00 p.m. The phone number of the service center is (858) 509-3672.



Lance Witmondt (right), representing Assemblyman Brian Maienschein's office, presented a proclamation acknowledging the Solana Beach Service Center grand opening. From left are Leslie Kilpatrick, SDAR President-Elect; Mike Mercurio, SDAR CEO; and Linda Lee, SDAR President.

page 4 ▼

be masked as "closing a corporate tax loophole" and not eliminating Prop 13.

Steel and Coupal applauded CRASD's work to build a coalition and called for more coalition events to organize, educate, and mobilize our industry as it will be necessary to protect Prop 13. Coupal left the crowd with a semi-serious suggestion that they "save your money today because this will be a costly fight California cannot afford to lose."

CRASD partnered with the San Diego County Taxpayers Association (SDCTA) to continue our educational efforts to protect Prop 13 in San Diego. Further, the proceeds from the coalition breakfast will be used to fund a SDCTA educational forum and impact study of the effect eliminating Prop 13 would have here in San Diego.

The event was emceed by nationally syndicated radio show host and UT-TV host Roger Hedgecock. The Lincoln Club of San Diego County, an organization dedicated to advancing free market principle candidates and initiatives, was the title sponsor joined by more than 20 other coalition sponsors. To learn more about CRASD's efforts or to support the effort to protect Proposition 13, visit [www.CRASD.com](http://www.CRASD.com).

*Jordan Marks is SDAR Government Affairs Director and CRASD Executive Staff Member.*

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LCON-0240-0813

# REALTOR® SURVEY: MOBILE TECHNOLOGY DOMINATES HOME BUYING PROCESS

Demonstrating the proliferation of mobile technology into nearly every facet of our lives, more than eight out of 10 home buyers are accessing home information on their smart phones and computer tablets, according to the California Association REALTORS® (C.A.R.) "2013 Survey of California Home Buyers."

"With more and more consumers using mobile devices and mobile technology, such as apps and social media platforms, buyers are increasingly using their smartphones and computer tablets to view comparable house prices, search for properties, take photos, and create videos of homes and amenities, as well as research communities and real estate agents," said C.A.R. President Don Faught. "As a result, home buyers today are more informed and have a greater sense of control over what could be a daunting process."

The survey found 85 percent of buyers used a mobile device during the home buying process, with the majority of buyers (70 percent) accessing the Internet from their smart phones and 15 percent accessing it from their tablets.

While the majority of buyers (61 percent) found their home through an agent, the percentage who found their home online more than doubled from 16 percent in 2012 to a record high of 37 percent in 2013.

Almost one-third (30 percent) of buyers rated Realtor.com as the most useful website, followed closely by

Zillow at 28 percent. Broker and agent websites were also helpful in the home buying process as buyers increasingly seek local expertise and information.

The use of social media in the home buying process continued to increase, with three-quarters of buyers now using it, compared to 52 percent who used social media in 2011. Buyers primarily used social media for buying tips and suggestions from friends (43 percent), neighborhood information (42 percent), and to view their agents' Facebook pages (41 percent). The use of social media as a form of communication is expected to grow, with 91 percent of buyers saying they are receptive to receiving information about the home buying process from their agent via social media.

The survey also found that buyers spent nearly six months considering a purchase before contacting an agent, nearly twice as long as last year. They took more time investigating homes and neighborhoods before contacting an agent, spending just over seven months on researching, compared to about 1.5 months last year. Additionally, buyers spent nearly 10 weeks looking for a home with their agent, a week longer than last year. More than eight out of 10 buyers (85 percent) made offers on other homes, and one-third said they settled for the best option given the limited supply of houses.

The lengthier consideration time and home search illustrates the impact of low housing inventory and

increasing home prices," said Faught. "These factors caused buyers to weigh their options more carefully before making their home purchase."

## Additional findings from C.A.R.'s "2013 Survey of California Home Buyers" include:

- Buyer optimism about the future direction of home prices continued to grow, with the majority of buyers (60 percent) believing prices will go up in five years and 36 percent seeing prices rise in one year, up from 41 percent and 25 percent, respectively, last year.
- Buyers cited price decreases (38 percent), favorable prices/financing (12 percent), and the desire for a better location (10 percent) as top reasons for purchasing a home.
- Reflecting the prevalence of tight lending standards, buyers experienced extreme challenges in obtaining financing. On a scale of one to 10, with 10 being extremely difficult, buyers rated their difficulty in obtaining financing at 8.6 on average, the highest in the survey's history.
- Higher down payments are the market norm these days, with



buyers putting an average of 25 percent down on their home purchase. The average down payment has been greater than the traditional 20 percent since 2009.

• 91 percent of buyers obtained a fixed-rate loan, up from 84 percent in 2011, reflecting low rates and the desire for certainty as the market gets back to basics.

The 2013 C.A.R. Home Buyer survey was conducted by telephone with 1,400 people statewide to measure their perceptions of the home buying process. Eligible respondents all closed escrow on their new homes within the six months prior to March 2013. For the full report on the survey findings, visit C.A.R.'s Market Data webpage at [www.car.org/MarketData](http://www.car.org/MarketData).



## AFFILIATE SPOTLIGHT

### THE UPS STORE IS HERE FOR YOU, SMALL BUSINESS OWNERS



With small businesses representing more than 99 percent of businesses in the U.S., it may seem that they would have a wealth of resources to turn to for support. Yet the majority says they feel alone.

The UPS Store serves as a dependable resource, offering insight and practical solutions to the endless barrage of issues and needs all small business owners face. In addition to offering well-recognized services like packing, shipping, printing, faxing, direct mail, and mailbox services, The UPS Store works with business owners to develop custom solutions to ensure their unique business needs are met.

Last year, The UPS Store began emphasizing that it offers a range of services tailored to meet the needs of small businesses in all stages of the

business lifecycle. According to 2012 research\*, nearly half (46 percent) of small business owners would like to work with a local resource who can help make their lives easier. Less than 20 percent receive any kind of support from a business partner in running their business.

"Small business owners want to keep the local economy healthy and believe locally-based businesses offer them the best opportunity to develop the trusting relationships they crave," said Michelle Van Slyke, vice president of marketing and small business solutions at The UPS Store. "Because our locations are locally owned and locally operated, our store owners are uniquely positioned to provide relevant guidance and insights."

The UPS Store launched the "Small

Business Solutions" website (<http://smallbiz.theupsstore.com>) last year to help small businesses succeed. The website offers a mix of products and services to help achieve success. From exclusive offers for IT support and legal services, to marketing solutions and merchant services, the Small Business Solutions site helps small business owners promote, protect and manage their small business.

In addition, The UPS Store offers a range of services tailored to meet the needs of small businesses in all stages of the business lifecycle. Not only can small business owners receive well-recognized services like packing and shipping, printing, faxing, direct mail, and mailbox services, but The UPS Store will also work with business owners to develop custom solu-

tions to ensure their unique business needs are met.

For more information about The UPS Store or to find one of the 59 San Diego locations nearest to you, visit [www.theupsstore.com](http://www.theupsstore.com).

\* The UPS Store worked with an external agency to conduct research between August and December 2011. Research was conducted via a national online survey, ethnographic study, first-person journals, and interviews with small business experts including Manta, Inc., CEB, IFA, SCORE, Logistics Management and Bloomberg.

## UPCOMING EVENTS



### Annual Oktoberfest Features "Commercial Cup" Competition

Join the Commercial Real Estate Alliance of San Diego (CRASD) for a fun-filled Oktoberfest, an annual celebration. This year features the first

"Commercial Cup" Competition.

The event is Thursday, October 17, from 5:00 to 7:30 p.m. outside at the Kearny Mesa offices of the Greater San Diego Association of REALTORS®, 4845 Ronson Court, San Diego, CA 92111.

Enjoy great craft brews and food from San Diego's best food trucks, and network with colleagues and professionals in the commercial real estate field. Then compete for the "Commercial Cup" – San Diego's most coveted piece of commercial real estate – against rivals from San Diego's top commercial firms. Last team standing wins!

Cost to attend Oktoberfest is \$20

per person. (The competition is free!) Register at [CRASDcommercialcup.eventbrite.com](http://CRASDcommercialcup.eventbrite.com) or call (858) 715-8056.

For sponsorship opportunities, contact Sales@sdar.com or call (858) 715-8018.

### Networking Mixer Planned for Attorneys, REALTORS®

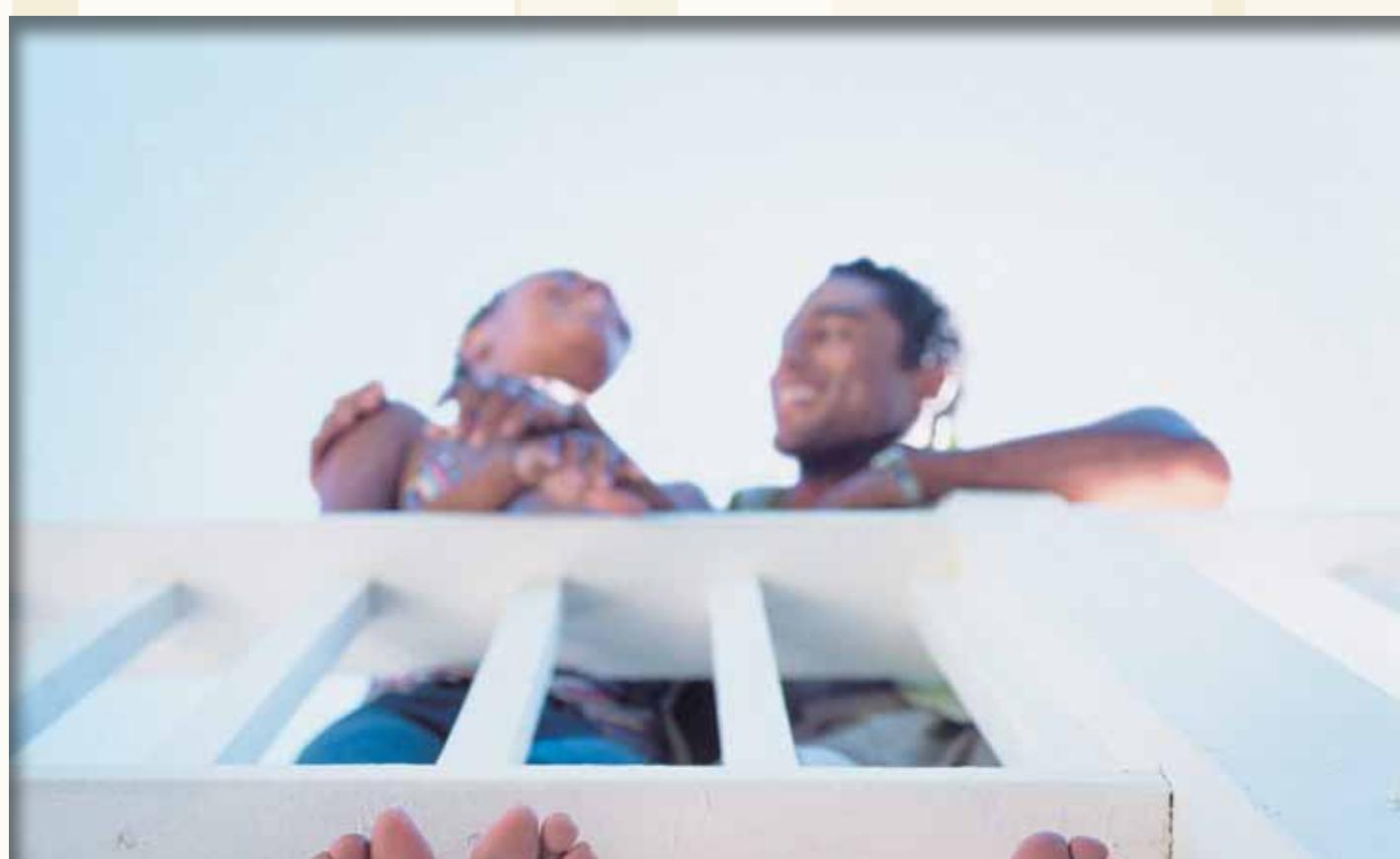
The Real Estate Mediation Center (REMC) of the Greater San Diego Association of REALTORS® and the San Diego County Bar Association (SDCBA) invite you the 2nd annual Attorney

and REALTOR® Networking Mixer.

The free mixer is Thursday, November 21, from 5:00 to 8:00 p.m. at the Randy Jones All American Sports Grill, 7510 Hazard Center Drive, Suite 215, in the Hazard Center.

Make important business contacts with real estate attorneys, fellow REALTORS® and mediators while enjoying appetizers and refreshments. This is not a sit-down, buttoned-up event; shake hands, make new contacts, discuss hot topics and build your professional network.

Visit [lawyerrealtor.eventbrite.com](http://lawyerrealtor.eventbrite.com) for registration or call (858) 715-8020.



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## SDAR Education Schedule

LEGEND:  KEARNY MESA  SOUTH COUNTY  EAST COUNTY  SOLANA BEACH  CORONADO

Classes subject to change or cancellation.

Check www.sdar.com for current information.

R-Plus = REALTOR® Plus price

RMS = Risk Management Specialist price

SEP	CLASS TITLE	TIME	R-Plus	RMS	SDAR	Others	Credits	PRESENTER
25-27	<b>Conquering Contracts</b>	WED: 8:30 am – 3:30 pm THUR: 8:30 am – 5:00 pm FRI: 8:30 am – 1:30 pm	\$254.15	\$75 (Audit)	\$299	\$399	19 CP	Michael Spilger, Esq.
26	<b>zipForm® Hands-On Lab</b>	9:00 am – 12:00 pm	\$29.75	\$35	\$35	\$45	NA	Kimber Backlund
30 & Oct. 1	<b>Certified Negotiation Expert (CNE)</b>	8:30 am – 5:00 pm	\$169.15	\$199	\$199	\$239	15 CP	Ginni Field
OCT	CLASS TITLE	TIME	R-Plus	RMS	SDAR	Others	Credits	PRESENTER
1	<b>Agent Boot Camp</b>	9:00 am – 3:30 pm	Free	Free	\$15	\$50	NA	Patrick Alexander
2	<b>Certified Condominium Specialist/C.I.D. Specialist</b>	8:30 am – 5:00 pm	\$92.65	\$109	\$109	\$149	8 CP	Wesley Barrett Ross, Esq. & Candy Peak
3	<b>When in Doubt... Disclose, Disclose, Disclose!</b>	9:00 am – 3:30 pm	\$65	\$68.85	\$81	\$90	NA	Michael Spilger, Esq.
10 & 11	<b>Certified Commercial Investment Member (CCIM)</b>	8:00 am – 5:00 pm	\$395	\$395	\$395	\$399	17 CE	CCIM Instructor
14	<b>QuickBooks® for Property Managers &amp; Landlords</b>	9:00 am – 12:00 pm	\$20.40	\$24	\$24	\$34	NA	Mike LaNier
15	<b>Google Apps Training</b>	12:00 pm – 2:00 pm	Free	\$10	\$10	\$20	NA	Randy Jones
16 & 18	<b>Seniors Real Estate Specialist (SRES)</b>	9:00 am – 4:00 pm	\$254.15	\$299	\$299	\$329	12 CP	John Altman
17	<b>Red Flags: Natural Hazard, Title, Termite</b>	9:00 am – 1:00 pm	\$65	\$68.85	\$81	\$90	4 CP	Michael Spilger, Esq.
17	<b>Point2 Listing Syndication</b>	9:00 am – 10:00 am	Free	Free	Free	NA	Point2 Trainer	
21	<b>Due Diligence Certified Designation (DDC)</b>	9:00 am – 4:00 pm	\$50.15	\$59	\$59	\$79	NA	Leonard P. Baron
24	<b>Managing Single-Family and Small Invest. Properties</b>	9:00 am – 4:00 pm	\$50.15	\$59	\$59	\$79	NA	Ginni Field
24	<b>zipForm® Hands-On Lab</b>	9:00 am – 12:00 pm	\$29.75	\$35	\$35	\$42	NA	Kimber Backlund
24	<b>REALTORS® Property Resource</b>	1:00 pm – 3:00 pm	Free	Free	\$10	\$20	NA	Kevin Burke, JD
25	<b>Know Your Disclosures</b>	9:00 am – 4:00 pm	\$59	\$67.15	\$79	\$109	6 CP	Ed Estes, Esq.
25	<b>Title Insurance Basics</b>	12:00 pm – 1:30 pm	\$10	Free	\$10	\$20	NA	Jackie Oliver, Esq. & Trish Troxler
28	<b>Notary Training &amp; Exam</b>	8:00 am – 5:00 pm	\$99	\$99	\$99	\$129	NA	Gus Lanatta
29	<b>Solving the Mystery of Government Finance</b>	1:00 pm – 3:00 pm	Free	\$8.50	\$10	\$20	NA	Alisha Sirois & Linda Stroberg

For easy registration and more information, visit [www.sdar.com](http://www.sdar.com) or call (858) 715-8040



### San Diego Escrow Team

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Diane Whiteley, CSEO/President	April Johnson, CSEO*
Bruce Glaser, Vice President	Meghan Harrington, Escrow Officer
Maura Beland, CSEO*/Manager	Tashna Waits, Escrow Officer
Laurie Wentzel, Escrow Officer	Julie Lukoski, Account Executive

### Rancho Bernardo Escrow Team

16776 Bernardo Center Drive, Suite 108 | San Diego, CA 92128 (858) 487-6400

Vickie Everly, Escrow Officer/Manager	Cindy Gunter, Escrow Officer
Voncile Carter, CSEO*	Tina White, Escrow Officer
Kathy Saint, Escrow Officer	Kim Ray, CSEO*
Susan Moser, Escrow Officer	Joe Salvatore, Account Executive

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# OCTOBER 2013 CALENDAR OF EVENTS



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	COMMITTEE MEETINGS
		<b>Charity Golf Tournament</b> <b>Tuesday, October 1</b> Benefiting the Ambassadors Foundation The Crosby at Rancho Santa Fe 10:00 am–8:30 pm <a href="http://SDARgolf.eventbrite.com">SDARgolf.eventbrite.com</a>	<b>Real Estate Exchangers</b> 8:30 am–11:00 am (Kearny Mesa) <b>Cert. Negotiation Expert (Day 2)</b> 8:30 am–5:00 pm (Kearny Mesa) <b>Agent Boot Camp</b> 9:00 am–3:30 pm (Solana Beach)	<b>Certified Condominium Specialist / Certified CID Specialist</b> 8:30 am–5:00 pm (Kearny Mesa)	<b>When in Doubt... Disclose!</b> 9:00 am – 1:00 pm (Kearny Mesa)		<b>5</b>
<b>6</b>	<b>7</b>		<b>8</b>	<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b>
		<b>New Member Orientation</b> 8:30 am–3:00 pm (Kearny Mesa)	<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>Cert. Commercial Investment Member - CCIM (Day 1)</b> 8:00 am – 5:00 pm (Solana Beach)	<b>Cert. Commercial Investment Member - CCIM (Day 2)</b> 8:00 am – 5:00 pm (Solana Beach)	<b>One-Day Prep Course</b> 8:30 am–5:00 pm (Kearny Mesa)
<b>13</b>	<b>14</b>		<b>15</b>	<b>16</b>	<b>17</b>	<b>18</b>	<b>19</b>
		<b>QuickBooks / Prop. Management</b> 9:00 am–12:00 pm (East County)	<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>Google Apps Training</b> 12:00 pm–2:00 pm (Kearny Mesa)	<b>Seniors Real Estate Specialist (Day 1)</b> 9:00 am – 4:00 pm (Kearny Mesa)	<b>Red Flags</b> 9:00 am–1:00 pm (Kearny Mesa) <b>Point2 Syndication Training</b> 9:00 am–10:00 am (East County) <b>Tempo/Fusion Tips &amp; Updates</b> 9:30 am–11:30 am (East County) <b>Commercial Alliance Oktoberfest</b> 5:00 pm–7:30 pm (Kearny Mesa)		
<b>20</b>	<b>21</b>		<b>22</b>	<b>23</b>	<b>24</b>	<b>25</b>	<b>26</b>
		<b>Broker Circle in East County</b> 10:00 am–11:30 am <b>Due Diligence Cert. Designation</b> 9:00 am–12:00 pm - Session 1 1:00 pm–4:00 pm - Session 2 (Kearny Mesa)	<b>Real Estate Exchangers</b> 8:30 am–11:00 am (Kearny Mesa)	<b>Prospecting</b> 9:00 am–12:00 pm (Kearny Mesa)	<b>New Member Orientation</b> 8:30 am–3:00 pm (Kearny Mesa) <b>Managing Properties</b> 9:00 am–4:00 pm (East County) <b>zipForm® Hands-On Lab</b> 9:00 am–12:00 pm (South County) <b>REALTORS® Property Resource</b> 1:00 pm–3:00 pm (South County)	<b>Know Your Disclosures</b> 9:00 am – 4:00 pm (Solana Beach) <b>Title Insurance Basics</b> 12:00 pm – 1:30 pm (Kearny Mesa)	
<b>27</b>	<b>28</b>		<b>29</b>	<b>30</b>	<b>31</b>		
		<b>Notary Class &amp; Exam</b> 8:00 am–5:00 pm (Kearny Mesa)	<b>Real Estate Exchangers</b> 8:30 am–11:00 am (Kearny Mesa) <b>Solving Mystery of Govt. Finance</b> 1:00 pm–3:00 pm (Kearny Mesa)				

All classes/events subject to change or cancellation.

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