

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 • May 2013



## Engage121 – Positioning You as the Local Real Estate Expert

### Is Jennifer your next prospect?

Jennifer moved to San Diego last year. She just got promoted with a new title and a nice raise. She works hard, so she has few friends outside the office. Your physical business network doesn't reach her, but your social media network can.

As Jennifer updates her LinkedIn profile with her cool new title, she recalls her father's advice: "stop wasting money on rent". She searches LinkedIn for "realtor" plus the zip code for her office. She finds many agents with limited content, and a few with a nice mix of industry news and community posts. She learns more on Facebook. She checks Tweets. Jennifer is getting to know the agents she will contact.

### Would Jennifer contact you?

Consider why so many agents signed

up for Engage121 at last month's San Diego County REALTOR® Expo and Conference.

Engage121 can position you in Social Media as a local real estate expert. Engage121 gives you compelling industry news and local stories you can post in minutes to your Facebook, Twitter and LinkedIn accounts. A daily Hot Content email offers five suggested stories to post from your phone or tablet or computer. And you'll engage all your social contacts on one convenient page.

Does this describe you? "I know you should do social media marketing, but..."

1. I don't have enough time
2. I don't know what to post
3. I can't tell if it's working

Engage121 solves these three prob-

A social community that enables you to:

- ✓ Become a Local Expert
- ✓ Establish a relationship with your Local Media
- ✓ Create more Local Business Opportunities
- ✓ Sell more homes!



lems for SDAR members.

### What are SDAR members saying about Engage121?

"Engage121 makes social media marketing simple. It was easy to work this platform into my schedule and I'll be strongly encouraging all my agents to do the same. This is a Real Estate marketing game-changer."

Luke Middleton, Managing Director, Canter Brokerage

"It's just doable. It just makes using social media very easy!"

Glenn Bennett, Owner/Broker, Cowles Mountain Realty

Engage121 enable you to become a local expert, find more leads, and help sell more homes!

To learn more now, visit: [www.engage121.com/realestate](http://www.engage121.com/realestate).

(For a more in-depth look at social media and a perspective on Engage121 from SDAR's Director of Technology, see page 7.)

PERIODICAL

## Expo Highlights

The 2013 REALTOR® Expo and Conference on April 19 helped real estate professionals "Discover Their Greatness." The San Diego Convention Center was the perfect venue for trade show events, a keynote luncheon, education breakouts, and networking mixers. See page 5 for a recap and more images from the Expo.



## San Diego County 2013 REALTOR® Expo and Conference



## PRESIDENT'S PERSPECTIVE

2013 PRESIDENT



LINDA LEE

Housing prices have crossed a big milestone -- for the first time in five years the median price of single family homes in San Diego County has hit \$450,000. This is excellent news for the market, particularly as we head into what everyone hopes will be a very busy summer.

It has been a number of months since we talked about the market recovery as "fragile" or "promising." We are in the midst of a healthy market that is continuing to grow month over month. Single-family home prices increased 23 percent in April over the same month last year and showed a modest, stable increase over the previous month of 4 percent.

There is good news for condos and townhomes as well, which saw an annual median price increase of 37 percent in April over April 2012. The time for planning for a market recovery is behind us. Now we must do everything we can to be equipped to do our very best business.

Take time to update yourself on SDAR's technology and tools just for REALTORS®. Find one of our numerous locations around the county and attend classes on the latest real estate trends. These simple investments will pay large dividends in your business during the months ahead.

REALTORS® frequently go above and beyond for their clients to find them the best offer possible or to show them just the right home. The California Association of REALTORS® (C.A.R.) wants to know who you think

has represented the best qualities of our industry. Nominate individuals for the Champions of Home Awards today at <http://www.car.org/members/coha-wards/>. The deadline to submit a REALTOR® you know for the Champions of Home Awards is July 15th, 2013.

A couple of topics that have received attention lately: Pocket listings and use of the REALTOR® trademark. I strongly encourage you to investigate these issues on your own and make sure you fully understand them.

Pocket listings can be legal, but the REALTOR must acquire an opt-out form from the seller. The real issue with pocket listings has to do with a REALTOR®'s fiduciary duty to represent the seller's best interests. Limiting the available buyers for a property is questionably in a buyer's best interest and in a low inventory environment like the one we are in, listings like these can become a serious problem to the market. Be informed on this issue, both as a representative of buyers and sellers!

Second, the REALTOR® trademark has been discussed lately as to its appropriate use. Members of the National Association of REALTORS® (NAR) only can use this significant symbol. It signifies your association with that body and all the credentials and professionalism that go with it. As a member, you can use it in numerous ways as described by NAR on their website. I encourage you to ensure you know the rules about its use, as many REALTORS® often misuse the trademark in their marketing and advertising efforts. You can even take a quiz to see how you score on the knowledge of our trademark.

I could not be more excited about the months ahead of us. This is an exciting time to be a REALTOR®, and on behalf of SDAR, it is a pleasure to work with you. Thank you for all that you do. Onward and Upward.

## Special Election Results – Bylaw Amendments

In the Special Election held last month, SDAR voting members approved three Bylaw Amendments regarding the future election of Officers and Directors.

**Bylaw Amendment 1** – Authorizes the Board of Directors to elect the Officers of the association and establish the procedure for doing so. Currently the SDAR Board elects only the Executive Vice President and Secretary. The Board will now elect all Officers, including the President-Elect, Vice President and Treasurer, in accordance with the procedures approved in the Special Election. The amendment also provides that Executive Sessions of the Board will only be attended by sitting members of the Board of Directors and Officers. Also, this amendment provides that an Immediate Past President will not be required to sit on the Nominating Committee if he/she desires to run for office in the same election.

**Bylaw Amendment 2** – Adds the option of mediation in compliance with NAR Model Bylaws, as it relates to the responsibility of the designated REALTOR® from each member firm who is responsible for all duties and obligations of membership.

**Bylaw Amendment 3** – Adds the option of mediation in compliance with NAR Model Bylaws, as it relates to the resignation of REALTOR® member with pending disciplinary hearings. If a member resigns or otherwise terminates their membership, the duty to submit to arbitration or mediate a dispute continues in effect even after the membership lapses or is terminated, provided that the dispute arose while the former member was a REALTOR®.

# The San Diego REALTOR®

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

### 2013 Officers

Linda Lee - President  
Leslie Kilpatrick - President-Elect  
Chris Anderson - Vice President  
Glenn Bennett - Treasurer  
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Bob Kevane - Immediate Past President  
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## EVENT BRIEFS

### Join Young Professionals for Thirsty Thursday Event at Eclipse Chocolat Bar and Bistro

Exotic artisan truffles, confections, coffee and good friends. Join the SDAR Young Professionals Network at Eclipse Chocolat Bar & Bistro in South Park for our next monthly Thirsty Thursday event on May 23 from 5:00 to 7:00 p.m.

Enjoy complimentary light appetizers and confections, happy-hour pricing, and great company. Eclipse Chocolat is located in South Park at 2145 Fern Street, San Diego, CA 92104. Register at [ypnthurstysunday.eventbrite.com](http://ypnthurstysunday.eventbrite.com).

SDAR's Young Professionals Network is a growing group of young, career-minded real estate professionals who want to stay abreast of the latest tools, resources, and networking opportunities. Find out more at [www.sdarbyn.com](http://www.sdarbyn.com).

### Housing Opportunities Group Hosts First-Time Buyer Workshop at South County Service Center

Help first-time home buyers achieve their dream of home ownership at an upcoming workshop featuring a panel of experts. The free, bilingual event is Saturday, June 22, from 9:00 a.m. to

12:00 p.m. at the SDAR South County Service Center in South County, 884 Eastlake Parkway, Suite 1629, Chula Vista, CA 91914 (Village Walk at Eastlake Shopping Center).

SDAR's Housing Opportunities Committee is presenting the workshop in partnership with State Sen. Ben Hueso. SDAR members are encouraged to bring their clients or to volunteer their assistance. To register, go to [sdarhomebuyer.eventbrite.com](http://sdarhomebuyer.eventbrite.com) or call (858)

### Congresswoman Davis Arrives for Coffee in East County May 31

Congresswoman Susan Davis will be the guest of SDAR at "Coffee with the Congresswoman" on Friday, May 31, at the East County Service Center, from 10:00 to 11:00 a.m. Register to attend at [sdarcongressionalcoffee.eventbrite.com](http://sdarcongressionalcoffee.eventbrite.com).

Attendees are invited to this informal opportunity to meet and ask questions of Davis, who represents California's 53rd Congressional District that includes the central and eastern portions of the city of San Diego, as well as eastern suburbs such as El Cajon, La Mesa, Spring Valley and Lemon Grove, and south to Bonita.

## FROM THE DESK OF THE CEO

April was a busy and incredibly successful month at the Greater San Diego Association of REALTORS®! We had a very strong showing at the Expo, saw a continued trend upward in home prices, and much more.

If you were one of the 1,500 attendees at the Expo then you saw the incredible display put on by nearly 100 exhibitors at the San Diego Convention Center on the bay-front. Numerous first-time exhibitors were on hand this year, which was particularly exciting. We like to see new faces taking interest in the industry.

The guest speakers this year were excellent. Pam J. Strickland, an independent compliance consultant, spoke during the breakfast hour on surviving DRE audits. She was followed by keynote speaker and widely accomplished social media strategist, content developer, and community manager, Rebekah Radice, who spoke during the luncheon. Her talk was well timed with the recent market growth and the increasing need to aggressively market in a competitive business environment. Thanks to these speakers, the exhibitors, and the numerous breakout sessions throughout the day, this year's Expo was a huge success.

There were other successes in April, too. We had over 100 volunteers gather in Logan Heights to work on several properties in distress, including the local Masonic Lodge, several homes, and a church. Councilman David Alvarez dropped by to boost morale and we were able to partner with Rebuilding Together, the National Association of Real Estate Brokers and



MICHAEL T. MERCURIO

the National Association of Hispanic Real Estate Professionals to make this event a success. It is great to be able to work together to benefit the community.

It is important to SDAR to work in the community and also to see our members succeed. We have so many accomplished members in our Association. One SDAR member merits some special attention this month -- Victoria Crown was recognized by REALTOR® Magazine's 30 under 30 list. We are proud to have so many successful members here at SDAR.

Finally, be sure to take advantage of our brand new Link Program. SDAR offers so many member benefits that it takes some coaching to be able to utilize all of them to their fullest effect. The Link Program gives you the opportunity to sit down with one of our Business Development Managers and chart out a strategy for your business that fully incorporates all of the tools you have access to through your membership. Set an appointment and we'll do the rest.

*Michael T. Mercurio*



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# OVER 100 SDAR VOLUNTEERS REVITALIZE LOGAN HEIGHTS

On Saturday, April 27, the SDAR Housing Opportunities Committee (HOC) and Rebuilding Together teamed up again for the "National Rebuilding Day" to revitalize multiple homes and community centers within a three block radius of San Diego's Logan Heights community.

The event was kicked off by SDAR President Linda Lee, SDAR Treasurer and Rebuilding Together Board member Glenn Bennett, San Diego City Councilman David Alvarez, Senator Ben Hueso's Chief of Staff Ana Molina-

Rodriguez, and leaders from other participating organizations.

More than 100 volunteers from SDAR teamed with members of the SDAR Young Professionals Network (YPN), National Association of Hispanic Real Estate Professionals (NAHREP), National Association of Real Estate Brokers (NAREB), International Brotherhood of Electrical Workers (IBEW) Local 569, and students from the SDSU Real Estate Society to provide extensive critical repairs and renovations to rehabilitate the community.

SDAR is proud to have been a founding member of the Rebuilding Together's San Diego chapter since 1995 and continues to support its mission financially and with volunteers to revitalizing San Diego and supporting affordable housing.

Thank you to all the SDAR volunteers and Rebuilding Together leadership team that stepped forward to revitalize our community and continue to lead San Diego to be America's finest city!



*more pictures on page 6 ►*

## APRIL 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®

George Burcham - George Burcham  
Ruieta DaSilva - Ruieta DaSilva  
Peter Fagan - Peter L. Fagan  
Constance Hughes - Constance Hughes Properties  
Joe Hutchins - Hutchins Realty  
John Mapes - John Mapes  
David McDowell - David G. McDowell, Broker  
Michael Morrow - Michael E Morrow, Broker  
Jason Morse - Jason Robert Morse, Broker  
Joan Smith - Joan Elizabeth Smith

### REALTORS®

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Jonathan Akoni - Coldwell Banker Residential  
Leticia Almaguer - Resolution Funding, Inc.  
Michael Amador - Steele Canyon Realty  
Jeneane Andrew - RE/MAX Solutions  
Katherine Atwood - Chase Pacific Property Mgmt.  
Arturo Avila - Keller Williams SD Metro  
Kristin Barstow - Coldwell Banker Residential  
Jolee Bartlett - Ascent Real Estate, Inc.  
Nathan Bautista - 5RG Realty  
Jeffrey Beane - Pacific Real Estate & Development  
Ned Bennett - Independence Realty  
Garrett Borden - Century 21 1st Choice Realty  
George Braudaway - Hutchins Realty  
Lucy Brinkley - Palisade Realty, Inc.  
Kathleen Bueter - Alta Vista Properties, Inc.  
Brenda Burke - Burke Real Estate Consultants  
Steven Butler - ColRich California Realty, Inc.  
Megan Byrne - Coastal Pacific Real Estate  
Dominique Caldwell - Keller Williams SD Cen. Coastal  
Gabriel Candea - Apartment Realty Group ARG  
Bulmaro Canseco - United Realty Group  
Marcos Chavez - Cabrillo Mortgage & Realty Services  
Matthew Chen - Slavens Realty  
Tim Cook - Keller Williams SD Metro  
Joshua Crocker - Keller Williams SD Metro  
Stephen Csanadi - Pacific Sotheby's Int'l Realty  
Paul Cutshaw - Coldwell Banker Country Realty  
Latif Dauda - Real Living Lifestyles  
Harold Davis - Real Estate EBroker, Inc.  
Yuri Davis - Person Realty, Inc.  
Drake Dawley - Century 21 Award  
Clarissa Delgado - Willis Allen Real Estate  
Stephanie DeRose - United Realty Group  
Austin Dilts - RE/MAX Coastal Properties

Adelwisa Divina - 5RG Realty  
David Edmondson - Pacific Shores Real Estate, Inc.  
Pete Egli - Davidson Realty  
Taleed El Sabawi - Taleed El-Sabawi  
Nick Fennell - HousePro Realty, Inc.  
Betty Flint - Allison James Estates & Homes  
Clemente Fuentecilla - Coastal Front Properties  
Bonnie Gale - Century 21 United Brokers  
Traci Gares - Prudential California Realty  
Nicholas Garrison - Jeremiah Juncal, Broker  
Peter Giacalone - ENG Properties  
Cheryl Gleghorn - RE/MAX Associates  
Tabitha Glisson - Harcourts Pacific Realty  
Zuzette Gonzales - Prudential California Realty  
Michelle Graham - Prudential California Realty  
Brian Gregory - Keller Williams SD Metro  
Margarita Gurrola - Coldwell Banker West  
Betty Hall - Harcourts Prestige Properties  
Steve Hammann - Real Living Lifestyles  
Tasha Harris - American Dream Homes  
Adrian Herrera - Bonanza Real Estate  
Paul Hiller - First Liberty Funding Corp.  
Patricia Hutchins - Hutchins Realty  
Thanhvan Huynh - Real Estate EBroker, Inc.  
Inas Ibrahim - Realty Executives All Area  
Susan Jaehn - Exit Stepping Stone Realty  
Divinia Jaurigue - Real Estate EBroker, Inc.  
Sandra Jimenez - Keller Williams SD Metro  
George Kallas - Coastal Pacific Real Estate  
Maria Kaplan - Abacus Properties, Inc.  
Dong Sub Kim - Century 21 Award  
Miao Li - Your Next Home Realty, Inc.  
Jose Linares - Keller Williams SD Metro  
Jose Magadan - Prudential California Realty  
Michael Maggiore - Blue West Coast  
Rene Mahomed - Distinctive Properties  
Michael Manley - Schneeweiss Properties  
Donald Maushart - RIBOC, Inc.  
Roseanna Miani - Realty Experts/J&P Financial  
Michael Moreau - ZipRealty, Inc.  
Edgar Navarro - Century 21 Award  
Vicky Newman - Deemac Real Estate Services  
Nick Norris - re defined Real Estate, Inc.  
Lisa Northey - Betteker Realty Services  
John O'Sullivan - HomeSmart Realty West  
Daniel O'Keefe - Nearus Real Estate  
Deniese Ossey - Coldwell Banker  
Anthony Palomarez - Redfin Corporation  
Joseph Pamintuan - Joseph Pamintuan  
Danisa Peralta - San Diego Realty & Investments  
Edgar Perez Soto - 1st Prime Realty  
Kaitlin Pierce - Prudential California Realty  
Wendy Pierro - Real Living Lifestyles

Behrokh Porter - Coastal Pacific Real Estate  
Trevor Potter - Jolley Real Estate  
D'angelo Price - Coldwell Banker Res. Brokerage  
Cristina Radoff - RE/MAX Pacific  
Joseph Ramelli - Keller Williams SD Metro  
Kasargod Rao - Keller Williams Realty La Jolla  
Daniel Rascon - Coastal Pacific Real Estate  
Erik Reif - Capstone Realty & Financial  
Ronald Rowe - ParaCapital Group  
LeEtta Rudolph - 5-Star Realty  
Bartley Ryan - Century 21 Award  
Brian Sampson - Allison James Estates & Homes  
Wayne Sarantopoulos - Coastal Pacific Real Estate  
William Shipman - Keller Williams SD Metro  
Shahin Shokof - ZipRealty, Inc.  
Verlin Simmons - Shea Real Estate  
Ronald Sparks - Prudential California Realty  
April Steingrebe - New West Property Management  
Nancy Stewart - Thomas J. Perry II, Broker  
Michelle Stinnett - Pacific Sotheby's Int'l Realty  
Dorrie Stutz - Burke Real Estate Consultants  
Randall Swisher - Greater Good Realty  
Andriana Taratusky - Keller Williams Carmel Valley  
Fiona Taylor - Willis Allen Real Estate  
Montena Terry - Slavens Realty  
Melissa Todd - Prudential CA Realty-Uptown  
Jon Tolhoek - Pacific Pinnacle R.E. Services  
Laurie Tortorici - Bowhay Properties, Inc.  
Natalie Tracz - The Guiltinan Group  
Chi Tu - Coldwell Banker Res. Brokerage  
Willie Tupolo - MJN Real Estate  
Julia Viera - Hutchins Realty  
Marshall Weber - Coldwell Banker Residential  
Brooke Williams - Coastal Pacific Real Estate  
Gary Williams - Keller Williams SD Metro  
Travis Winfield - Military Mutual  
Lon Woodard - Lenders Realty, Inc.  
Lisa Yokum - Ascent Real Estate, Inc.  
Danielle Zelke - California Asset Services, Inc.  
Joshua Zitting - Woods Real Estate Services

### Secondary Members

Joe Marcotte - Downtown Condo Showroom  
Andrew Meneses - Vantus California Realty, Inc.  
Mary Jane Morris - California Real Estate Direct  
Deborah Neuman - New West Property Management  
Ronald Randazzo - Realty of California

### REALTORS®

Andrew Hauser - SDHOMES  
Michael Lee - Turn-Key Lending & Realty



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David Gaylord  
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NMLS ID 257383



J. Horacio Herrera  
Sr. Mortgage Consultant  
619-656-5800  
NMLS ID 342564



Daniel Healy  
Sr. Mortgage Consultant  
760-271-8243  
NMLS ID 340107



George Radlick  
Sr. Mortgage Consultant  
760-579-1998  
NMLS ID 681674



Joel Berman  
Sr. Mortgage Consultant  
619-279-2935  
NMLS ID 653795



Carol Krock  
Sr. Mortgage Consultant  
951-903-4588  
NMLS ID 284599



Jane Jones  
Sr. Mortgage Consultant  
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Jenna Tolman  
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NMLS ID 512330



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

# REALTOR® EXPO & CONFERENCE – A DAY OF “GREATNESS”

The San Diego Convention Center was bustling with activity on April 19, as the San Diego County 2013 REALTOR® Expo and Conference brought together real estate professionals for a day of learning in breakout sessions, mingling and networking, an informative keynote luncheon, and a trade show featuring up to 100 real estate exhibitor booths. Attendees had a blast grabbing cash in the Money Booth, playing the exhibitor scavenger hunt, and winning raffle prizes like an iPad mini, a Galaxy Note, massages and more.

## Some highlights from the show included:

- Broker Breakfast – Pamela Strickland gave brokers and office managers the rundown on what to expect during and after a DRE audit.
- Breakout Sessions – Topics included “13 Tips to Avoid Disputes in 2013,” “Introducing Social Media,” “Rocking Real Estate Apps,” “Make Money with Multifamily Sales,” and much more.
- Keynote Luncheon – Social media strategist Rebekah Radice spoke about how social media has leveled the playing field in real estate.
- 100 Years of Ethics – San Diego County Supervisor Dave Roberts and District Attorney Bonnie

Dumanis were on hand to help SDAR celebrate the 100th anniversary of the REALTOR® Code of Ethics.

- Networking Mixers – The mixers at the end of the day gave attendees a chance to distill the events of the day. The Commercial Alliance/Young Professionals Network mixer saw special guest Congressman Scott Peters, and the Global Real Estate Council mixer focused on “Tapping into the Foreign Buyer.”

Many thanks to everyone involved in the REALTOR® Expo and Conference, especially our attendees and exhibitors. Particular appreciation to our generous sponsors, including but not limited to: Citibank, Bank of America Home Loans, The Daily Transcript, Chase, Caliber Funding, The Lending Company, CMG Financial, and San Diego Business Journal.

SDAR would also like to recognize our vendors who helped make this event a success: San Diego Convention Center, Allie’s Party Rentals, AV Concepts, Barcode Publicity, Bearcom Wireless Worldwide, Brook Furniture, Centerplate, Clever Promotions, Edible Arrangements, Full Circle Images, GES Exhibitor Services, Merch Media, Smart City, Smart Source, Office Team and Unique Mobile Sound Event Productions.



## HOC AND REBUILDING TOGETHER

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# NO EXCUSES: SOCIAL MEDIA AND THE FUTURE OF THE INDUSTRY

By Christopher Smith, Sr.

With more and more devices being connected to the internet, social media is a part of everyday life. Like it or leave it, social media is here to stay. In 2010 many internet professionals thought Facebook was a fad that would come and go the way of MySpace. Facebook was perceived as a dying communication platform that would see its demise sometime after 2011. Here we are in 2013 and Facebook has over 1 billion users.

Facebook may be at the top of the proverbial food chain now, but it was not the first. America Online had chat rooms and social media networks about a decade before Facebook founder Mark Zuckerberg was in college. With the addition of LinkedIn, Twitter, and Facebook business pages, more and more consumers are looking to these social media giants to find information when they need it.

These companies understand that consumers want information in real time. Since social networks can deliver information in real time and on mobile devices, they are dominating the marketplace. There were 1.3 billion social media smartphone app downloads between Apple and Android devices last year alone. There are more tweets being tweeted in a month than there are books in the entire world. To date there are over 5 million Instagram photos, and 300 million photos on Facebook. In the time frame I drafted this article, Facebook racked up 3.6 million likes, added 360,000 photos, and 1,112 new videos were uploaded to YouTube. "Virality" sits at the head of social media's power. It's like a chain letter, which begins with a post from one person, then re-tweeted by others, creating an immediate chain reaction amongst their network which disseminates their information at lightning speed.

Take the recent election in South Korea as an example. Political pundits in South Korea were pushing for tougher laws and regulations after the sinking of a South Korean naval vessel. These pundits took to Twitter days and hours before the election. They began an aggressive Twitter campaign appealing to voters with messages about national security. The active South Korean users pale in comparison to the U.S. (approximately 400,000 Twitter users in South Korea). Yet as citizens began to tweet "Go Vote" to family and friends, the voter turnout was the largest South Korea has ever seen.

Closer to home, the 2008 presidential campaign of Barack Obama was won primarily on social media networks. Obama was able to capture the demographic of American voters by requesting campaign contributions thru his own social network created by his political advisors. He generated more campaign contributions and

voter support than his counterparts and, in turn, catapulted him to the White House.

So what does this mean to the average REALTOR®?

With lower inventory both locally and nationally, and rising home prices, many REALTORS® are using social media to advertise open houses, using the social network as a farming tool for new clients, leveraging Facebook business pages for greater branding to give credibility within the local and national market space.

## Engage121

The Greater San Diego Association of REALTORS® has a product that is available to help with just that. The three biggest problems facing anyone new to social media are: I don't have the time; I don't know what to say; and I don't know if it's working.

### **I don't have the time to update my LinkedIn, Facebook and Twitter accounts.**

I get it, and so did Engage121. The platform is built in "the cloud," connecting all of your social networks to allow for one-stop posting. The process of updating all your accounts used to take 20-30 minutes at a time. With Engage121, it now takes 3-5 minutes and gives you the ability to postdate comments. Which means you can sit down on Sunday morning and pick and choose content to publish throughout the week.

**I don't know what to say.** If you don't know what to say, guess what? Neither do I! Which is why the content curation engine built by Engage121 serves you content that is proven to be viral and make you relevant in the conversation. No it's not pictures of your dog. It's content specific to the real estate industry. They also supply local content, specifically relevant to YOUR market! They didn't stop there either, they allow for services and newsfeeds to be added so that you get daily new content. It's like having a menu to pick what you think is important to talk about. You don't need to be creative anymore!

**I don't know if it's working.** How do you gauge whether your social media is working or not? For most of us that question is so complicated, I'm not even going to try to explain it. However, Engage121 hit a home run on this one. They give you a snapshot every 24 hours of your entire social network, age and sex demographics, along with

what is important to them. So if your network is largely made up of 24 to 34-year-old males, you might think twice about posting that active adult community content you wanted to use.

It's rare that I come across a product that just gets it. But Engage121 is one of the best software platforms I have seen in my 16 years of IT experience. They understand the marketplace, they understand "virality" of communication, and they understand the end user doesn't care about the back end. They made a product that someone who isn't a technophile can use and become an overnight success story.

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

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



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MAY 2013

The San Diego REALTOR®

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# APRIL STATISTICS DETACHED HOMES

Current Year - 2013								Previous Year - 2012							
		SOLD LISTINGS		AVG DAYS ON MARKET		MEDIAN PRICE*		SOLD LISTINGS		AVG DAYS ON MARKET		MEDIAN PRICE*			
Zip Code	Market Area	Mth	YTD	Mth	YTD	Mth	YTD	Mth	YTD	Mth	YTD	Mth	YTD	Mth	YTD
91901	Alpine	11	65	98	90	\$435,000	\$426,000	22	64	73	73	\$385,000	\$390,000		
91902	Bonita	19	66	65	66	\$511,000	\$499,000	16	56	45	78	\$445,000	\$410,000		
91905	Boulevard	2	7	102	72	\$200,000	\$111,500	0	5	0	213	\$0	\$110,000		
91906	Campo	9	24	146	126	\$142,000	\$132,500	7	29	87	82	\$120,000	\$124,900		
91910	Chula Vista	42	144	89	74	\$360,000	\$360,000	39	125	101	87	\$345,000	\$315,000		
91911	Chula Vista	31	127	49	69	\$325,000	\$325,000	30	131	85	98	\$267,750	\$268,000		
91913	Chula Vista	31	140	104	104	\$410,000	\$399,500	40	171	83	98	\$359,782	\$363,990		
91914	Chula Vista	18	77	75	82	\$550,250	\$520,000	19	82	97	109	\$489,000	\$443,500		
91915	Chula Vista	27	116	52	84	\$400,000	\$400,000	42	149	144	127	\$364,000	\$360,000		
91916	Descanso	3	11	23	102	\$230,000	\$230,000	4	8	58	65	\$364,000	\$295,000		
91917	Dulzura	1	1	48	48	\$200,000	\$200,000	0	1	0	156	\$0	\$260,000		
91931	Guatay	0	0	0	0	\$0	\$0	0	1	0	140	\$0	\$120,000		
91932	Imperial Beach	9	33	52	62	\$365,000	\$325,000	11	44	127	116	\$338,000	\$290,000		
91934	Jacumba	0	1	0	25	\$0	\$80,000	2	5	57	51	\$71,000	\$60,000		
91935	Jamul	2	16	163	91	\$515,000	\$430,000	10	37	77	92	\$330,000	\$380,000		
91941	La Mesa	28	108	69	52	\$452,500	\$458,500	24	111	81	86	\$401,000	\$405,000		
91942	La Mesa	27	103	62	56	\$385,000	\$370,000	22	87	89	84	\$319,500	\$310,000		
91945	Lemon Grove	18	83	90	88	\$272,000	\$275,000	25	77	72	81	\$235,000	\$251,000		
91948	Mount Laguna	0	1	0	118	\$0	\$140,000	1	2	179	251	\$192,000	\$156,000		
91950	National City	15	83	65	80	\$250,000	\$235,876	21	81	79	91	\$249,000	\$205,000		
91962	Pine Valley	4	10	38	118	\$315,000	\$315,000	2	8	93	88	\$325,000	\$207,950		
91963	Potrero	0	1	0	13	\$0	\$200,000	1	1	125	125	\$206,500	\$206,500		
91977	Spring Valley	57	182	50	59	\$320,000	\$306,500	37	160	86	74	\$255,000	\$253,950		
91978	Spring Valley	3	16	113	97	\$265,500	\$347,000	3	16	36	90	\$295,000	\$311,665		
91980	Tecate	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0		
92003	Bonsall	10	19	108	89	\$615,000	\$575,000	5	16	79	127	\$365,000	\$432,500		
92004	Borrego Springs	7	29	130	97	\$142,500	\$182,500	7	22	95	96	\$217,000	\$128,750		
92007	Cardiff By The Sea	11	24	57	69	\$125,000	\$1,014,500	6	26	44	79	\$957,500	\$775,400		
92008	Carlsbad	17	60	38	46	\$700,000	\$646,000	30	68	61	89	\$510,500	\$519,875		
92009	Carlsbad	49	175	39	53	\$785,000	\$765,000	44	156	74	91	\$675,000	\$668,281		
92010	Carlsbad	12	44	16	36	\$542,500	\$537,500	5	32	83	68	\$500,000	\$483,500		
92011	Carlsbad	23	87	33	42	\$725,000	\$750,000	36	84	99	90	\$699,277	\$702,500		
92014	Del Mar	15	50	47	72	\$1,525,000	\$1,463,500	16	44	107	126	\$1,225,000	\$1,400,000		
92019	El Cajon	21	101	79	79	\$440,000	\$390,000	20	100	67	91	\$395,000	\$358,500		
92020	El Cajon	24	119	47	57	\$417,000	\$385,000	30	98	63	67	\$311,000	\$320,000		
92021	El Cajon	51	148	64	72	\$350,000	\$334,750	33	143	77	96	\$275,000	\$280,000		
92024	Encinitas	38	135	31	52	\$885,000	\$840,000	35	116	64	78	\$945,000	\$822,500		
92025	Escondido	35	118	39	52	\$425,000	\$400,500	21	83	64	84	\$277,500	\$319,500		
92026	Escondido	38	164	65	86	\$388,500	\$371,250	53	163	86	97	\$315,000	\$301,000		
92027	Escondido	45	160	43	61	\$355,000	\$332,500	53	179	87	104	\$265,000	\$255,000		
92028	Fallbrook	60	216	85	86	\$450,000	\$403,750	55	183	76	94	\$297,000	\$310,000		
92029	Escondido	26	79	59	54	\$597,500	\$549,000	20	58	89	111	\$585,000	\$565,000		
92036	Julian	4	21	92	148	\$242,500	\$170,000	5	19	150	181	\$160,199	\$180,000		
92037	La Jolla	31	103	58	72	\$1,575,000	\$1,482,416	30	106	140	108	\$1,692,500	\$1,400,000		
92040	Lakeside	31	129	52	73	\$372,000	\$339,250	24	96	61	68	\$306,000	\$305,000		
92054	Oceanside	16	78	116	80	\$414,475	\$372,750	27	82	117	102	\$358,000	\$345,250		
92056	Oceanside	33	143	38	53	\$420,000	\$376,000	48	140	103	97	\$323,750	\$319,000		
92057	Oceanside	62	201	55	69	\$373,000	\$370,000	48	169	83	94	\$324,000	\$329,900		
92058	Oceanside	17	41	67	64	\$320,000	\$320,000	17	50	103	125	\$272,500	\$286,500		
92059	Pala	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0		
92060	Palomar Mountain	2	3	83	56	\$146,750	\$72,500	2	2	205	205	\$244,450	\$244,450		
92061	Pauma Valley</td														

# APRIL STATISTICS ATTACHED HOMES

Current Year - 2013								Previous Year - 2012							
Zip Code	Market Area	SOLD LISTINGS		AVG DAYS ON MARKET		MEDIAN PRICE*		SOLD LISTINGS		AVG DAYS ON MARKET		MEDIAN PRICE*			
		Mth	YTD	Mth	YTD	Mth	YTD	Mth	YTD	Mth	YTD	Mth	YTD		
91901	Alpine	2	6	84	73	\$137,450	\$160,000	5	10	37	78	\$103,000	\$107,500		
91902	Bonita	3	12	31	80	\$337,500	\$245,500	3	9	27	55	\$184,400	\$184,400		
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	13	54	99	108	\$195,000	\$197,950	12	47	73	80	\$173,750	\$165,000		
91911	Chula Vista	8	39	106	71	\$188,000	\$172,500	15	38	109	106	\$148,000	\$148,000		
91913	Chula Vista	19	71	122	111	\$215,000	\$206,000	16	76	87	125	\$213,495	\$195,000		
91914	Chula Vista	5	24	117	72	\$190,000	\$236,500	3	19	29	106	\$170,000	\$205,000		
91915	Chula Vista	13	69	151	101	\$240,000	\$240,000	9	49	76	107	\$204,000	\$218,000		
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	3	9	57	110	\$290,000	\$202,000	2	19	360	124	\$121,300	\$225,000		
91934	Jacumba	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0		
91935	Jonul	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0		
91941	La Mesa	1	8	12	35	\$344,900	\$191,000	6	9	99	74	\$144,500	\$146,500		
91942	La Mesa	7	42	58	60	\$220,000	\$187,500	14	51	117	102	\$160,000	\$161,000		
91945	Lemon Grove	1	2	133	84	\$100,000	\$118,500	1	3	294	118	\$111,000	\$116,100		
91948	Mount Laguna	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0		
91950	National City	2	17	68	91	\$101,500	\$123,000	4	17	45	144	\$105,500	\$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	7	40	20	109	\$120,000	\$130,000	13	35	159	110	\$117,000	\$117,000		
91978	Spring Valley	3	10	4	99	\$179,000	\$157,000	3	8	113	130	\$145,000	\$135,650		
91980	Tecate	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0		
92003	Bonsall	2	6	51	64	\$337,500	\$245,327	5	6	132	128	\$122,300	\$104,150		
92004	Borrego Springs	2	12	113	106	\$106,000	\$126,000	2	5	69	126	\$66,250	\$67,500		
92007	Cardiff By The Sea	4	15	7	65	\$371,500	\$380,000	7	17	60	54	\$325,000	\$395,000		
92008	Carlsbad	9	34	79	73	\$349,000	\$367,500	9	29	91	107	\$340,000	\$353,725		
92009	Carlsbad	20	93	47	77	\$387,000	\$330,000	22	96	85	106	\$249,950	\$270,000		
92010	Carlsbad	8	26	24	75	\$339,250	\$322,500	10	33	87	126	\$290,000	\$299,000		
92011	Carlsbad	12	33	62	47	\$470,488	\$468,616	9	23	93	76	\$346,000	\$385,000		
92014	Del Mar	5	19	47	67	\$830,000	\$505,000	6	17	133	80	\$641,500	\$435,000		
92019	El Cajon	17	51	75	72	\$208,000	\$208,000	13	42	95	94	\$175,000	\$166,500		
92020	El Cajon	4	36	131	113	\$127,500	\$117,250	12	43	135	135	\$120,750	\$108,000		
92021	El Cajon	13	27	96	73	\$111,000	\$115,500	8	50	41	88	\$125,950	\$108,565		
92024	Encinitas	21	63	28	40	\$400,500	\$440,000	24	65	113	107	\$337,250	\$342,000		
92025	Escondido	4	21	27	48	\$182,000	\$170,000	4	27	52	82	\$132,500	\$145,000		
92026	Escondido	13	32	47	50	\$155,500	\$167,000	8	32	209	164	\$185,500	\$128,000		
92027	Escondido	4	18	48	72	\$113,250	\$115,500	2	22	236	93	\$75,500	\$105,000		
92028	Fallbrook	2	8	13	83	\$135,000	\$160,000	0	6	0	43	\$0	\$90,000		
92029	Escondido	3	4	6	7	\$292,000	\$268,500	0	2	0	72	\$0	\$177,450		
92036	Julian	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0		
92037	La Jolla	43	125	65	67	\$555,000	\$585,000	26	79	88	124	\$405,000	\$447,500		
92040	Lakeside	6	18	22	31	\$107,500	\$100,500	8	29	92	89	\$79,500	\$91,350		
92054	Oceanside	17	48	207	143	\$390,000	\$407,650	16	44	97	106	\$251,000	\$320,000		
92056	Oceanside	26	95	31	55	\$306,500	\$220,000	23	83	62	77	\$195,000	\$185,000		
92057	Oceanside	23	82	81	70	\$185,000	\$171,000	25	85	79	99	\$127,000	\$138,250		
92058	Oceanside	7	23	60	41	\$196,000	\$190,000	6	25	58	103	\$161,800	\$156,000		
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	0	1	0	111	\$0	\$272,000	0	2	0	44	\$0	\$194,250		

Current Year - 2013								Previous Year - 2012							
Zip Code	Market Area	SOLD LISTINGS		AVG DAYS ON MARKET		MEDIAN PRICE*		SOLD LISTINGS		AVG DAYS ON MARKET		MEDIAN PRICE*			
		Mth	YTD	Mth	YTD	Mth	YTD	Mth	YTD	Mth	YTD	Mth	YTD	Mth	YTD
92064	Poway	10	29	79	96	\$305,000	\$305,000	5	20	40	56	\$265,000	\$258,500		
92065	Ramona	1	11	95	115	\$83,000	\$115,000	3	7	135	122	\$65,000	\$132,500		
92066	Ranchita	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0		
92067	Rancho Santa Fe	0	1	0	136	\$0	\$900,000	0	2	0	181	\$0	\$0	\$742,500	
92068	San Luis Rey	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0		
92069	San Marcos	6	21	97	75	\$240,000	\$221,000	5	23	63	111	\$88,000	\$150,000		
92070	Santa Ysabel	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0		
92071	Santee	20	76	37	69	\$215,000	\$202,500	27	71	73	98	\$175,000	\$171,600		
92075	Solana Beach	18	57	46	62	\$532,500	\$575,000	13	38	125	133	\$535,000	\$535,000		
92078	San Marcos	16	101	86	65	\$302,697	\$308,990	12	90	77	95	\$273,000	\$265,000		
92081	Vista	4	14	13	50	\$322,500	\$236,000	4	11	68	83	\$141,813	\$165,000		
92082	Valley Center	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0		
92083	Vista	1	18	101	98	\$167,000	\$170,000	4	20	90	79	\$106,500	\$135,500		
92084	Vista	0	9	0	32	\$0	\$189,000	2	12	140	119	\$173,750	\$148,750		
92086	Warner Springs	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0		
92091	Rancho Santa Fe	4	7	48	56	\$511,500	\$549,000	1	5	114	141	\$425,000	\$620,000		
92096	San Marcos	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0		
92101	San Diego Downtown	61	285	64	62	\$395,000	\$430,000	77	274	104	98	\$385,000	\$355,000		
92102	San Diego	8	26	26	95	\$126,500	\$138,500	1	16	121	86	\$173,000	\$172,250		
92103	Mission Hills	17	99	82	53	\$415,000	\$390,000	21	85	56	85	\$360,000	\$307,000		
92104	North Park	19	57	36	54	\$290,000	\$249,000	26	75	86	88	\$169,000	\$167,000		
92105	East San Diego	12	46	112	73	\$107,000	\$114,500	11	45	61	73	\$105,100	\$97,000		
92106	Point Loma	4	16	91	66	\$342,500	\$390,950	3	13	37	87	\$495,000	\$300,000		
92107	Ocean Beach	5	17	11	19	\$327,000	\$375,000	8	18	86	82	\$353,944	\$277,500		
92108	Mission Valley	32	125	38	41	\$259,250	\$240,000	29	103	88	102	\$170,000	\$170,000		
92109	Pacific Beach	25	93	61	65	\$445,000	\$425,000	23	76	148	121	\$318,000	\$383,750		
92110	Old Town SD	11	64	48	38	\$251,000	\$277,000	18	55	101	105	\$235,500	\$210,000		
92111	Linda Vista	13	45	116	79	\$270,000	\$250,000	13	48	60	103	\$250,000	\$230,000		
92113	Logan Heights	2	6	47	36	\$98,500	\$129,000	5	11	168	148	\$184,000	\$184,000		
92114	Encanto	3	8	90	91	\$193,000	\$197,000	2	6	33	216	\$189,500	\$169,500		
92115	College Grove	7	46	93	89	\$136,500	\$126,500	22	71	75	87	\$136,000	\$123,000		
92116	Normal Heights	12	37	33	34	\$220,750	\$211,500	9	45	105	116	\$118,500	\$135,000		
92117	Clairemont Mesa	10	44	119	88	\$280,000	\$270,000	3	33	76	74	\$145,000	\$185,200		
92118	Coronado	11	39	140	128	\$915,000	\$930,500	9	35	166	171	\$755,000	\$850,000		
92119	San Carlos	5	27	55	54	\$330,000	\$250,000	7	24	109	75	\$160,000	\$157,450		
92120	Del Cerro	5	34	271	97	\$195,000	\$172,500	11	40	56	80	\$160,000	\$135,000		
92121	Sorrento	0	7	0	109	\$0	\$370,000	1	8	19	51	\$370,000	\$305,000		
92122	University City	25	87	47	79	\$320,000	\$320,000	26	86	103	97	\$233,750	\$226,600		
92123	Serra Mesa	6	29	24	73	\$269,250	\$213,500	2	32	40	119	\$210,500	\$210,000		
92124	Tierrasanta	5	27	36	42	\$335,000	\$335,000	6	17	67	100	\$254,950	\$241,000		
92126	Mira Mesa	16	67	33	71	\$250,750	\$230,000	23	88	71	99	\$191,000	\$183,000		
92127	Rancho Bernardo	19	78	34	77	\$330,000	\$325,000	16	77	57	105	\$276,000	\$215,000		
92128	Rancho Bernardo	49	131	23	41	\$322,000	\$278,000	40	138	77	97	\$225,500	\$218,500		
92129	Rancho Penasquitos	10	50	56	81	\$256,250	\$234,500	18	55	104	115	\$231,000	\$190,000		
92130	Carmel Valley	28	102	33	50	\$417,500	\$419,000	28	93	61	61	\$369,500	\$380,000		
92131	Scripps Miramar	18	54	45	56	\$359,400	\$345,503	17	62	50	91	\$312,000	\$277,534		
92134	San Diego Downtown	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0		
92139	Paradise Hills	13	55	98	86	\$146,000	\$171,000	14	53	63	93	\$146,250	\$141,500		
92145	Miramar	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0		
92154	Otay Mesa	10	43	50	102	\$222,500	\$190,000	7	30	110	135	\$185,500	\$160,000		
92173	San Ysidro	2	9	86	139	\$203,750	\$130,000	4	20	262	137	\$102,250	\$102,250		

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\*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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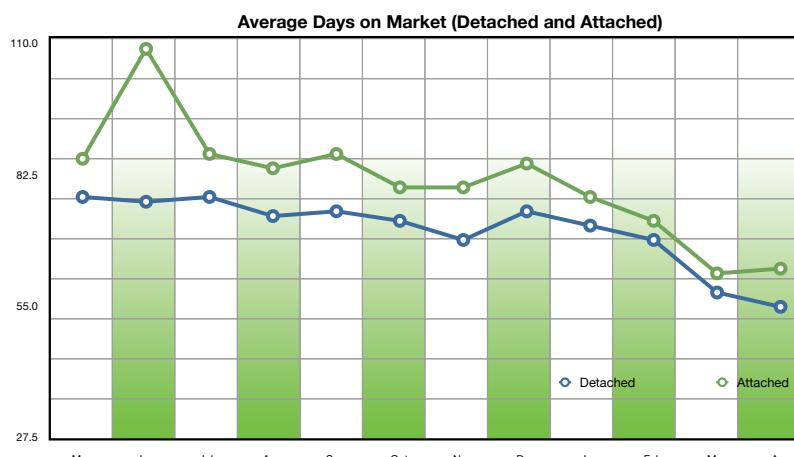
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Note: VAPro is not a NAR-recognized designation.





## COMPARATIVE SALES - EXISTING HOMES - APRIL 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 April 2013	\$309,395,621	20.600	-10.936	\$1,246,626,405	26.608	7.715
2 Average Sales Price April 2013	\$345,693	24.912	-0.388	\$594,481	22.381	7.304
3 Median* Sales Price April 2013	\$288,500	37.380	1.220	\$450,000	23.280	4.160
4 Sold Listings April 2013	895	-3.452	-10.589	2,097	3.453	0.383
5 Average Days on Market April 2013	64	-29.670	1.587	56	-33.333	-5.085
6 Total Sales Volume April 2012	\$256,547,254			\$984,638,184		
7 Average Sales Price April 2012	\$276,750			\$485,761		
8 Median* Sales Price April 2012	\$210,000			\$365,000		
9 Sold Listings April 2012	927			2,027		
10 Average Days on Market April 2012	91			84		

	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	\$1,145,016,173	27.473		\$4,127,334,989	22.157	
12 Average Sales Price YTD 2013	\$328,085	23.602		\$542,499	15.622	
13 Median* Sales Price YTD 2013	\$270,000	29.650	N/A	\$423,000	17.530	N/A
14 Sold Listings YTD 2013	3,490	3.132		7,608	5.652	
15 Average Days on Market YTD 2013	70	-30.000		65	-27.778	
16 Total Sales Volume YTD 2012	\$898,240,390			\$3,378,721,817		
17 Average Sales Price YTD 2012	\$265,437			\$469,202		
18 Median* Sales Price YTD 2012	\$208,250			\$359,900		
19 Sold Listings YTD 2012	3,384			7,201		
20 Average Days on Market YTD 2012	100			90		

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# COMMERCIAL BOOT CAMP – SELL MORE INCOME PROPERTIES

Being a commercial agent can be challenging. Financing options for all types of commercial investments has changed radically in the last few years. Rapidly changing economic conditions have revealed new investment opportunities. New technologies have enabled new methods of research for prospects to utilize in the research of the best investments available.

With changes in the economy, changes in financing, and new technologies available, how have you changed your business? Are you still practicing the old art of "dialing for dollars"? Are you sending out the same tired pieces of direct mail and "hoping" they will make your phone ring?

SDAR is hosting a three-session commercial "Boot Camp" in June for professionals who want to list and sell more income properties. Instructor is Michael Simpson, broker/owner of KW Commercial and Keller Williams Coastal Properties. Learn more at [www.michaelsimpsonsystems.com](http://www.michaelsimpsonsystems.com).

**Dates:** Mondays, June 10, 17, and 24

**Time:** 9:00 a.m. – 5:00 p.m.

#### Price for taking all 3 Boot Camps:

REALTOR®Plus: \$84.15  
\$99 SDAR Members: \$99  
All Others: \$109

#### Location:

Kearny Mesa Service Center  
4845 Ronson Court, San Diego, 92111

**Register:** [www.sdar.com/education](http://www.sdar.com/education)

#### Boot Camp #1 – June 10

Add a Minimum of \$100,000 in the Next 18 Months & "Get Paid" Creating & Working With Investors!

- Terminology/tips for communicating with investors
- How to get cooperation from other commercial brokers
- Earn higher commissions using firsthand techniques
- Calculate cap rates, GRMs, ROI, & expense factor
- How to put marketing systems into action
- Analyze value using income approach
- How to qualify prospects in 3 minutes
- How to reach eager sellers with massive portfolios without having a single listing

#### Boot Camp #2 – June 17

A New Approach to Success in Investment Real Estate: Marketing, Leads, Listings, & Leverage is Where it's At!

- Make yourself more valuable, get on & off market listings, use different approaches to be unique and separate yourself
- Strategies for working Michael Simpson's "grid system" and overcome seller objections
- How to determine value using income & cost approach
- How to do needs analysis, create, & use items of value to consult
- Learn about financing requirements & pre-approval process, software systems, appointment checklist, pre-listing package, & marketing tools and tips

#### Boot Camp #3 – June 24

How to Prospect, Market, & Get Paid Selling More Income Property!

- How to use the "grid system and be of more value by obtaining off-market listings
- How to get leads, investor language/what to email or mail, Return On Equity
- (ROE)
- How and where to prospect and market for listings
- How to convert income property buyer & seller
- Get a copy of Michael Simpson's pre-listing package, listing presentation, software for
- analyzing income property, Letter of Intent (LOI) & confidentiality agreement

## Students Mix with Real Estate Pros

It was a great turnout at the Student Mixer held at SDAR in Kearny Mesa last month, attended by students from SDSU, UCSD Point Loma Nazarene University, University of San Diego, MiraCosta College, and USD Burnham-Moores Center for Real Estate. SDAR President-Elect Leslie Kilpatrick kicked off the event featuring panelists from the Commercial Real Estate Alliance (CRASD): President Jim Taylor and board members Curtis Gabhart, Barbara Kreis, Vince Provenzano, James Tostado, and David Stankaitis.



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One of the key values we enjoy from being a member of organized real estate is our advocacy strength and ability to connect with elected officials at all levels of government so they can look out for our industries interests.

The SDAR REALTOR® Political Action Committee (RPAC) and Government Affairs Committee (GA), comprised of volunteer members of our association, represents our members by advocating for legislation, propositions and laws that protect the rights of homeowners as well as our bottom line.

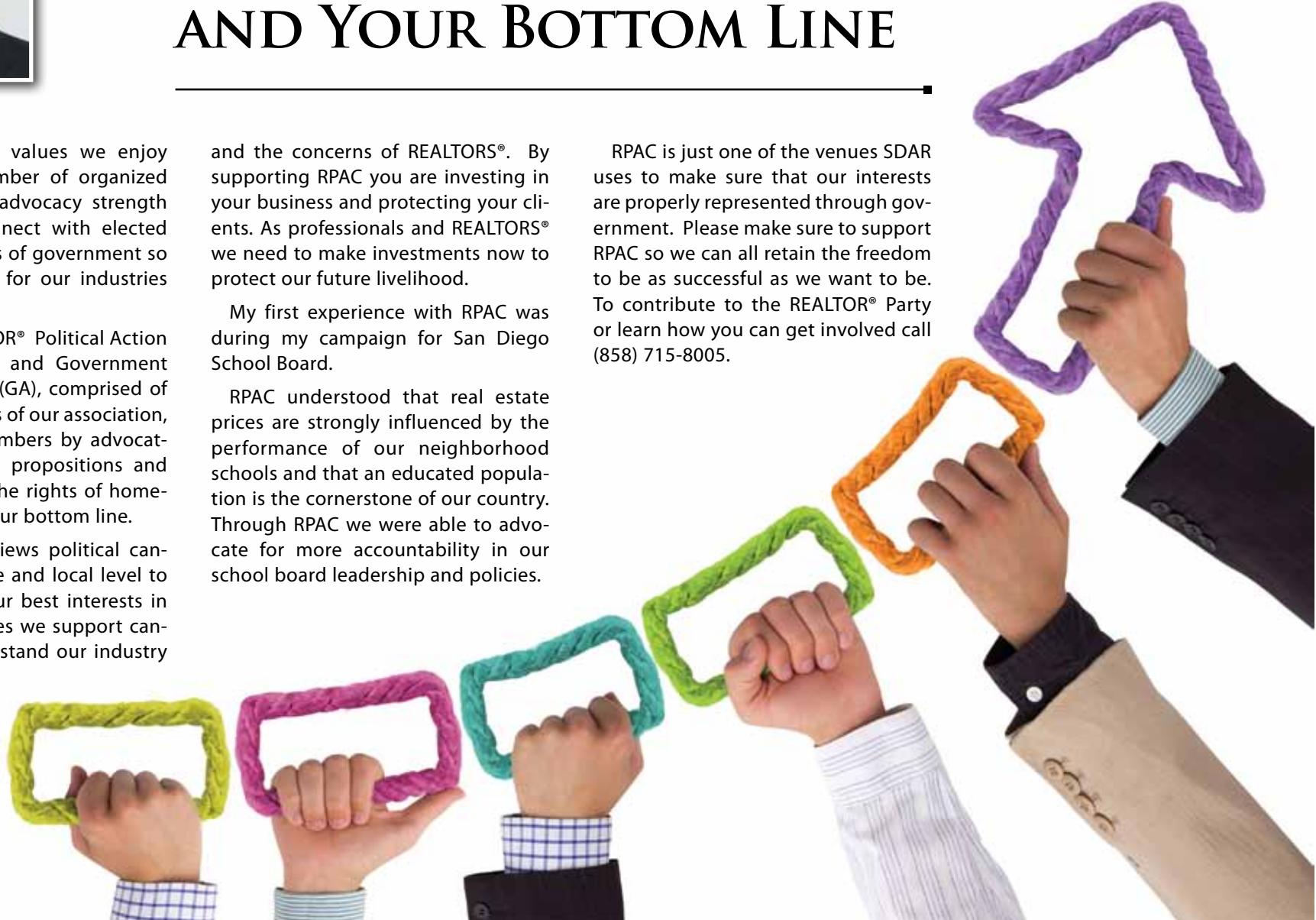
RPAC also interviews political candidates at the state and local level to filter those with our best interests in mind. RPAC ensures we support candidates who understand our industry

and the concerns of REALTORS®. By supporting RPAC you are investing in your business and protecting your clients. As professionals and REALTORS® we need to make investments now to protect our future livelihood.

My first experience with RPAC was during my campaign for San Diego School Board.

RPAC understood that real estate prices are strongly influenced by the performance of our neighborhood schools and that an educated population is the cornerstone of our country. Through RPAC we were able to advocate for more accountability in our school board leadership and policies.

RPAC is just one of the venues SDAR uses to make sure that our interests are properly represented through government. Please make sure to support RPAC so we can all retain the freedom to be as successful as we want to be. To contribute to the REALTOR® Party or learn how you can get involved call (858) 715-8005.



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# CHANGES TO FORMS – GOOD NEWS AND BAD NEWS

By Dave Gillingham

I know you have all been anxiously awaiting news on the latest changes to the California Association of REALTORS® (C.A.R.) forms library. So here is your favorite "Forms Guy" again with good news and bad news. The bad news is there are a lot of changes. The good news is that many of the forms have the same changes, so we can lump them together.

First, there was a recent court case involving a commission dispute on a commercial purchase (using A.I.R. forms) that caused our C.A.R. attorneys some indigestion. Although the case was resolved as C.A.R. hoped, the decision was made to clarify the compensation information in all C.A.R. listing agreements. New language in all C.A.R. Listing Agreements clarifies when a commission is earned by a listing broker. There will be an article explaining this change in detail in an upcoming issue of the San Diego REALTOR® publication. This change also affected the Buyer Representation Agreements (Exclusive and Non-Exclusive), and the Single Party Compensation Agreement.

The second repetitive change was language was added to all C.A.R. Purchase Agreements regarding the availability of information about "Gas and Hazardous Liquid Transmission Pipelines".

So, the above changes comprise 16 of the 24 changes in the April Forms Release.

#### Here are the rest:

- **Commercial Lease Agreement (CL):** Added language (required after 30 June 2013) about accessibility standards and energy disclosures.
- **Commercial Property Purchase Agreement and Joint Escrow Instructions (CPA):** Added language regarding energy disclosure.
- **Keysafe/Lockbox Addendum and Tenant Permission to Access Property (KLA):** Added language regarding images on the internet and information regarding MLS approved keysafe/lockboxes.
- **Modification of Terms/Addendum to Acquire or Rent, or Other Agreement Between Principal**



**and Broker (MT):** Added ability to modify agreements between principal and broker.

**Notice of Entry (NOE):** Added provision for additional date of entry (for multiple entries for repairs, for example).

**Seller Instruction to Exclude Listing from the Multiple Listing Service or Listing Information from the Internet (SEL):** Added language regarding probate or closed listing groups.

To wrap up this edition of "As the C.A.R. Forms Turn," you should be aware that C.A.R. Leadership appointed a RPA-CA Study Group to consider revisions to the RPA-CA. This committee met in Los Angeles a month or so ago and will continue to meet for the next year or so. We reviewed approximately 50 suggestions of the approximately 100 (so far) suggested changes. Your favorite "Forms Guy" is a member of this otherwise impressive, extremely knowledgeable group, and you should expect to see some

major changes to the RPA-CA coming your way. If you have suggestions for the RPA-CA Study Group, please forward them as soon as you can. This is your opportunity to be a part of the next iteration of our main contract form.

Now for a trivia question: Why is the default due diligence period in the C.A.R. Form 17 days? (I will admit that I didn't know this until recently.) If you think you know the answer, send an email to [Dave@coronado-realty.com](mailto:Dave@coronado-realty.com). The first to correctly answer wins a prize!

Once again, please keep those comments and suggestions coming! Comments on C.A.R. forms should be sent to [carforms@car.org](mailto:carforms@car.org), and comments or suggestions on SDAR forms should be sent to Kate Speir, SDAR's Director of Risk Management at [kspeir@sdar.com](mailto:kspeir@sdar.com).

Dave Gillingham is a member of the SDAR Risk Management Committee and serves as a Director for the California Association of REALTORS®.

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R-Plus = REALTOR® Plus price

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MAY	CLASS TITLE	TIME	R-Plus	RMS	SDAR	Others	Credits	PRESENTER
20	<b>Notary Class &amp; Exam</b>	8:30 am – 5:00 pm	\$84.15	\$99	\$99	\$129	NA	Gus Lannata
20	<b>Google Drive &amp; Docs Training</b>	9:00 am – 10:30 am	\$10	\$10	\$10	\$20	NA	Kevin Burke, JD
20	<b>Google Sites Training</b>	11:00 am – 12:30 pm	\$10	\$10	\$10	\$20	NA	Kevin Burke, JD
20	<b>Accessing Google E-mail Via the Web</b>	9:00 am – 10:00 am	\$10	\$10	\$10	\$15	NA	Randy Jones
20	<b>Accessing Outlook E-mail Via Google</b>	10:30 am – 11:30 am	\$10	\$10	\$10	\$15	NA	Randy Jones
21 & 22	<b>Seniors Real Estate Specialist (SRES Designation)</b>	9:00 am – 4:00 pm	\$254.15	\$299	\$299	\$329	12 CP	Ginni Field
23	<b>zipForm® Hands-On Lab</b>	9:00 am – 12:00 pm	\$29.75	\$35	\$35	\$42	NA	Sandicor Trainer
29	<b>Certified Condo Specialist/Certified CID Specialist</b>	8:30 am – 5:00 pm	\$92.65	\$109	\$109	\$149	8 CP	Wesley Barret Ross, Esq., and Candy Peak
30 & 31	<b>Intro to Commercial Investment R.E. Analysis</b>	8:00 am – 5:00 pm	\$395	\$395	\$395	\$395	17 CP	CCIM Instructor
30	<b>Google Calendar Training (3 courses)</b>	9:00 am – 1:00 pm	\$20	\$20	\$20	\$35	NA	Randy Jones
JUN	CLASS TITLE	TIME	R-Plus	RMS	SDAR	Others	Credits	PRESENTER
5 - 7	<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.
5	<b>Google Productivity Suite for Sellers</b>	12:00 pm – 3:00 pm	\$25	\$25	\$25	\$40	NA	Kevin Burke, JD, and Randy Jones
6	<b>Broker Price Opinion Resource (BPOR Certification)</b>	9:00 am – 4:30 pm	\$84.15	\$99	\$99	\$119	NA	Ginni Field
6	<b>Google Apps Training</b>	12:00 pm – 2:00 pm	Free	\$10	\$10	\$20	NA	Kevin Burke, JD
7	<b>Google Calendar Training (3 courses)</b>	9:00 am – 1:00 pm	\$20	\$20	\$20	\$35	NA	Randy Jones
12 & 13	<b>Get Acquainted with Other Contracts (Beyond the RPA)</b>	9:00 am – 3:00 pm	\$150	\$159.80	\$188	\$206	10 CP	Kent Sharp, Esq.
18 & 20	<b>Mini-Extravaganza</b> (Ethics, Agency, Trust Fund, Fair Housing, and Risk Management)	Tue: 8:00 am – 2:45 pm Thur: 8:00 am – 6:00 pm	\$85	\$100	\$100	\$130	3ET, 3AG, 3TF, 3FH, 3RM	Various Instructors
20	<b>Point2 Listing Syndication</b>	12:00 pm – 1:00 pm	Free	Free	Free	Free	NA	Point2 Trainer
21	<b>Managing Single-Family &amp; Small Investment Prop.</b>	9:00 am – 4:00 pm	\$50.15	\$59	\$59	\$79	NA	Ginni Field
21	<b>HOAs, REALTORS®, and the Real Estate Transaction</b>	9:00 am – 11:30 am	Free	Free	\$15	\$30	NA	Rick Salpietra, Esq., and Raylene Brundage

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# JUNE 2013 CALENDAR OF EVENTS



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	COMMITTEE MEETINGS
						1	
2  <b>New Member Orientation</b> 8:30 am–3:30 pm (Kearny Mesa)  <b>Paperless Transaction Workflow</b> 2:00 pm–5:00 pm (Kearny Mesa)	3  <b>Free MLS Tempo Training</b> 9:15 am–4:30 pm (Kearny Mesa)  <b>Solving the Mystery of Appraisals</b> 12:00 pm–2:00 pm (Kearny Mesa)	4  <b>Conquering Contracts (Day 1)</b> 8:30 am–3:30 pm (Del Mar)  <b>Google Productivity Suite - Buyers</b> 1:00 pm–4:00 pm (Kearny Mesa)	5  <b>Conquering Contracts (Day 2)</b> 8:30 am–5:00 pm (Del Mar)  <b>Broker Price Opinion Resource</b> 9:00 am–4:30 pm (Kearny Mesa)  <b>Google Apps Training</b> 9:00 am–11:00 am (South County)  <b>Solving the Mystery of Condos</b> 1:00 pm–3:00 pm (East County)	6  <b>Conquering Contracts (Day 3)</b> 8:30 am–1:30 pm (Del Mar)  <b>Google Calendars</b> 9:00 am–1:00 pm (Kearny Mesa)  <b>Google Productivity Suite - Sellers</b> 2:00 pm–5:00 pm (Kearny Mesa)	7  <b>One-Day Prep Course</b> 8:30 am–3:30 pm (Kearny Mesa)	8	
9  <b>Commercial Boot Camp (Day 1)</b> 9:00 am–5:00 pm (Kearny Mesa)  <b>Solving the Mystery of Condos</b> 1:00 pm–3:00 pm (Kearny Mesa)	10  <b>Free MLS Fusion Training</b> 9:15 am–4:30 pm (Kearny Mesa)  <b>Google Drive &amp; Docs</b> 12:00 pm–1:30 pm (Kearny Mesa)  <b>Google Sites</b> 2:00 pm–3:30 pm (Kearny Mesa)	11  <b>Get Acquainted with Other Contracts Beyond the RPA (Day 1)</b> 9:00 am–3:00 pm (Kearny Mesa)  <b>Solving the Mystery of Appraisals</b> 3:30 pm–5:00 pm (Kearny Mesa)	12  <b>Get Acquainted with Other Contracts Beyond the RPA (Day 2)</b> 9:00 am–3:00 pm (Kearny Mesa)  <b>Digital Ink</b> 9:00 am–12:00 pm (Kearny Mesa)	13  <b>MINI EXTRAVAGANZA (Day 1)</b> <b>Ethics</b> 8:00 am–11:00 am (Kearny Mesa)  <b>Agency</b> 11:45 pm–2:45 pm (Kearny Mesa)  <b>DocuSign Electronic Signatures</b> 12:00 pm–2:00 pm (Beginner) 2:30 pm–4:00 pm (Advanced) (Kearny Mesa)	14  <b>MINI EXTRAVAGANZA (Day 2)</b> <b>Trust Funds</b> 8:00 am–11:00 am (Kearny Mesa)  <b>Fair Housing</b> 11:45 am–2:45 pm (Kearny Mesa)  <b>Risk Management</b> 3:00 pm–6:00 pm (Kearny Mesa)  <b>Tempo/Fusion Tips &amp; Updates</b> 9:30 am–11:30 am (East County)  <b>Point2 Syndication Seminar</b> 12:00 pm–1:00 pm (East County)	15	
16  <b>Commercial Boot Camp (Day 2)</b> 9:00 am–5:00 pm (Kearny Mesa)  <b>Accessing Gmail Via the Web</b> 9:00 am–10:00 am (Kearny Mesa)  <b>Accessing Outlook Via Google</b> 10:30 am–11:30 am (Kearny Mesa)	17  <b>MINI EXTRAVAGANZA (Day 1)</b> <b>Ethics</b> 8:00 am–11:00 am (Kearny Mesa)  <b>Agency</b> 11:45 pm–2:45 pm (Kearny Mesa)  <b>DocuSign Electronic Signatures</b> 12:00 pm–2:00 pm (Beginner) 2:30 pm–4:00 pm (Advanced) (Kearny Mesa)	18  <b>Broker Circle in Coronado</b> 9:30 am–11:00 am (Coronado Library)	19  <b>Broker Circle in Coronado</b> 9:30 am–11:00 am (Coronado Library)	20  <b>MINI EXTRAVAGANZA (Day 2)</b> <b>Trust Funds</b> 8:00 am–11:00 am (Kearny Mesa)  <b>Fair Housing</b> 11:45 am–2:45 pm (Kearny Mesa)  <b>Risk Management</b> 3:00 pm–6:00 pm (Kearny Mesa)  <b>Tempo/Fusion Tips &amp; Updates</b> 9:30 am–11:30 am (East County)  <b>Point2 Syndication Seminar</b> 12:00 pm–1:00 pm (East County)	21  <b>Managing Single-Family and Small Investment Properties</b> 9:00 am–4:00 pm (Del Mar)  <b>HOAs, REALTORS®, and the Real Estate Transaction</b> 9:00 am–11:30 am (Kearny Mesa)	22  <b>Assisting the First-Time Home Buyer Workshop</b> 9:00 am–12:00 pm (South County)	
23  <b>Commercial Boot Camp (Day 3)</b> 9:00 am–5:00 pm (Kearny Mesa)  <b>QuickBooks® for Property Mgmt.</b> 9:00 am–12:00 pm (Del Mar)  <b>Google for Brokers Only</b> 10:00 am–12:00 pm (Kearny Mesa)	24  <b>Certified R.E. Brokerage Manager (Day 1)</b> 9:00 am–5:00 pm (Kearny Mesa)	25  <b>Certified R.E. Brokerage Manager (Day 2)</b> 9:00 am–5:00 pm (Kearny Mesa)  <b>Evernote</b> 1:00 pm–3:00 pm (Kearny Mesa)	26  <b>Certified R.E. Brokerage Manager (Day 2)</b> 9:00 am–5:00 pm (Kearny Mesa)  <b>Evernote</b> 1:00 pm–3:00 pm (Kearny Mesa)	27  <b>REALTOR® Property Resource</b> 9:00 am–11:00 am (East County)  <b>zipForm® 6 Hands-On Lab</b> 9:00 am–12:00 pm (Kearny Mesa)	28  <b>REALTOR® Property Resource</b> 9:00 am–11:00 am (East County)  <b>zipForm® 6 Hands-On Lab</b> 9:00 am–12:00 pm (Kearny Mesa)	29	

All classes/events subject to change or cancellation.

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