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KEYNOTE SPEAKER

EGYPT SHERROD on the

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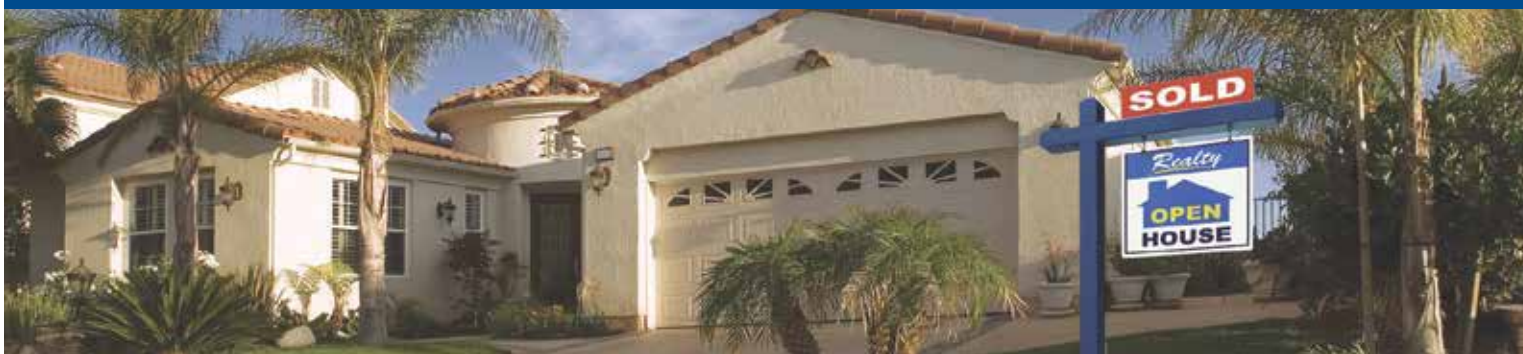
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San Diego REALTOR® (ISSN 1096-8210; USPS 479-460) is the official publication of the Greater San Diego Association of REALTORS®, which is affiliated with the National Association of REALTORS® and the California Association of REALTORS®.

All copy for publication should be mailed to the Editor, San Diego REALTOR®, 4845 Ronson Court, San Diego, CA 92111, by the 20th of the month preceding the month of publication. All copy is subject to editorial approval.

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APRIL 2018

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Spring has Sprung for Home Sales in March

Sales of existing homes in San Diego County soared in March after a dreary January and February.

Single-family home sales rose 24 percent compared to February, and attached properties (condos and townhomes) jumped 21 percent. However, sales for the first quarter of 2018 are still lower than the same quarter last year by nearly 9 percent, pointing to a lack of properties available on the market.

In March, the median price of single-family homes grew by 4 percent to \$635,000, while the price of condos and townhomes pulled back 3 percent from their historic high last month, landing at just over \$412,000. The year-over-year price increase is 10 percent for single-family homes, and 6 percent for attached properties.

The supply of resale properties on the market edged up slightly, to 1.7 months, although 5 to 6 months is considered a healthy level. Homes were selling in March in an average of only 26 days.

The housing market in San Diego is showing resiliency despite a slow first quarter. The March sales figures show that buyer demand remains strong which is reflected in the steady rise in prices.

In March, the zip codes in San Diego County with the most single-family home sales were:

- 92028 (Fallbrook) with 61
- 92056 (Oceanside North) with 52
- 92130 (Carmel Valley) with 46
- 92064 (Poway) with 45
- 92056 (Oceanside East) with 44

The most expensive single-family property sold in San Diego County in March was an oceanfront home in Carlsbad, built in 2007, with more than 6,300 square feet, 5 bedrooms, 8 baths, 2 kitchens, a music

studio, glass elevator, glass tile pool and jacuzzi, and a sale price of \$11.5 million.

Here is a summary of the September housing statistics:

MEDIAN PRICE

(Month over Month Comparison)

Single-Family: 4% INCREASE

March 2018 = \$635,000

February 2018 = \$610,000

Condos/Townhomes: 3% DECREASE

March 2018 = \$412,250

February 2018 = \$424,950

(Year over Year Comparison)

Single-Family: 10% INCREASE

March 2018 = \$635,000

March 2017 = \$575,060

Condos/Townhomes: 6% INCREASE

March 2018 = \$412,250

March 2017 = \$390,000

SOLD LISTINGS

(Month over Month Comparison)

Single-Family: 24% INCREASE

March 2018 = 1,760

February 2018 = 1,417

Condos/Townhomes: 21% INCREASE

March 2018 = 926

February 2018 = 766

(Year over Year Comparison)

Single-Family: 18% DECREASE

March 2018 = 1,760

March 2017 = 2,139

Condos/Townhomes: 14% DECREASE

March 2018 = 926

March 2017 = 1,083

Learn more about San Diego County housing statistics each month when you visit www.sdar.com/stats.

Steve Fraioli

Nominations Accepted for Upcoming SDAR Election

Take this opportunity to give back to your industry and the organization dedicated to helping you make a living. By serving on the SDAR Board of Directors, you can help lead our organization to be the best it can be and help guide policies that will serve our members into the future.

The SDAR Nominating/Election Committee is seeking recommendations for the position of 2019 SDAR Director. You may nominate yourself or another person who you feel is qualified. The deadline to nominate eligible members is Friday, May 18.

Go to www.sdar.com/election to download a nomination form.

Timeline of Election

June 15 - Board of Directors approves ballot recommendations.

July 9 - Deadline to petition to be on the ballot and Candidate Guide.

July 20 - Record Date (Voting members must have their current e-mail address on file SDAR prior to this date.)

July 20 - Deadline to petition to be on ballot only.

Aug. 20 - Online voting begins.

Aug. 30 - Online polls close at 5:00 p.m.

Aug. 31 - Nominating/Election Committee receives results.

Sep. 4 - Election results posted.

TBD - SDAR Annual Meeting.



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Carla Farley - Vice President
Angela Ordway - Treasurer
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Cory Shepard - Immediate Past President

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KEYNOTE SPEAKER
EGYPT SHERROD

The annual San Diego Real Estate Conference & Expo – hosted by the Greater San Diego Association of REALTORS® – is offering a full day of motivational programs and informative breakouts to lift your brand and your prospects for business.

Be a part of the region's largest REALTOR® event on

Friday, April 27, at the San Diego Convention Center, to network with thousands of real estate professionals, and to introduce yourselves to affiliates and vendors who can help boost your business.

In addition to the annual expo in the Sales Pavilion from 9:00 a.m. to 5:00 p.m., SDAR has put together a full day of inspirational breakouts that kicks off with a morning General Session to give you inspiration and insights into the future of the industry.

Registration – www.sdarexpo.com

Tickets to a full day of the expo, breakout sessions, and happy hour are FREE for SDAR members. Combine your registration with tickets to the General Session and your cost is only \$20. Use promo code MEMBER when registering for the discount.

General Session (10:00-11:45am)

Hear from home expert and television host Egypt Sherrod. Known for her HGTV series "Flipping Virgins" and "Property Virgins," Egypt will present the "Seven Smart Business Practices of a Successful Real Estate Agent."

Following will be panel discussion on "What's Next." Hear from industry leaders from Zillow, Redfin, Windermere,

Purplebricks, Realtor.com, and Pacific Sotheby's, on what the future holds for your industry.

Education Tracks

SDAR has also made it easy for you to choose to break away from the trade show in the afternoon by offering education sessions by "tracks" corresponding to your interests:

Agent Track

- The Psychology of Sales (12:30-1:15pm)
- Reboot Your Mind for Success (1:20-2:00pm)
- Rockstar Prospecting for 2018 (2:00-3:00pm)

Broker Track

- Tips to Avoid the Legal and Professional Pitfalls of Leading a Team (12:30-1:30pm)
- Creating an Effective Social Media Marketing Strategy for Your Brokerage (1:30-2:30pm)

Tech Track

A series of hands-on labs covering top apps and tech tools for real estate professionals (2:00-4:00pm)

Commercial Sessions

Three hourlong sessions on: Getting involved in commercial real estate; the effect of legal cannabis on the real estate industry; and a networking session with commercial real estate players (2:00-5:00pm)

Happy Hour

Wrap up your day at our reception in the expo hall from 4:00 to 5:00 p.m., and network with fellow attendees and enjoy snacks, drinks, prizes, and giveaways.

To register and learn more, visit the Expo website:
www.sdarexpo.com.

Taking San Diego to the Global Stage

The Greater San Diego Association of REALTORS® (SDAR), along with the San Diego EB-5 Regional Center and representatives from Keller Williams and SVN Asset Advisory Group headed to MIPIM 2018 in Cannes, France last month under the moniker "San Diego Tijuana Mega Region."

MIPIM is the world's leading property market showcase, attended by real estate professionals from all over the world in every sector, including office, retail, industrial, logistics, sports and health care. Capital investors from around the world attend specifically looking for investment-ready projects.

The "San Diego Tijuana Mega Region" is a collaboration between SDAR, the San Diego Regional Economic Development Corporation, USD Burnham-Moores Center for Real Estate, the San Diego EB-5 Regional Center and the City of San Diego to bring San Diego into the international spotlight for global investment.

This year, the collaboration brought two commercial development projects ready for capital investment, Metropolitan Airpark and Millenia Office. CalTier Realty, a real estate investment fund, was also showcased for investment.

Matt Belcher, CEO and co-founder of the San Diego EB-5 Regional Center, who attended with SDAR, had a huge success at the conference. "The conference was a huge success for us. We met many companies that want to talk in more detail about our opportunities and I know from those meetings and discussions, we are going to be doing business with some of the companies."

By promoting the San Diego Tijuana Mega Region as an international destination for capital investment, SDAR and our partners are creating opportunities for many types of investment including commercial and residential real estate, infrastructure projects and business opportunities that create jobs. Due to our continued presence at MIPIM, the San Diego

Tijuana booth is becoming an attraction for the attendees to visit and learn more about our region.

We thank our sponsors and supporters for helping the San Diego Tijuana Mega Region reach a global audience - SDG&E/ Sempra Energy, CCIM San Diego as well as Ballast Point, Karl Strauss, Rough Draft, and Stone breweries for donating craft brew to the trade show booth.



Video Is Revolutionizing Real Estate Sales



By Dominic Kawaja

Anyone with their finger on the pulse of online marketing knows the crucial role that SEO plays in creating an online presence. A common agreement across the board is that video content is exploding as the lead social media growth of 2018.

The ways in which people are searching on the internet is also changing as more people are turning to video links, rather than traditional print content to seek out information. The real estate industry is no exception. Incorporating videos into your real estate marketing strategy can bring increased traffic to your firm, help establish your own personal brand, and increase your listings and sales.

Benefits of Using Video in Listings

While the obvious reason for using video in real estate listings is to sell property, there are also numerous other benefits to consider.

1. Growth in Internet Video Traffic: According to SmallBiz trends, it is predicted that by 2019, consumer internet video traffic will make up to 80 percent of total consumer internet traffic globally. Not only are you more likely to get higher click-through rates with video posts, the ways in which people interact with web content is evolving towards watching, rather than reading and scrolling. What this means for real estate agents is that image slideshows of property features are not as enticing to buyers as video clips are.

2. Social Media and Video Content: One of the best ways to analyze trends in the digital world is by watching the lead social media platforms. Sites like Facebook and Instagram put a lot of time, money, and energy into crunching the numbers of visitors, click-through rates, and views; thus the features they roll out reflect the preferences of the masses. What this means for real estate agents is that video listings and posts are more likely to be viewed and shared on a variety of social media platforms.

3. Mobile Video Consumption: YouTube is a huge resource for the digital community when it comes to 'how-to' searches, customer testimonials, and so much more. According to Hubspot, YouTube has seen their mobile video consumption rates rise by 100 percent every year. When it comes to selling properties, buyers and sellers are using their phones more than ever to access listings, stats, agent/firm, and community

information. With the current rate of video consumption growth, the likelihood of searchers engaging with video posts via their mobile devices is only increasing.

4. Video-Watch Rates: More and more people are changing how they search for and interact with web content. Click-through rates, shares, lead generation, and sales are only increasing in connection with video posts. Real estate agents who don't capitalize on the power of video content are likely to miss out on a huge percentage of web traffic and subsequent sales.

5. Building your Marketing Portfolio: Not only does video content attract potential buyers, once you have created a video post or listing, even after the property has sold, you have an effective marketing snippet to add to your portfolio. It also gives you fresh content that displays your marketing prowess in action.

6. Personal Branding: When it comes to creating an online presence, it all comes down to branding. A video is an excellent means of branding yourself as people are more likely to approach an agent they see as approachable, confident, good-humored, and capable. The more personal nature of video is extremely effective in attracting clients who approach you confident in who they are dealing with.

7. Videos for Listings and Listing Presentations: While there are numerous video genres that can be applied to the real estate industry, video listings and listing presentations are in the lead in terms of efficacy. A video is a great resource when it comes to depicting the lifestyle that accompanies a certain property. The more thorough a video listing is, the more likely it will be viewed, shared, and sold in a timely manner.

Selecting the Right Video Provider

While there are many filmography apps out there, there are numerous benefits to hiring a professional videographer. From determining aerial/interior shots to selecting accompanying music and editing, a professional will create video content that tells a story about the property.

Real estate agents who enlist the help of visual media experts and incorporate video into their marketing strategy will enjoy the benefits of more listings and listing views, clients, and faster sales.

Dominic Kawaja is CEO and Founder of DVK Productions and Curb 360. Learn more at www.dvkproductions.com/curb360 or call 858-703-6128.

Nominate a REALTOR® for a 2018 Good Neighbor Award



REALTORS® not only help the public through the steps of buying or selling a home, many of them also take the time to support their communities through charitable and volunteer work. The National Association of REALTORS® is currently accepting applications from REALTORS® who dedicate themselves to volunteer service for REALTOR® Magazine's Good Neighbor Awards.

Five winners will be announced this fall in REALTOR® Magazine and will receive a \$10,000 grant for his or her charity. The winners will also be recognized at the 2018 REALTORS® Conference & Expo in Boston, receive travel expenses to the conference and gain considerable national and local media exposure for their cause. In addition to the winners, five honorable mentions will each receive a \$2,500 grant.

Good Neighbor Award entries must be received by Friday, May 4, 2018. For more details and the nomination form, visit www.REALTOR.org/gna. For more information, call NAR's Information Central at (800) 874-6500. Finalists will be announced in August 2018.

Nominees will be judged on their personal impact on the community through volunteer work.

Eligibility Criteria

- Nominees must be members of NAR in good standing.
- Nominees should have contributed to a program that improves the livability of a local community. Those activities aren't limited to real estate or housing issues, and may include such things as crime prevention, youth mentoring, and homelessness prevention.
- Nominees should have made a significant contribution of personal time, but contributions of money, materials, or other resources will be considered by the judges as well.
- Nominees will be judged on level of personal contribution, impact of personal contribution, broadness of impact, and the project's suitability as a role model for other REALTORS®.

- The award is intended to recognize individual contributions, not association- or company-wide efforts. However, if an individual within your company can be singled out as instrumental to the success of a group effort, he or she is eligible. If the achievements of two people (such as a married couple or co-founders of an organization) absolutely cannot be separated, they can enter as a pair and their entry will be considered as one.
- Some portion of the nominee's community work must have taken place between January 2017 and May 2018, but judges will also consider ongoing efforts outside that time frame that demonstrate a depth of commitment.
- Nominees should be able to document the results of their individual involvement through published reports and/or testimonials from the organization they served or the people they helped.
- Nominations must be accompanied by a completed entry form to be considered (REALTORS® may nominate themselves or may be nominated by another NAR member, a state or local association, or the community organization they served). You must submit an original and four copies of the entire entry package.

REALTOR® Magazine's Good Neighbor Awards was launched in 2000 and has since recognized more than 160 REALTORS® for their service to their communities. Through Good Neighbor Award grants and associated programs, Good Neighbor charities have received more than \$1,000,000 in donations. In addition, each winner receives national and local publicity, which generates additional donations and inspires new volunteers to get involved. Many REALTORS® are also recognized for their community service through state and local real estate associations.

Surviving Escrow: A Simple Guide for Real Estate Agents

An excerpt from "Surviving Escrow: A Simple Guide for Real Estate Agents," by Elite Escrow.

As a real estate agent, nothing compares to the feeling of opening escrow. You've endured hours of showings, dealt with canceled appointments, wrote numerous offers, negotiated day and night, and now your hard work is finally paying off.

It's safe to say the name of the game is closing deals and closing escrow. But before you can successfully close escrow, you need to understand the process. The excitement of informing your clients you are opening escrow can be fleeting due to the uncertainty of what problems may arise. No two transactions are the same, which can make the process tricky to navigate.

This is where we come in. We are going to ease any anxiety you may have about the escrow process and help you get through your escrow like the pro you are. So settle in and get ready for a quick read that will arm you with all the tools you need to succeed.

How Do I Find the Right Escrow Officer?

Finding the right person to work with can be almost as daunting as dating. This is because you are essentially looking for "the one." One who is trustworthy, reputable, and communicates in a similar pattern as you.

For starters, find an escrow officer who works for an independent escrow company, for they are a true neutral third party. Try Googling, "independent escrow companies in San Diego" and see what you find.

You can also find a good escrow officer by connecting with an escrow sales representative. You might see them at caravans, realtor associations, or events. Talk to a Sales Rep and get their input on who would be a good fit for you. It's their job to facilitate a relationship, make sure you're taken care of and that your questions are answered.

Choosing an escrow company you can partner with for the long run is the goal. At Elite Escrow Services of San Diego, we believe you should work with people you like, know, and trust. Elite Escrow Services of San Diego is a licensed and independent escrow company. That means we are a true neutral third party.



Why Choose an Independent Escrow Company?

- They represent the most secure form of Escrow Holder in the state of California
- They are subject to the most stringent consumer protections in the industry
- They are not owned by or affiliated with any title company, real estate company, or any other real estate-related business

As a privately-held, licensed company, Elite Escrow Services of San Diego is required to be a member of the Escrow Agent's Fidelity Corporation. No other types of escrow providers have such stringent requirements. Elite Escrow's staff regularly attends Escrow Association meetings and educational industry conferences to stay current on all things escrow.

Elite Escrow's owner, Genia Engelstad, is a board member and past president of the Escrow Institute of California. She is also the former president of the San Diego County Escrow Association, a former board member of the California Escrow Association, and the past director of the American Escrow Association representing California on a national level. Genia now teaches a class for the California Association of REALTORS® called "Transaction Talk."

Elite Escrow has been in business since 1971. Our longstanding history, secure practices, and reputation for superior service are proof that you can trust us to be your escrow company for life.

Elite Escrow's commitment is to provide escrow services with integrity, accuracy, and superior customer service. It is our goal that you will use our services for life and feel confident referring your friends, family, and clients to us.

Visit Elite Escrow at www.EliteEscrowServices.com. To download the full version of "Surviving Escrow," go to <https://forms.aweber.com/form/77/141409377.htm>



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VETERAN OWNED AND OPERATED



By Jennifer Jordan

Thanks for taking the time to read this article about some of your local military veterans and the work that they are doing to help you and your customers in the time of their junk removal needs. If you keep reading to the end, you'll get a story that is worth your while.

JDog Junk Removal is not only owned by veterans, but it's also veteran operated. JDog focuses on junk removal the military way, with speed and precision. We excel in positive customer interactions by communicating honestly, respectfully, and with integrity. We focus on the environment by sorting items from junk removal jobs to recycle, donate, repurpose, or reuse; keeping as much out of the landfills as possible. This is done by providing customers with a free estimate, allowing us to see and discuss the removal of their items.

Our first client in San Diego was a triple threat. She was downsizing, moving to a new home, and needed items put into a storage unit. She had items that were no longer of use to her, items that would be of future use or past remembrance, and items that she could not physically relocate to her new property. In her words "JDog took care of it all."

We met at the entrance of the property. She walked us through her patio, pointing items out, instructing us if what to do with them. As we took a few steps forward, we could detect an overwhelming vibe of defeat and embarrassment. She became stunned at the number of items that she sifted through, time and again, only to fall short of the goal at hand; to downsize from a three-bedroom house to a one-bedroom apartment.

We developed a tactical plan to effectively complete the mission. By working together with the customer as a team, we found which items would be best placed in her new apartment, her storage unit, or removed. We witnessed an incredible physical sigh of relief from the customer. She had just realized that she was not alone in this battle. She had two JDog Soldiers, experienced in dealing with stressful situations, and they were going to complete her mission.

We identified the equipment necessary to defeat the enemy of downsizing. We selected our sixteen-cubic yard trailer that is attached to a battle dressed Chevy 2500 pickup truck to accommodate the removal of her items in a single shot. We also selected our 18-foot, fully enclosed, battle dressed Chevy 4500 box truck to safely and securely move her furniture and household items to her new apartment.

Tears of and relief washed over her face. She could see victory.

She realized that she didn't need to call on her neighbors, hoping that they would show up. Even if they did, how would they help? Would they have the time available? Would their minivan be big enough? No more did she have the question of if they were strong enough or what items will they break. The mission was complete, and order was restored to her life. Us Veterans once again felt like we were back in the fight and serving a purpose. In addition to helping her, we were able to donate most of her unwanted clothing, furniture, and appliances to American Veterans (AMVETS) and other local military organizations that helps veterans in need.

Our first client is why JDog Junk Removal is here. We are here to deploy our tactical knowledge, trained assets, and valuable communication skills, ensuring that our customers receive the help they need. We understand that our very first client did not need to bear the burden alone. We understood that she was willing to part with items that she had so lovingly purchased, and that they should not be destined for the landfill or some other despair. We communicated with her, completed her mission with precision and speed, and donated to a good cause. Always know that JDog Junk Removal is standing fast awaiting your junk removal orders.

Look at what our customers are saying:

From Google, Deborah Mattas (Realtor): *Wow what a great service JDog provided and what a great service they are doing for our veterans too. They were on time and did a great job. Keep in mind they not only removed the junk and furniture, but they pulled up the carpet and padding and took it too...They do it all. Call them today.*

From Yelp, Jewelz S., (Customer): *I cannot thank Jdog enough for their quick response, their friendly employees, their fantastic service! I come from a big military family and try to support our military as much as possible so finding JDog Junk Removal was a win-win situation. They were the least expensive and came out the day after my call to haul away my couch. I will use them again and have already given their number and name to others to call them. Very easy to work with and professional while being friendly.*

From Facebook, Christina Diane Canann-Campo (Customer): *Met Jennifer and Issac over the weekend at Grossmont at their table. It was fate, lol. I needed some left-over granite tile removed from some work that was done. I wanted my yard to be cleaned up before hubby got back from sea and before the holiday guests. They came in their nice big truck and trailer just two days later and hauled away my junk. They were very professional, reasonably priced and veteran owned/operated. If you're looking to clean up your space, I'd highly recommend you get a quote from JDog Junk Removal!*

Visit www.jdogjunkremoval.com or contact JDog at (858) 848-0364 or sandiego@jdog.com.

san diego's elevate

real estate conference & expo • 2018



Breakout Sessions Choose Your Track!

AGENT

BROKER

TECH

COMMERCIAL

9:00 a.m. - 10:00 a.m. | County Caravan

Join the region's top brokerages as they highlight and pitch their top and current properties on the market.



10:00 a.m. - 10:30 a.m. | Expo Keynote
Seven Smart Business Practices of a Successful
Real Estate Agent - Keynote Speaker: Egypt Sherrad



Hear from Home Expert and Television Host Egypt Sherrad. She is the host of HGTV's all new "Flipping Virgins" and its top-rated show, "Property Virgins".

10:30 a.m. - 11:45 a.m. | Panel - What's Next?

Hear from industry giants, traditional and new brokers on what the future holds.

12:30 p.m. - 1:30 p.m. | Broker Track 1

How to Lead Your Agents to Success/Teams

1:30 p.m. - 2:30 p.m. | Broker Track 2

Creating an Effective Social Media Marketing Strategy for Your Brokerage

12:30 p.m. - 1:15 p.m. | Agent Track 1

The Psychology of Sales

1:20 p.m. - 2:00 p.m. | Agent Track 2

Reboot Your Mind for Success

2:00 p.m. - 3:00 p.m. | Agent Track 3

Rockstar Prospecting for 2018

2:00 p.m. - 4:00 p.m. | Tech Track

Hands-On Labs

A Series of Hands-On Labs Covering Top Apps and Tech Tools for Real Estate Professionals

2:00 p.m. - 3:00 p.m. | Commercial Track 1

Curious about the Commercial Real Estate Business?

3:00 p.m. - 4:00 p.m. | Commercial Track 2

Cannabis - How Does the New Law Affect Residential and Commercial Real Estate?

4:00 p.m. - 5:00 p.m. | Commercial Track 3

Networking Session with CRE Industry Players

Join us for Happy Hour from 4:00 p.m. - 5:00 p.m. **Please Note:** Breakout session times and topics are subject to change without notice. Visit www.sdarexpo.com for the most recent updates to our schedule.

Members Save! Use promo code **MEMBER**.

Register Today!
www.sdarexpo.com

2018 SDAR
EXPO

Current Year - 2018

Previous Year - 2017

91901	Alpine	SOLD LISTINGS				AVG DAYS ON MARKET		MEDIAN PRICE*		SOLD LISTINGS				AVG DAYS ON MARKET		MEDIAN PRICE*	
		20	46	29	44	\$626,000	\$622,500	28	56	43	52	\$586,200	\$512,500				
91902	Bonita	12	33	35	36	\$733,500	\$750,000	15	33	28	32	\$664,500	\$625,000				
91905	Boulevard	2	7	58	53	\$181,500	\$324,500	5	9	61	62	\$255,000	\$199,000				
91906	Campo	4	15	11	35	\$327,500	\$315,000	3	14	31	27	\$346,500	\$278,000				
91910	Chula Vista	20	57	19	27	\$543,750	\$550,000	37	91	18	28	\$530,000	\$480,000				
91911	Chula Vista	24	71	23	24	\$519,500	\$495,000	28	95	22	32	\$478,750	\$452,000				
91913	Chula Vista	28	76	32	29	\$605,500	\$597,500	40	96	27	35	\$530,500	\$542,000				
91914	Chula Vista	12	37	46	65	\$732,500	\$805,000	15	34	15	24	\$653,800	\$705,500				
91915	Chula Vista	16	43	19	23	\$545,000	\$570,000	25	57	27	29	\$540,000	\$540,000				
91916	Descanso	3	8	8	46	\$470,000	\$451,000	3	3	53	53	\$506,000	\$506,000				
91917	Dulzura	2	2	18	18	\$417,000	\$417,000	0	0	0	0	\$0	\$0				
91931	Guatay	0	0	0	0	\$0	\$0	0	1	0	233	\$0	\$75,000				
91932	Imperial Beach	13	30	55	35	\$575,000	\$575,000	12	24	14	22	\$559,000	\$549,950				
91934	Jacumba	1	1	6	6	\$108,000	\$108,000	2	2	15	15	\$124,200	\$124,200				
91935	Jamul	10	29	100	58	\$674,000	\$679,000	9	25	48	44	\$600,000	\$615,696				
91941	La Mesa	36	81	34	33	\$652,450	\$645,000	25	75	14	29	\$620,000	\$587,000				
91942	La Mesa	26	61	19	23	\$552,450	\$555,000	36	76	22	27	\$510,000	\$493,750				
91945	Lemon Grove	12	52	29	22	\$460,500	\$452,000	20	42	27	27	\$447,500	\$429,500				
91948	Mount Laguna	0	0	0	0	\$0	\$0	2	3	13	39	\$225,000	\$115,000				
91950	National City	13	37	37	33	\$390,000	\$435,000	21	48	48	35	\$413,000	\$402,500				
91962	Pine Valley	2	7	60	53	\$477,500	\$400,000	2	11	18	48	\$293,750	\$337,050				
91963	Potrero	0	1	0	13	\$0	\$263,000	1	2	0	161	\$300,000	\$315,000				
91977	Spring Valley	36	102	21	24	\$481,000	\$475,500	55	138	27	34	\$425,000	\$433,500				
91978	Spring Valley	8	24	19	25	\$572,500	\$565,000	7	17	58	46	\$457,000	\$460,000				
91980	Tecate	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0				
92003	Bonsall	5	8	120	86	\$697,000	\$654,900	3	10	83	77	\$1,300,000	\$779,950				
92004	Borrego Springs	9	26	103	85	\$285,000	\$267,000	13	28	76	69	\$214,000	\$187,250				
92007	Cardiff By The Sea	4	15	16	25	\$1,974,563	\$1,310,000	5	8	23	34	\$920,000	\$1,552,500				
92008	Carlsbad	11	31	26	35	\$1,095,000	\$1,040,000	18	34	55	39	\$782,500	\$812,500				
92009	Carlsbad	31	83	39	32	\$1,045,000	\$990,000	48	117	38	40	\$934,950	\$932,000				
92010	Carlsbad	16	35	33	23	\$873,500	\$850,000	16	31	29	29	\$834,500	\$772,000				
92011	Carlsbad	18	40	15	24	\$975,188	\$1,017,500	21	46	27	35	\$975,000	\$947,500				
92014	Del Mar	12	43	41	43	\$1,950,000	\$1,925,000	10	29	55	59	\$1,380,000	\$1,585,000				
92019	El Cajon	29	86	27	27	\$555,000	\$560,000	33	87	37	43	\$549,900	\$518,000				
92020	El Cajon	29	75	30	31	\$474,000	\$490,000	22	60	41	44	\$476,000	\$477,000				
92021	El Cajon	28	91	20	27	\$487,450	\$480,000	56	105	34	32	\$473,500	\$450,000				
92024	Encinitas	37	88	16	27	\$1,138,500	\$1,203,500	34	85	27	43	\$1,012,500	\$1,100,000				
92025	Escondido	26	68	19	32	\$587,500	\$570,000	26	79	36	42	\$462,500	\$485,000				
92026	Escondido	38	98	24	38	\$535,000	\$530,000	54	111	31	39	\$540,000	\$520,000				
92027	Escondido	33	100	36	34	\$470,000	\$470,000	42	98	20	33	\$481,500	\$466,000				
92028	Fallbrook	61	120	38	46	\$599,000	\$570,000	62	144	48	50	\$540,000	\$510,000				
92029	Escondido	17	45	29	27	\$779,000	\$771,900	20	45	45	63	\$725,000	\$705,000				
92036	Julian	2	14	12	43	\$372,500	\$395,000	8	23	118	93	\$299,000	\$329,000				
92037	La Jolla	35	67	68	87	\$2,300,000	\$2,200,000	25	64	58	75	\$1,625,000	\$1,975,000				
92040	Lakeside	28	75	32	27	\$535,388	\$512,500	26	57	36	40	\$487,500	\$480,000				
92054	Oceanside	12	40	20	29	\$705,000	\$677,500	21	64	24	28	\$565,500	\$612,500				
92056	Oceanside	44	108	12	19	\$559,500	\$550,000	49	100	18	20	\$515,000	\$504,250				
92057	Oceanside	52	118	20	19	\$569,495	\$567,500	60	128	32	32	\$517,000	\$491,250				
92058	Oceanside	18	36	26	38	\$507,500	\$525,000	9	22	11	18	\$482,500	\$468,500				
92059	Pala	1	1	214	214	\$750,000	\$750,000	0	2	0	76	\$0	\$581,000				
92060	Palomar Mountain	1	2	36	38	\$420,000	\$560,000	4	6	148	137	\$97,500	\$115,000				
92061	Pauma Valley	1	5	89	83	\$835,000	\$423,000	6	9	129	159	\$637,000	\$629,000				
92061	Pauma Valley	2	4	67	82	\$709,000	\$401,000	3	3	221	221	\$629,000	\$629,000				

Current Year - 2018

Previous Year - 2017

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
92064	Poway	45	105	24	29	\$745,000	\$775,000	39	102	28	39	\$695,000	\$705,000
92065	Ramona	43	98	35	34	\$530,000	\$526,250	46	124	48	50	\$501,250	\$497,500
92066	Ranchita	0	1	0	44	\$0	\$127,500	1	1	86	86	\$418,250	\$418,250
92067	Rancho Santa Fe	26	47	62	66	\$2,337,500	\$2,400,000	13	41	115	106	\$2,150,000	\$1,785,000
92068	San Luis Rey	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0
92069	San Marcos	24	69	17	28	\$568,000	\$590,000	26	58	34	38	\$548,750	\$548,750
92070	Santa Ysabel	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0
92071	Santee	33	91	24	24	\$535,000	\$535,000	35	89	30	30	\$499,900	\$490,000
92075	Solana Beach	8	21	49	52	\$1,502,500	\$1,485,000	6	14	93	88	\$1,217,500	\$1,420,000
92078	San Marcos	38	80	20	26	\$700,500	\$727,750	50	103	24	34	\$727,500	\$730,000
92081	Vista	16	42	15	16	\$566,750	\$572,000	23	62	26	26	\$541,000	\$525,000
92082	Valley Center	22	45	47	55	\$690,000	\$680,000	23	50	61	59	\$595,000	\$595,000
92083	Vista	17	39	29	31	\$465,000	\$485,000	17	41	14	19	\$445,000	\$449,000
92084	Vista	25	78	26	36	\$645,000	\$604,230	50	110	36	42	\$549,500	\$527,445
92086	Warner Springs	1	3	7	41	\$349,000	\$379,000	1	2	40	54	\$200,000	\$192,000
92091	Rancho Santa Fe	5	9	60	79	\$2,600,000	\$1,537,500	3	7	17	47	\$2,373,759	\$2,200,000
92096	San Marcos	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0
92101	San Diego Downtown	2	3	40	29	\$982,500	\$990,000	0	2	0	158	\$0	\$576,025
92102	San Diego	7	32	9	21	\$405,000	\$430,000	12	26	10	17	\$454,950	\$477,500
92103	Mission Hills	9	33	49	42	\$1,030,000	\$995,000	17	37	51	62	\$1,000,000	\$960,000
92104	North Park	16	42	17	23	\$742,500	\$707,500	19	51	33	26	\$650,000	\$649,000
92105	East San Diego	9	39	14	26	\$487,000	\$439,000	20	51	25	27	\$399,000	\$402,500
92106	Point Loma	11	29	50	60	\$1,235,000	\$1,235,000	19	45	25	33	\$1,055,000	\$1,055,000
92107	Ocean Beach	20	34	30	33	\$1,572,500	\$1,321,500	14	37	25	28	\$979,000	\$1,015,000
92108	Mission Valley	0	0	0	0	\$0	\$0	2	3	12	10	\$774,950	\$720,000
92109	Pacific Beach	14	39	32	34	\$1,037,375	\$1,275,000	23	51	44	49	\$1,175,000	\$1,195,000
92110	Old Town SD	10	33	26	26	\$875,500	\$855,000	11	19	24	29	\$849,000	\$825,236
92111	Linda Vista	14	43	18	20	\$621,500	\$621,500	19	51	12	16	\$587,500	\$569,000
92113	Logan Heights	12	34	13	23	\$367,550	\$377,500	14	48	25	33	\$381,750	\$372,500
92114	Encanto	37	98	21	23	\$456,000	\$436,250	60	123	33	40	\$402,500	\$395,000
92115	College Grove	28	86	24	21	\$569,500	\$541,500	37	90	41	33	\$525,000	\$521,250
92116	Normal Heights	17	56	25	27	\$760,000	\$703,000	22	52	29	28	\$690,500	\$672,500
92117	Clairemont Mesa	37	80	14	17	\$735,000	\$721,000	33	90	18	23	\$645,000	\$620,750
92118	Coronado	11	38	44	102	\$2,362,500	\$2,337,500	14	38	74	72	\$1,745,000	\$1,745,000
92119	San Carlos	17	49	25	27	\$565,000	\$608,000	28	76	20	21	\$560,550	\$576,000
92120	Del Cerro	25	61	27	25	\$675,000	\$679,000	26	68	31	30	\$625,500	\$610,000
92121	Sorrento	1	7	7	44	\$1,145,000	\$1,053,000	0	2	0	103	\$0	\$780,000
92122	University City	5	14	17	20	\$1,179,000	\$902,500	11	33	14	28	\$861,000	\$850,000
92123	Serra Mesa	18	48	12	21	\$588,500	\$612,500	11	33	23	33	\$599,000	\$552,000
92124	Tierrasanta	9	24	17	21	\$655,000	\$749,500	13	28	37	31	\$660,000	\$657,500
92126	Mira Mesa	25	63	11	15	\$615,000	\$620,000	30	77	13	20	\$584,500	\$571,500
92127	Rancho Bernardo	37	94	31	32	\$1,103,000	\$1,132,500	58	128	33	38	\$1,088,172	\$1,004,950
92128	Rancho Bernardo	38	92	13	18	\$782,000	\$743,250	53	120	17	24	\$690,000	\$670,000
92129	Rancho Penasquitos	24	57	13	18	\$812,075	\$795,000	27	68	21	23	\$790,000	\$752,000
92130	Carmel Valley	46	76	32	34	\$1,347,500	\$1,297,525	47	110	34	37	\$1,250,000	\$1,260,000
92131	Scripps Miramar	24	50	16	21	\$1,077,500	\$965,000	27	50	20	27	\$803,998	\$835,750
92134	San Diego Downtown	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0
92139	Paradise Hills	9	25	18	47	\$450,000	\$439,900	12	36	25	27	\$430,000	\$430,000
92145	Miramar	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0
92154	Otay Mesa	24	68	26	25	\$490,000	\$490,000	40	82	27	34	\$452,500	\$465,750
92173	San Ysidro	3	10	13	28	\$435,000	\$460,000	5	10	32	40	\$442,500	\$416,500

GROUP TOTAL COUNTS: 1760 4523

2139 5083

Current Year - 2018

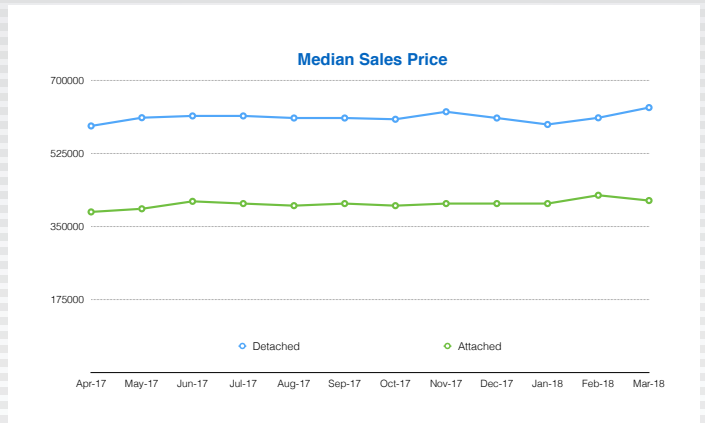
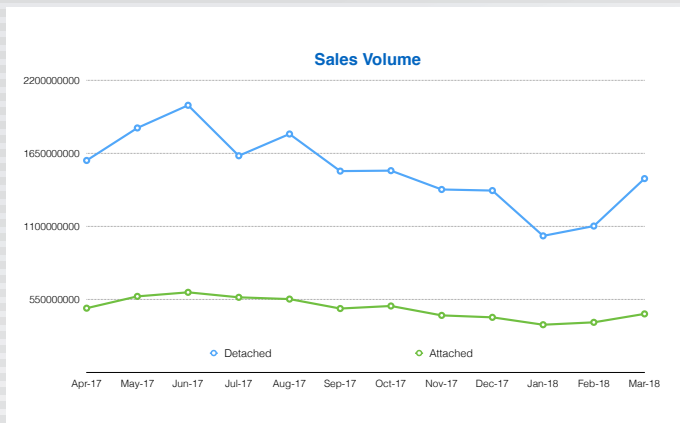
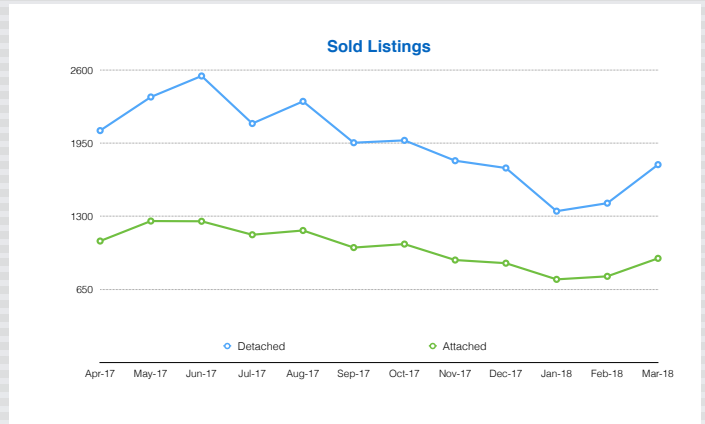
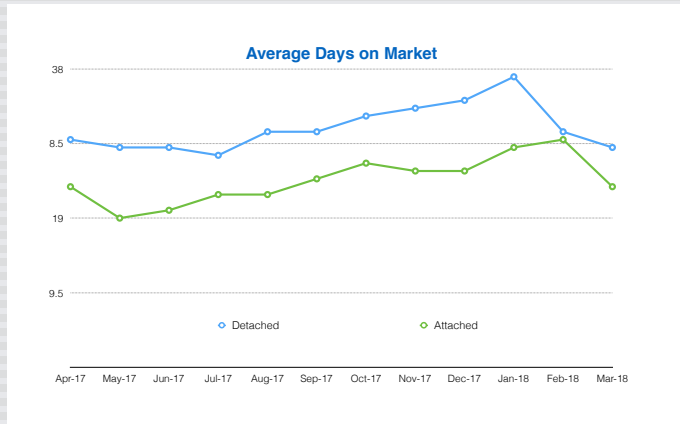
Previous Year - 2017

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	4	59	40	\$286,250	\$286,250	2	7	27	38	\$265,000	\$255,000
91902	Bonita	7	14	14	18	\$310,000	\$372,500	2	4	11	14	\$253,000	\$230,500
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	11	27	30	27	\$370,000	\$370,000	12	27	28	38	\$368,750	\$335,000
91911	Chula Vista	6	23	12	16	\$286,000	\$295,000	15	31	56	59	\$297,079	\$295,000
91913	Chula Vista	20	60	48	31	\$360,500	\$382,500	37	81	23	19	\$340,000	\$345,000
91914	Chula Vista	3	9	23	11	\$405,000	\$378,000	5	13	28	25	\$375,000	\$368,000
91915	Chula Vista	19	41	28	22	\$418,000	\$410,000	18	53	37	35	\$375,000	\$384,000
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	4	15	51	45	\$332,450	\$290,000	4	11	47	45	\$430,000	\$450,000
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	0	3	0	9	\$0	\$295,000	4	7	32	29	\$318,750	\$275,000
91942	La Mesa	15	41	16	25	\$325,000	\$330,000	9	35	15	23	\$310,000	\$335,000
91945	Lemon Grove	1	2	5	4	\$265,000	\$249,250	5	5	25	25	\$249,000	\$249,000
91948	Mount Laguna	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0
91950	National City	0	7	0	32	\$0	\$200,000	1	5	6	15	\$180,000	\$180,000
91962	Pine Valley	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0
91963	Potrero	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0
91977	Spring Valley	9	30	21	20	\$265,000	\$332,500	10	19	15	18	\$262,500	\$265,000
91978	Spring Valley	6	11	28	26	\$318,000	\$316,000	2	2	33	33	\$289,950	\$289,950
91980	Tecate	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0
92003	Bonsall	3	6	12	47	\$364,000	\$388,250	2	5	69	71	\$352,500	\$310,000
92004	Borrego Springs	2	3	21	27	\$103,500	\$84,000	3	5	88	94	\$87,000	\$95,000
92007	Cardiff By The Sea	1	9	12	28	\$1,250,000	\$600,000	6	13	27	30	\$1,076,000	\$1,027,000
92008	Carlsbad	5	21	19	43	\$555,000	\$723,000	17	27	44	48	\$902,315	\$699,900
92009	Carlsbad	17	48	20	26	\$475,000	\$482,500	26	70	34	28	\$465,000	\$465,000
92010	Carlsbad	8	29	19	23	\$525,250	\$515,000	10	21	11	15	\$430,000	\$445,000
92011	Carlsbad	6	14	32	19	\$664,513	\$660,513	9	36	20	27	\$615,000	\$592,000
92014	Del Mar	4	12	35	20	\$905,625	\$1,242,500	6	12	20	18	\$1,065,000	\$1,062,500
92019	El Cajon	12	35	13	32	\$330,000	\$320,000	16	34	23	21	\$314,000	\$290,000
92020	El Cajon	6	18	44	29	\$240,500	\$266,500	12	24	48	32	\$231,250	\$238,750
92021	El Cajon	22	40	16	18	\$275,000	\$275,000	12	28	12	26	\$229,950	\$244,500
92024	Encinitas	11	34	11	25	\$680,000	\$620,000	14	32	32	31	\$602,500	\$615,000
92025	Escondido	7	17	28	27	\$295,000	\$300,000	8	19	13	25	\$317,500	\$269,000
92026	Escondido	8	17	15	25	\$330,000	\$357,500	22	39	13	15	\$347,750	\$330,000
92027	Escondido	5	17	10	15	\$246,000	\$240,000	8	20	27	28	\$235,000	\$271,250
92028	Fallbrook	1	3	4	28	\$435,000	\$435,000	2	10	169	78	\$307,500	\$285,000
92029	Escondido	0	1	0	14	\$0	\$330,000	1	1	13	13	\$325,000	\$325,000
92036	Julian	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0
92037	La Jolla	31	83	32	29	\$590,000	\$643,000	30	81	23	29	\$797,500	\$700,000
92040	Lakeside	11	27	20	39	\$245,000	\$240,000	11	22	12	20	\$220,000	\$217,500
92054	Oceanside	16	38	28	32	\$532,500	\$539,500	19	41	33	41	\$425,000	\$440,000
92056	Oceanside	34	65	39	33	\$397,000	\$378,000	29	57	22	23	\$340,000	\$340,000
92057	Oceanside	29	63	37	37	\$319,000	\$325,000	22	59	25	21	\$305,900	\$301,800
92058	Oceanside	9	26	22	32	\$325,000	\$325,000	11	25	17	16	\$328,000	\$328,000
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	300	\$0	\$374,900	0	1	0	97	\$0	\$280,000

		Current Year - 2018						Previous Year - 2017					
		SOLD LISTINGS		AVG DAYS ON MARKET		MEDIAN PRICE*		SOLD LISTINGS		AVG DAYS ON MARKET		MEDIAN PRICE*	
92064	Poway	5	12	4	10	\$485,000	\$471,000	8	15	14	15	\$425,000	\$415,000
92065	Ramona	5	10	54	51	\$299,000	\$302,000	3	9	49	66	\$292,000	\$299,000
92066	Ranchita	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0
92067	Rancho Santa Fe	2	3	127	90	\$1,422,500	\$1,295,000	0	1	0	102	\$0	\$950,000
92068	San Luis Rey	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0
92069	San Marcos	9	25	21	26	\$305,000	\$360,000	2	13	7	20	\$348,500	\$400,000
92070	Santa Ysabel	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0
92071	Santee	23	65	21	20	\$360,000	\$376,000	20	58	18	21	\$338,500	\$338,250
92075	Solana Beach	9	23	48	35	\$940,000	\$965,000	5	20	10	20	\$783,000	\$842,250
92078	San Marcos	19	56	14	22	\$409,000	\$424,500	27	55	10	17	\$445,000	\$425,000
92081	Vista	9	13	12	16	\$320,000	\$425,000	8	13	9	10	\$341,500	\$343,000
92082	Valley Center	0	0	0	0	\$0	\$0	0	1	0	77	\$0	\$623,000
92083	Vista	8	23	14	21	\$307,495	\$310,000	4	13	18	35	\$320,000	\$320,000
92084	Vista	2	12	6	32	\$354,000	\$339,500	1	10	16	23	\$272,500	\$278,750
92086	Warner Springs	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0
92091	Rancho Santa Fe	2	4	57	58	\$792,500	\$872,500	0	6	0	37	\$0	\$761,500
92096	San Marcos	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0
92101	San Diego Downtown	80	200	29	31	\$605,000	\$538,500	68	160	31	34	\$510,000	\$516,200
92102	San Diego	8	21	22	24	\$337,500	\$355,000	4	13	10	31	\$339,000	\$328,000
92103	Mission Hills	19	65	23	26	\$525,600	\$510,000	35	69	40	53	\$512,000	\$540,000
92104	North Park	17	41	16	17	\$413,000	\$405,000	28	61	13	19	\$355,000	\$345,000
92105	East San Diego	5	14	52	98	\$250,000	\$230,000	8	18	18	31	\$245,000	\$224,000
92106	Point Loma	4	17	10	38	\$950,000	\$889,000	6	13	43	45	\$444,500	\$596,000
92107	Ocean Beach	4	14	25	23	\$564,500	\$557,500	14	22	21	19	\$448,300	\$416,800
92108	Mission Valley	35	79	25	22	\$378,000	\$378,000	37	76	17	21	\$389,000	\$372,500
92109	Pacific Beach	17	58	34	37	\$547,745	\$550,595	31	69	31	39	\$550,000	\$569,000
92110	Old Town SD	19	53	31	29	\$425,000	\$425,000	18	42	27	29	\$388,384	\$367,500
92111	Linda Vista	17	38	16	19	\$409,000	\$417,000	24	43	27	31	\$419,000	\$417,000
92113	Logan Heights	3	7	28	46	\$197,000	\$230,000	5	7	12	15	\$154,900	\$263,000
92114	Encanto	2	3	44	44	\$253,500	\$317,000	0	2	0	22	\$0	\$347,600
92115	College Grove	13	40	12	18	\$310,000	\$275,000	13	40	18	28	\$260,000	\$244,840
92116	Normal Heights	13	34	18	23	\$300,000	\$329,500	15	37	18	20	\$350,000	\$350,000
92117	Clairemont Mesa	11	28	23	25	\$375,000	\$377,500	11	23	12	13	\$364,000	\$364,000
92118	Coronado	12	34	41	58	\$1,512,500	\$1,307,250	11	28	121	109	\$1,080,000	\$1,173,000
92119	San Carlos	16	33	24	24	\$325,500	\$325,000	11	33	17	23	\$290,000	\$282,500
92120	Del Cerro	7	22	27	27	\$304,000	\$374,500	15	36	20	21	\$300,000	\$283,750
92121	Sorrento	4	7	6	9	\$547,500	\$552,500	2	9	8	15	\$527,500	\$528,100
92122	University City	24	73	11	21	\$478,250	\$475,000	33	72	18	23	\$465,000	\$463,500
92123	Serra Mesa	9	23	6	15	\$480,000	\$468,000	6	22	12	27	\$390,000	\$440,000
92124	Tierrasanta	9	24	7	29	\$472,675	\$473,838	9	23	62	45	\$468,000	\$420,000
92126	Mira Mesa	17	49	15	31	\$437,000	\$375,000	30	75	23	18	\$373,150	\$360,000
92127	Rancho Bernardo	9	32	7	13	\$605,000	\$555,000	23	58	11	16	\$499,500	\$480,000
92128	Rancho Bernardo	33	78	7	11	\$450,000	\$458,500	52	105	19	22	\$412,500	\$400,000
92129	Rancho Penasquitos	14	28	6	11	\$377,000	\$366,100	10	21	17	25	\$322,800	\$350,000
92130	Carmel Valley	23	57	16	15	\$571,000	\$571,000	24	58	14	15	\$562,500	\$552,500
92131	Scripps Miramar	13	38	10	14	\$530,000	\$530,000	15	36	17	22	\$431,000	\$431,750
92134	San Diego Downtown	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0
92139	Paradise Hills	8	19	9	17	\$357,500	\$360,000	10	23	13	21	\$348,000	\$331,000
92145	Miramar	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0
92154	Otay Mesa	9	25	30	22	\$332,000	\$332,000	12	34	14	34	\$313,750	\$302,500
92173	San Ysidro	8	17	17	18	\$289,950	\$235,000	3	8	19	16	\$221,000	\$224,000
92173	San Ysidro	2	8	12	16	\$220,000	\$212,500	2	5	25	14	\$222,500	\$240,000

GROUP TOTAL COUNTS: 926 2431

1083 2532



Comparative Sales - Existing Homes - March 2018 San Diego County

	DETACHED			ATTACHED		
	Sales	% Change from Prior Year	% Change from Prior Month	Sales	% Change from Prior Year	% Change from Prior Month
1 Total Sales Volume - March 2018	\$1,460,694,657	-3.694%	32.394%	\$441,841,380	-10.408%	16.801%
2 Average Sales Price - March 2018	\$829,940	17.045%	6.517%	\$477,151	4.782%	-3.381%
3 Median* Sales Price - March 2018	\$635,000	10.423%	4.013%	\$412,250	5.705%	-2.989%
4 Sold Listings - March 2018	1,760	-17.719%	24.206%	926	-14.497%	20.888%
5 Average Days on Market - March 2018	28	-15.152%	-7.634%	23	-8.000%	-19.395%
6 Total Sales Volume - March 2017	\$1,516,722,084			\$493,169,654		
7 Average Sales Price - March 2017	\$709,080			\$455,374		
8 Median* Sales Price - March 2017	\$575,060			\$390,000		
9 Sold Listings - March 2017	2,139			1,083		
10 Average Days on Market - March 2017	33			25		
11 Total Sales Volume - YTD 2018	\$3,593,397,844	-0.416%		\$1,180,412,985	3.006%	
12 Average Sales Price - YTD 2018	\$794,648	11.939%		\$485,567	7.285%	
13 Median* Sales Price - YTD 2018	\$615,000	8.446%		\$415,000	7.792%	
14 Sold Listings - YTD 2018	4,523	-11.017%		2,431	-3.989%	
15 Average Days on Market - YTD 2018	32	-13.514%		26	-7.143%	
16 YTD Total Sales Volume - YTD 2017	\$3,608,398,208			\$1,145,968,172		
17 YTD Average Sales Price - YTD 2017	\$709,895			\$452,594		
18 YTD Median* Sales Price - YTD 2017	\$567,100			\$385,000		
19 YTD Sold Listings - YTD 2017	5,083			2,532		
20 YTD Average Days on Market - YTD 2017	37			28		

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Risk Management by Design – May 10

Become your own risk manager! Learn the five best “Red Flag” disclosure strategies, and how to apply risk management strategies to every transaction.

Attendees also will receive updates on social media and texting liabilities, and review common TDS/AVID errors. Stay out of court and avoid costly legal fees!

Instructor Robert Brand is a presenter of California’s leading seminars on property condition disclosure strategies. He now works as a litigation consultant, a contributing author to REALTOR® Magazine, and a speaker on effective disclosure strategies.

CLASS DETAILS

Date: Thursday, May 10

Location:

Kearny Mesa Service Center
4845 Ronson Court, San Diego

Instructor: Robert Brand

Price:

SDAR Members..... \$29

Register: www.sdar.com/education or call Member Services at (858) 715-8040.



Real Estate Investing – May 22

The full title of this course is “Real Estate Investing: Building Wealth Representing Investors and Becoming One Yourself.”

Expand your business services and boost your bottom line! Learn the fundamentals of real estate investment that practitioners need to know to expand their business services.

The one-day course looks at how practitioners can adapt core real estate skills and learn new skills to serve clients who want to invest in single family homes, condos, townhomes, and small multifamily properties. You will learn how to work with investors as they goal set, plan, evaluate, and acquire properties as well as manage them. You will also learn how to “walk the talk” and become a real estate investor yourself.

Through this course you will be able to:

- Adapt core real estate competencies and use new skills to serve clients who want to invest in single family homes, condos, townhomes, and small multifamily properties.
- Work with investors as they goal set, plan, evaluate, and acquire properties, as well as manage them.
- Walk the talk and learn how to become a real estate investor yourself.

CLASS DETAILS

Date: Tuesday, May 22

Location:

Kearny Mesa Service Center
4845 Ronson Court, San Diego

Time: 9:00 a.m. – 4:00 p.m.

Instructor: Ginni Field

Price:

REALTOR® Plus Members..... \$75

SDAR Members.....\$100

All Others..... \$125

Register: www.sdar.com/education or call Member Services at (858) 715-8040.



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

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 Carla Baker - Haute Properties
 Baabak Barman - Baabak Barman
 Robert Bixel - Integrity Plus Property Management
 Paul Bradford - Paul Bradford
 Maxim Delbecq - Top Gun CRE, Inc.
 Donald Jack - D. Jack, Broker
 Bijan Jazayeri - First Coast Realty
 Wilman Kwan - Wilman King Kwan
 Daniel Leonard - Rancho Viejo Realty
 Seekia Morrison - Seekia Morrison, Broker
 Colton Sudberry - Colton Sudberry, Broker

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Richard Adams - Keller Williams Realty
 Mario Albanez - Keller Williams Carmel Valley
 Drew Assael - McJab Realty
 Omar Azimi - Keller Williams SD Central Coastal
 Kandace Babcock - Dean Aguilar Group
 Daniel Baldwin - Coldwell Banker Res. Brokerage
 Joseph Barbera - Salas Properties
 Herman Becker - McJab Realty
 Allyson Beneze - Keller Williams Realty La Jolla
 Samantha Berns - Pacifica Properties
 Victoria Biagiotti-Wise - Pacific Sotheby's Int'l Realty
 Nancy Biberacher - McJab Realty
 Thomas Biberacher - McJab Realty
 Susan Bo'ur - Pacific Home Brokers
 Samantha Bowden - Harcourts Point Loma Realty
 Linda Brackin - Polo Properties
 Kay Brooks - Pacific Home Brokers
 Julena Calcote - Keller Williams SD Metro
 Malia Calvino - Keller Williams Realty La Jolla
 Lai Cardenas - Glenn D. Mitchel, REALTORS
 Jennifer Castro - McJab Realty
 John Chaffin - So-Cal Sales & Investments
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 Yoonha Cheong - Redfin Corporation
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 Francis Cleary - RedRock
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 Isadora Coelho Davis - Coldwell Banker Res. Brokerage
 Christine Connelly - Keller Williams Realty La Jolla
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 Gabriela Cueto - E&V Ranch and Coast, Inc.
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 Vedhanayagi Davis - Mark Schulz Broker
 Christopher DeVault - CURB-100% Commission Broker
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 Julie Ferguson - MJN Real Estate
 Thomas Fessler - Keller Williams SD Metro
 Rebecca Figueroa - Coastal Pacific Real Estate
 Cynthia Flis - Century 21 Award

Mayuko Floyd - Glad Signature Realty
 Scott Forrest - Pacific Home Brokers
 Truong Foster-Nguyen - JP Real Estate & Mortgage, Inc.
 Natalie Frantz - Reed Point Realty, Inc.
 Theresa Frith - Windermere Homes & Estates
 Brenna Gates - Premier Realty Associates
 Yvon Gignac - Big Block Realty, Inc.
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 Alida Gongora - 5RG Realty
 Jonathan Graham - West Coast Elite Realty
 Beatriz Hanley - The Avenue Home Collective
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 Sara Hayatt - Berkshire Hathaway HomeServices
 Alexis Haynal - Pacific Sotheby's Int'l Realty
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 Rami Jebo - Keller Williams Carmel Valley
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 Andrea Lopez - Rancho Viejo Realty
 Michael Makar - Pacific Home Brokers
 Shanthé Mandrayar - Willis Allen Real Estate
 Kathryn Manley - Pacific Home Brokers
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 Anne McDermott - Keller Williams Realty La Jolla
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 Ayana Turrentine - Pacific Home Brokers
 Lynette Tyner - Berkshire Hathaway HomeServices
 Ferdinand Uy - Barron Real Estate Group
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 Daniel Vanderkallen - Canter Brokerage
 Rigzin Vassallo - Real Estate eBroker, Inc.
 John Venghaus - Pacific Sotheby's Int'l Realty
 Natalia Verejnikova - MNM Real Estate
 Joan Vollhardt - Pacific Home Brokers
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 Jennifer Walshe - Century 21 Award
 Sara Weaver - Realty Experts
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YPN Sunset Soiree 2018 Schedule

Dates and times are subject to change without notice. For updated list and details, please visit www.sdar.com/ypn.

- May 10
- June 14
- July 12
- August 9
- September 13
- October 11
- November 8



Young Professionals Network



Real Estate Success Starts with a Plan



By Kathy MacKenzie

Winston Churchill said, “He who fails to plan is planning to fail.” Think about it. If you travel somewhere, do you use a map or Siri to guide you? Of course - or you may end up somewhere you don’t want to be.

The same is true with your business. It’s also a big contributor to why most agents fail in this business. You’ve got to know where you want to go and make a plan of how to get there. Plan your work, then work your plan. With the seasonal slow down, now is the perfect time to set yourself up for success by putting together your plan.

So what should be in your plan? What do you need to make one? Following is a guide to help you, and it all starts with numbers.

Step 1 - Review: Look at the past year’s results. How much money did you make? How many listings did you close? How many clients did you work with? How many leads become customers? Where did the leads come from? How many leads did you need to talk with to get a customer? How many customers become clients? How many clients become contracts? How many contracts closed? These numbers are your track record and also give you clues on where you need improvement to reach your goals.

Step 2 – Setting the Goal: How much money is required to cover your minimum cost of living? How much do you want to save? How much discretionary income would you like to have – and why? The stronger your “why” the more likelihood you’ll have of obtaining it. Set your goal.

Step 3 - Comparison: Compare the result of Step 2 to Step 1. Did you earn enough or not enough?

Step 4 - Closings: Take your total amount wanted or needed from Step 2, divide by your average commission amount, to determine the number of closed listings you’ll need to achieve your financial goals.

Step 5 - Contracts: Now look at how many of your contracts closed: 100%? 80%? 75%? 50%? If your ratio was 50% (FYI: the average number of contracts closed in San Diego County was only 69%), then double the amount of contracts you need to reach your closing goals. Write down this number.

Step 6 - Clients: Next look at the number of customers you had that became clients. Was it 1:1, 1:2, 1:4? If it was 1:4, then multiply your number from Step 5 by 4 to give you the number of clients you’ll need to work with in 2018 in order to reach your goals.

Step 7 - Customers: How many customers did you have that became clients this past year? Was it 10:1, 20:1? For example, if it was 10:1, take the results of Step 6 and multiply by 10 to determine the number of customers you’ll need to achieve your goal.

Step 8 - Leads: Reviewing the results you obtained this past year, how many leads did it take you to convert to one customer? 10? 20? 30? 40? For example, if you determine you needed 20 leads to produce one customer, multiple the answer to Step 7 by 20. This tells you how many leads you’ll need in 2018 to reach your goals.

Step 9 - Plan: Is the answer to Step 8 overwhelming? What can you do different this year to obtain more qualified leads that allow you to work less yet get better results? In other words, what can you do different this year to obtain better results without working harder?

Step 10 – Takeaway: Focus your attention on the best places to reach people in areas you prefer working. Work with people who like because chances are they’ll like you and give you better referrals. Work with the people who can answer when and where they are moving, and forget the rest. (Put them in a drip campaign until they can answer when and where.) The results will be doing what you love, working with people you enjoy, which makes all parts of your life that much more enjoyable!

Plan now, then put your plan into action to make 2018 your best year yet!

Kathy MacKenzie is the author of seven real estate books, a licensed real estate broker in California and Texas, a real estate instructor, certified stager, feng shui consultant, real estate coach and former Director of the international MAPS Group Coaching Division of Keller Williams Realty. She now serves as the San Diego Sales & Marketing Consultant representing Virtulance, the real estate photography and visual marketing company. She can be reached at (858) 324-4204.

LEGEND: ■ KEARNY MESA ■ SOUTH COUNTY ■ EAST COUNTY ■ SOLANA BEACH ■ CORONADO ■ CARLSBAD

APR	CLASS TITLE	TIME	PRICE	CREDITS	PRESENTER
18	Paragon Tips & Tricks	1:30 pm – 4:30 pm	Free	NA	Sandicor Trainer
19	How to Create a Website (in Spanish)	2:00 pm – 3:00 pm	\$10*	NA	Eduardo Landeros
25	Solving the Mystery of Government Finance	9:30 am – 11:00 am	\$10*	NA	Alisha Sirois & Linda Stroberg
MAY	CLASS TITLE	TIME	PRICE	CREDITS	PRESENTER
2	Rev Up Your Sales with REVERSE!	9:00 am – 12:00 pm	\$20	NA	Ryan Kleis & Rob Ross
3	iPad for Real Estate	9:00 am – 12:00 pm	\$15	NA	Jeffrey Raskin
3	Outlook & PDF for Real Estate	1:00 pm – 4:00 pm	\$15	NA	Jeffrey Raskin
8	Paragon MLS: Paragon 101	9:00 am – 12:00 pm	Free	NA	Sandicor Trainer
8	Paragon MLS: Searching 101	1:30 pm – 4:30 pm	Free	NA	Sandicor Trainer
9	Staying out of Court	9:30 am – 11:30 am	\$10	NA	Bette Curtis
9	Commercial RE Lending Principles: Access to Capital	2:00 pm – 4:00 pm	\$25	NA	Eduardo Landeros
10	Paragon MLS Tips & Tricks	9:00 am – 12:00 pm	Free	NA	Sandicor Trainer
10	Risk Management by Design	9:00 am – 10:30 am	\$29	NA	Robert Brand
15	Paragon MLS: Listing Input & Maintenance	9:00 am – 12:00 pm	Free	NA	Sandicor Trainer
15	Paragon MLS: Hot Sheets/Open Houses/Adv. Search	1:30 pm – 4:30 pm	Free	NA	Sandicor Trainer
16	Paragon MLS Tips & Tricks	9:00 am – 12:00 pm	Free	NA	Sandicor Trainer
17	Fundamentals of Transaction Coordination	9:00 am – 2:30 pm	\$79	NA	Wendi Molina
22	Real Estate Investing	9:00 pm – 4:00 pm	\$100	NA	Ginni Field
23	Online Marketing (in Spanish)	2:00 pm – 3:00 pm	\$10*	NA	Eduardo Landeros
29	Risk Management "Brown Bag" Seminar	12:00 pm – 1:00 pm	\$10*	NA	TBD
30	Gift Annuity for Home Workshop	10:00 am – 11:00 am	\$10*	NA	Nathan Truax

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

*\$10 reservation fee will be refunded if you attend class. Notification of reservation cancellation must be received by e-mail or in writing 48 hours prior to start of class.

Classes subject to change or cancellation. | Check www.sdar.com/education for current information.

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



January	February	March
S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31
April	May	June
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July	August	September
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October	November	December
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MAY

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	COMMITTEE MEETINGS
		1	2 Rev Up Your Sales with REVERSE! 9:00 am–12:00 pm (Kearny Mesa)	3 iPad for Real Estate 9:00 am–12:00 pm (South County) Outlook & PDF for Real Estate 1:00 pm–4:00 pm (South County)	4	5	2 Commercial Alliance (CRASD) 9:00 am - 10:30 am 3 Government Affairs 9:00 am - 11:00 am 3 Young Professionals Network 1:00 pm - 2:00 pm
6 New Member Orientation 8:30 am–2:30 pm (Kearny Mesa)	7 MLS Paragon Training 9:00 am–4:30 pm (Kearny Mesa)	8	9 Staying Out of Court 9:30 am–11:30 am (South County) Commercial RE Lending Principles: Access to Capital 2:00 pm–4:00 pm (Kearny Mesa)	10 Paragon Tips & Tricks 9:00 am–12:00 pm (Coronado) Risk Management by Design 9:00 am–10:30 am (Kearny Mesa) YPN Sunset Soiree 4:00 pm–7:00 pm (Location TBA)	11	12	8 CREA Board of Directors (at Coronado Service Center) 1:00 pm – 2:00 pm 9 Grievance 9:00 am - 11:00 am 9 Budget & Assets 11:00 am - 1:00 pm
13	14	15 MLS Paragon Training 9:00 am–4:30 pm (Kearny Mesa)	16 Paragon Tips & Tricks 9:00 am–12:00 pm (Solana Beach)	17 Fundamentals of Transaction Coordination 9:00 am–2:30 pm (Kearny Mesa)	18	19	9 Risk Management 12:00 pm - 2:00 pm 11 REALTOR® Political Affairs 9:30 am - 11:30 am
20	21	22 Real Estate Investing 9:00 am–4:00 pm (Kearny Mesa)	23 Online Marketing (in Spanish) 2:00 pm–3:00 pm (South County)	24	25	26	14 Housing Opportunities 10:00 am - 12:00 pm 17 Education 11:00 am – 1:00 pm 24 Membership/Business Tech. 1:30 pm - 3:30 pm
27 Memorial Day SDAR Service Centers Closed	28 Risk Management Brown Bag 12:00 pm–1:00 pm (Kearny Mesa)	29	30 Gift Annuity for Home Workshop 10:00 am–11:00 am (Kearny Mesa)	31	All classes/events subject to change or cancellation.		25 SDAR Executive Committee 8:30 am - 9:30 am 25 SDAR Board of Directors 9:30 am - 11:30 am 25 International 1:00 pm - 2:00 pm