THE SAN DIEGO

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# Join YPN Today and Attend our Next Mixer

The YPN Sunset Soiree takes place every second Thursday of the month at a luxury listing in San Diego County. Enjoy networking with other real estate professionals while taking in a spectacular sunset.

# Join today - it's FREE: www.sdar.com/ypn





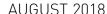


# YPN Sunset Soiree 2018 Schedule

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

September 13 October 11 November 8







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THE SAN DIEGO REALTOR® AUGUST 2018



# Midsummer home sales slowed down in July

Sales of previously owned homes in San Diego County pulled back in July.

Resale single-family home purchase were down 10 percent in July compared to June, and condominiums and townhomes (attached properties were down more than 14 percent from the prior month. Compared to the same month last year, single-family home sales were down over 6 percent, and condos/townhomes were down more than 12 percent. However, the number of homes for sale are up more than 11 percent from a year ago.

Prices continue to be the bright spot, at least for sellers. The median price of single-family homes reached \$657,000 in July, up slightly from June, and the price of attached properties (\$425,000) was up about 1-and-a-half percent. Prices of resale homes have increased a solid 7.5 percent from a year ago.

In July, resale properties were closing escrow in an average of 27 days, and there is about a 2.4 months' supply of homes on the market. (A healthy supply is about 5 months.)

Demand is still outpacing the supply of homes, but it's clear that inventory of homes for sale has improved over last year. That should encourage buyers.

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

- 92028 (Fallbrook) with 59
- 92127 (Rancho Bernardo West) with 57
- 91917 (Spring Valley) with 56
- 92064 (Poway) with 54
- 92057 (Oceanside North) with 50

The most expensive single-family property sold in San Diego County in July was a 6,000-square-foot historic 1926 Coronado mansion on Loma Avenue, with 4 bedrooms, 6 baths, and a sale price of \$15 million.

Here is a summary of the July housing statistics:

#### MEDIAN PRICE

(Month over Month Comparison)

Single-Family: 0.3% INCREASE

July 2018 = \$657,000June 2018 = \$655,000

Condos/Townhomes: 1.6% INCREASE

July 2018 = \$432,000June 2018 = \$425,000

(Year over Year Comparison)

Single-Family: 6.8% INCREASE

July 2018 = \$657,000 July 2017 = \$615,000

Condos/Townhomes: 6.7% INCREASE

Julv 2018 = \$432.000July 2017 = \$405,000

## SOLD LISTINGS

(Month over Month Comparison)

Single-Family: 10.4% DECREASE

July 2018 = 1,989June 2018 = 2,221

Condos/Townhomes: 14.5% DECREASE

July 2018 = 994June 2018 = 1,162

(Year over Year Comparison)

Single-Family: 6.5% DECREASE

July 2018 = 1,989 July 2017 = 2,127

Condos/Townhomes: 12.5% DECREASE

July 2018 = 994July 2017 = 1,136

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

Steve Fraid



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# www.sdar.com/globalforum



# **San Diego Global Investment Forum** REALTORS®: Get 40% Discount by Aug. 20!

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# Registration includes:

- · Access to the event and all sessions
- Lunch on the Sept. 20 and all coffee/tea during the event
- Cocktail and networking event on the Omni Patio

## Panel and Keynote topics include:

- Real Estate Investment
- Regulation A+ and Cryptocurrency
- Cross-Border Trade
- Clean & Renewable Energy
- Foreign Direct Investment
- Regional Investment Incentives & Opportunities

SDAR is a proud sponsor of this event. Use SDAR's special code SDARGLOBAL18 by August 20 to receive at 40% discount on current prices.

Register at www.sdar.com/globalforum.

For agenda and speaker information, visit <u>www.sdglobalpartnership.com</u>. For more information, contact Theresa Andrews at tandrews@sdar.com.

THE SAN DIEGO REALTOR® AUGUST 2018

# **SDAR ELECTION GUIDE**



# **Greater San Diego Association of REALTORS®**

# **Annual Election of Directors**

# The Leadership of Your Association - Candidate Guide

Cast your vote for 2019 SDAR Board of Directors beginning Monday, August 20, at 8:00 a.m. through Thursday, August 30, at 5:00 p.m.

There are 10 open positions for the two-year term of Director, with 16 candidates running. Ten other directors are currently serving their first year of a two-year term.

Members will also be voting on Bylaws Amendments relating to the election of Directors in the event of a vacancy, and for action when a Director fails to attend board meetings or fails to comply with rules and regulations. The wording of the Bylaws Amendments is available at <a href="https://www.sdar.com/election">www.sdar.com/election</a>.

Eligible SDAR REALTOR® members will receive an e-ballot

with voting instructions from Internet Crusade. Note: New members must have attended new member orientation by July 9, 2018, in order to be eligible to vote in this election.

You will be able to vote directly from the e-mail ballot, or you may vote when you visit the SDAR website or one of our SDAR Service Centers, as long as you have your PIN information sent in the e-mail ballot. If you have technical problems casting your vote during the voting period, call (858) 715-8035, Monday through Friday, 8:00 a.m. to 5:00 p.m.

Election results will be posted at SDAR's main office and at <a href="https://www.sdar.com/election">www.sdar.com/election</a> after the results are reported to the board on September 21.

# CANDIDATES FOR 2019 DIRECTORS

The following are the candidates for a two-year term on the SDAR Board of Directors beginning in 2019. Ten will be elected. (Note: Candidate names are listed in order as determined by a random drawing conducted by the SDAR President and in accordance with the procedure defined in SDAR's Administrative Election Procedures.)



JEREMY SINE
NextHome Advantage — Management, Investment, Sales
Broker

www.JeremySine.com

12 years experience as a Broker with a 300 unit Property Management Company. Two real estate offices with 12 agents. 18 years in Dispute Resolution and thousands of

mediations. You can say I manage agents, properties, and people. And I want to take this experience to the Leadership of SDAR.



**SPENCER LUGASH** 

**Big Block Realty** — Contracts, Legal, Management Broker

I have been a broker for 19 years and an attorney specializing in real estate for 21 years. I focus on risk management & compliance with an emphasis on helping brokers, agents and clients work through issues to a

resolution. I am extremely proud to be a member of SDAR.



**LESHA MONTOYA** 

**SVN Asset Advisory Group** – Commercial, Land, Multifamily

www.svneastcountycommercial.com

City Planning background working with Faulconer and Kersey, decade in project management, corporate marketing and investing in rental units. My Commercial REALTOR®

knowledge is diverse yet concentrated on Multifamily, Land and Industrial acquisitions and dispositions. Tackling the housing crisis with Developers and fighting for private property rights is my passion.



BARBARA DUDECK

**RE/MAX Ranch & Beach** — Residential Real Estate CRS, GRI, SFR, GREEN

www.BarbaraDuDeck.com

I will be delighted to serve my fellow SDAR REALTORS® to keep us all on top of our game. By electing me as your director for the 2019-2020 term, please rest assured that

your best interests are my top priority. I am seasoned in the position of SDAR Director.



**FRANK POWELL** 

**Discovery Property Group, Inc.** — Residential Real Estate SRES

www.powellbrothersrealty.com

I am running for the position as an SDAR Director. I will bring an abundance of positive energy, experience, and education. I will focus on the ongoing plight of SDAR to

maintain fair and upstanding treatment to our members, the public and the fight to protect personal property rights for all citizens.



**GINNI FIELD** 

**Virginia A. Field, Broker** — Residential Real Estate ABR, CIPS, SRES, SRS, RENE, CRB, CRETS

 $\underline{www.GinniField.com}$ 

I've been involved in organized real estate for 33 years in two different states. I've served as President of two different associations, served on state boards of directors in two

states as well as NAR's board of directors. I've worked hard to stay connected to the changes in the industry throughout my career.

**CONTINUED ON 7** 

THE SAN DIEGO REALTOR® AUGUST 2018



ANN THROCKMORTON

**Century 21 Award** — Residential Real Estate

Your Profitability is My Priority. As a Director, it will be my goal for SDAR's policies and programs to support your practice. As "The Voice of Real Estate," we will affect laws, regulations, education and ethics to provide an optimal market in which you can excel. It's about you.



MICHAEL GOH

**RegencyOne Properties** – Residential Sales, Management Broker, CRS, GRI, CNE

www.RegencyOne.net

As a 30-year member, I wish to continue my service at a higher level. I've served on the Grievance and Professional Standards Committee for more than 12 years. As a former

Financial Controller, I bring to the table a wealth of qualifications and experience to successfully serve on the Board.



**BRIAN WESTRE** 

**Pacific Sotheby's International Realty** — Residential Real Estate

CRS, SRES, e-PRO, CDPE, RCS-D

www.BrianWestre.com

Past Board member from 2009-2012 and 2014-2015. C.A.R. Director from 2010-2014. Chair/Vice Chair/Member

of many committees from 2006 to present. I enjoy giving back to our industry and association, and representing our members. Your vote will help me to do so. Thanks.



**JESSICA PUSSER** 

JP Realty — Residential Real Estate

Broker, GRI, SRES

www.jprealtysandiego.com

As an experienced agent in small independent brokerages, large franchises, and with new home builders, I look forward to many years of helping our REALTOR® community and

assisting agents in successfully managing industry and market challenges. My key agenda as Director will be YOUR ideas, YOUR needs, and

YOUR success.



**SHAWAN OWUSU** 

**Coldwell Banker West** — Residential Real Estate

www.Shawan0wusu.com

Proudly serve on Housing Opportunity and Government Affairs Committees. Continuing to advocate for our profession and homeowner rights. Looking forward to bringing a fresh, new perspective to our association. Be a

part of the change!



JOHN SHANNON

**Solace Realty, Inc.** – Residential, Commercial, Investment Broker, SRES, ABR, SRS, CIPS, MRP

www.SolaceRealty.com

Technology and market dynamics are fast changing our industry. I'm a trusted voice to protect your interests. Let my background in technology, business, community

government and real estate serve you. With years of experience on SDAR Government Affairs, and Education Committees — I know what is important to you. Vote John!



**BEN EVERS** 

**Discover San Diego Homes** — Residential and Land

Technological changes are forcing real estate agents to work harder than ever before to prove their relevance and worth in a marketing environment that preaches against the value that their specialized knowledge brings to the

marketplace. I want to see SDAR help the agent prepare for these challenges.



**AMBER ANDERSON** 

**Pacific Sotheby's International Realty** — Luxury Real Estate

Broker

broker

www.sandiegodreamrealestate.com

As a member of real estate for almost fifteen years it would be an honor to represent SDAR on the Board of

Directors working towards the forward movement and advancement of this industry. I would utilize my experience to better serve our membership and ensure you win the next deal!



**MARY MITCHELL** 

**Mitchell & Associates Real Estate** — Residential Real Estate

ESIGIE

CRS, SRES, CIPS, e-PRO www.MaryMitchell.com

My focus is to do the best for you, the membership, by promoting new and innovative benefits to advance your

business, preserve private property rights and stay on top of governmental legislature affecting real estate. I am a full-time REALTOR® in the trenches with you and would appreciate your vote.



**MARTHA LUCE** 

Century 21 - Residential, Ranches, Commercial

CIPS, e-PRO, SRS, SFR, CNE, RMS

www.MarthaLuceRealtor.com

Do venture capital billions into real estate tech companies disrupt or innovate you as REALTORS®? How do you advance your business model among these changes? My 35 real

estate years bring rich experiences from SDAR's Business Development & Technology, Global & Government committees. I am TENACIOUS for your causes.



# CIRCLE OF EXCELLENCE

# Nominate and Apply Now!



SDAR is in the process of collecting nominations and applications for San Diego real estate's most prestigious event, the Circle of Excellence, taking place January 12, 2019. Don't hesitate and be sure to get in before the deadlines in the following:

## RECOGNITION OF EXCELLENCE

Top-producing teams and individual REALTORS® who exemplify excellence in the San Diego County real estate industry will be highlighted in the Recognition of Excellence. Teams and individuals will be recognized at the Platinum, Gold, and Silver levels of achievement based on numbers of units and/or sale prices. The sales production levels are specified on the website <a href="https://www.sdar.com/apply">www.sdar.com/apply</a>.

If a team or individual qualifies for one of the levels, they may fill out an application and attach a copy of their sales production report. The production dates for qualification are November 1, 2017, through October 31 of this year. Applications for the Recognition of Excellence will be accepted only through December 21, 2018.

#### AWARDS OF EXCELLENCE

Each year SDAR acknowledges top real estate professionals who exemplify excellence among their peers. This year,

in addition to the categories of Broker, REALTOR®, Office Manager, and Affiliate of the Year, Commercial Broker, and Commercial Transaction of the Year. This year we're pleased to include new awards for International Real Estate and "40 Under 40."

For the Awards of Excellence, any SDAR member in good standing may submit nominations, and self-nominations are accepted. Once nominated, applicants will be prequalified and then fill out a full application. Winners will be selected by their industry colleagues through votes cast before the event. Nominations for the Awards of Excellence must be received by October 31, 2018. Submit a nomination at <a href="https://www.sdar.com/apply">www.sdar.com/apply</a>.

## THE EVENT - JAN. 12, 2019

All finalists and winners will be honored at the Circle of Excellence on Saturday, January 12, 2019, at the Hilton San Diego Bayfront. All winners will be featured in a Sunday edition of the San Diego Union-Tribune, which is partnering with SDAR for this event.

Learn more about the Circle of Excellence at www.sdar.com/awards.





As the largest REALTOR® association in California with our members representing more than 70 percent of the listings in San Diego County, SDAR has announced that it will wholly own and operate your MLS this September.

Under the new San Diego Multiple Listing Service ("San Diego MLS"), your MLS will be the only locally based MLS in San Diego County. SDAR is committed to keeping your needs and expectations in mind to ensure you have the MLS you deserve.

Currently, SDAR is working to ensure a smooth transition occurs in September. Rest assured, there will not be any interruption in your service. The information you access, the reports you create, and functionality you have come to rely on will stay the same.

Additionally, we want you to have a voice in the direction of San Diego MLS. Members are invited to participate on the newly created Agent Advisory Committee to provide input and feedback. If you are interested in participating, visit <a href="https://www.mlsoutlook.com/#committee">www.mlsoutlook.com/#committee</a> to be added to the committee.

### LEARN MORE

SDAR invites you to learn about the future of the MLS in San Diego by attending one of our upcoming Agent Seminars being hosted throughout the county. Learn how San Diego MLS will power your real estate business, help you generate more clients and close more deals with:

- · Better business resources
- Better customizable functionality
- Better local customer service
- Better listing and data exposure

Go to <a href="https://www.sdar.com/mlsagentseminars">www.sdar.com/mlsagentseminars</a> to attend and receive a chance to save \$100 off your MLS in 2019!



# THE NATION'S #1 VA PURCHASE LENDER -VETERANS UNITED HOME LOANS

Since 2012, Veterans United Home Loans of San Diego has helped local veterans, active-duty service members, and military spouses alike achieve their goals of owning a home. It is the mission of the entire team at Veterans United of San Diego to give every veteran and service member a chance to own a piece of the land they've defended through their military service.

Although Veterans United of San Diego has been helping veterans obtain homeownership since 2012, there is still a lot to learn about your local VA lender.

Veterans United of San Diego is the area's premier fullservice lender specializing in the VA Loan. The team of loan officers and production staff at Veterans United of San Diego is passionate about serving local military homebuyers. Veterans United of San Diego partners with knowledgeable real estate agents in the area who are well versed in the VA Loan and its intricacies to provide the best experience for their homebuyers. This passion for serving those who served is what has driven Veterans United Home Loans to the top of the mortgage industry.

Veterans United of San Diego is backed by the nation's number one VA purchase lender.\* Veterans United Home Loans closed more VA Loans than any other lender in 2017\*, and the local Veterans United office in San Diego is backed by this achievement. Homebuyers who choose Veterans United of San Diego as their lender can trust that their loan production team knows the VA Loan inside and out.

Real estate agent partners also know the benefits of working with the nation's number one VA purchase lender. Working with Veterans United of San Diego means agents have a VA Loan expert to turn to throughout the entire home loan process. This makes the homebuying experience positive for both homebuyers and real estate agents!

The entire staff at Veterans United of San Diego strives to make both homebuyers and the local real estate community educated in the benefits of the VA home loan. The loan officers and production staff offer free VA Loan education for homebuyers, prospective homebuyers, real estate agents and the local community to ensure that buying a home isn't as daunting of a process as it sounds.

At a free VA Loan seminar with Veterans United of San Diego, one can expect to learn all the facts on the VA Loan, how to obtain a VA Loan and how to work with a homebuyer who is using a VA Loan. Veterans United of San Diego believes this education is the key to a solid homebuying experience for everyone involved. This information is valuable not just for homebuyers, but also for real estate agents who are looking for ways to better serve their military homebuyers. The staff at Veterans United of San Diego also offers one-on-one guidance for anyone wanting to know more about the VA Loan.

Veterans United of San Diego's passion for serving veterans and service members runs deep, as the local office's team is made up of several veterans themselves. Real estate agents looking for insight on the military experience and the VA Loan process can rest assured that the team at Veterans United of San Diego can provide first-hand knowledge and information.

The team at Veterans United of San Diego is here to help any and all real estate agents who want to know more about the VA Loan to better serve their deserving military homebuyers. Veterans United of San Diego's expertise, experience and passion for serving creates a positive homebuying experience for clients and real estate agents alike.

To learn more about Veterans United of San Diego and to see what sets them apart from other VA lenders, visit SanDiegoVU.com or call (619) 296-5626.

\*Based on 2017 VA Home Purchase Loan volume. Source: Department of Veterans Affairs.

Veterans United Home Loans of San Diego is a VA approved lender; Not endorsed or sponsored by the Dept. of Veterans Affairs or any government agency. NMLS # 1907 (www. nmlsconsumeraccess.org). Licensed by the Department of Business Oversight under the California Residential Mortgage Lending Act.



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By Jeff Simenton

Many real estate agents representing buyers or sellers encounter differences or discrepancies in a property's square footage, which may vary greatly depending upon the source.

Representations by a seller or a seller's agent may differ from other sources because there may be no one official size source or a standard method of calculating exterior structural size, interior space, or square footage. To make matters more complicated, builders, appraisers, architects, floor-plan designers, and county assessors employ a wide variety of methods to calculate the size of a dwelling.

While understanding that many sellers wish to maximize the price of their home and that one of the components to maximize that price is square footage, the problem lies in what real estate agents should do when encountering such discrepancies. From a listing agent's perspective, should the agent list the higher square footage, the lower square footage, or disclose both? From a buyer's agent perspective, if there are discrepancies disclosed, then how should they advise their clients?

The answers may seem clear. However, ambiguities occur because potential buyers rely upon the MLS, marketing materials, fliers, internet postings, and verbal representations of agents about square footage when deciding whether to purchase the property. When, during escrow or, most often, after the close of escrow, the buyer learns that the property may have a lower square footage than the buyer relied upon when making the purchase, disputes may arise.

Real estate professionals and most sellers know that they are required to disclose anything "material" relating to the property. In the case of disclosures, the seller's agent has obligations to both the buyer and the seller to exercise

reasonable skill and care, as well as a duty of fair dealing and good faith, and a duty to disclose all facts known to the agent materially affecting the value or desirability of the property that are not known to, or within the diligent attention and observation of, the parties.\*

If there are discrepancies in square footage, then they should be disclosed to any potential buyer. While this is good practice, a broker is not required to review public records or to pull permits to determine the precise square footage In the case of a selling or listing agent, there is no duty under California Civil Code to verify independently or to disclaim the accuracy of the seller's representations, but, rather, to act in good faith and not to pass the seller's representations on to the buyer without a reasonable basis for believing them to be true.\* Where a seller is pressuring an agent to promote and to market the higher square footage or it is ambiguous as to which calculation is correct, it may not be clear what to do.

The Statewide Buyer and Seller Advisory (SBSA), which may limit exposure for a seller's agent, does require a buyer to investigate various conditions, including property square footage.\* The buyer's agent also has a fiduciary duty of inspection and disclosure, as set forth in the Agent Visual Inspection Disclosure (AVID), which may be more expansive than a "cursory type of visual inspection". In transmitting information from the seller (or others) to the buyer, the buyer's broker must either verify the information or disclose to the buyer that it has not been verified.

The recent Horiike v. Coldwell Banker case, in which the agent representing the seller was working for the same firm as the agent representing the buyer, illustrates this point. In Hoiike, the public records listed the property at 11,050 square feet with 9,434 square feet of living area, while marketing

**CONTINUED ON 13** 

fliers listed approximately 15,000 square feet of living areas.\* The seller retained Coldwell Banker as the listing broker. The buyer retained another agent at Coldwell Banker. The parties agreed that Coldwell Banker acted as a dual agent. After discovering a discrepancy in the square footage after the close of escrow, the buyer filed suit against the listing broker and the associate licensee (salesperson) who marketed the property for Coldwell Banker (the listing broker). The trial court, in granting nonsuit, found in favor of the listing broker on the grounds that the salesperson did not have a fiduciary duty to the buyer. The court instructed the jury that it could find Coldwell Banker liable only if another agent of Coldwell Banker had breached his or her fiduciary duty to the buyer. The jury returned a verdict in favor of Coldwell Banker on the remaining causes of action.

In reversing, the Court of Appeals remanded the case, after which the defendants petitioned the Supreme Court for review.\* Upon granting review, the Supreme Court considered the issue of whether the associate licensee, who functioned on Coldwell Banker's behalf in the transaction only on behalf of the seller, owed to the buyer a duty, where the buyer stipulated that he was not seeking damages for breach of fiduciary duty against his own agent (also employed by Coldwell Banker). The trial court had instructed the jury that, in order to find Coldwell Banker liable for breach of fiduciary duty, the jury had to find that an agent of Coldwell Banker other than the salesperson named in the lawsuit, or the buyer's agent (who was not named in the lawsuit), breached a fiduciary duty. In affirming the Court of Appeal, the Supreme Court ruled that, when an agent representing a seller is working for the same firm as the agent representing the buyer, he or she owes a duty to the buyer to learn and to disclose all facts materially affecting the value or desirability of the property.

The Supreme Court did not express a view as to whether, as a factual matter, the agent breached the fiduciary duty.\* Rather, the Court observed that, to disclose such information, or to alert the buyer that the representations were unverified, would not have required the agent to reveal any confidential information or compromise the ability to fulfill his fiduciary obligations. The Court noted that the California Legislature could, like in Alaska, "uncouple" the associate licensee's duties from that of the broker.

Ultimately, the Court remanded the case to the trial court for a new trial on the issue of whether the buyer was prejudiced by the erroneous rulings on fiduciary duty. Coldwell Banker then prevailed after a twelve-day jury trial on all issues. Specifically, the jury answered "no" on the questions of whether Coldwell Banker breached the fiduciary duty, or misrepresented or concealed information, and concluded that no damages were owed.

The Horiike verdict and the Supreme Court's decision present practical problems of dual agency in that agents may

now have to consider whether, for example, disclosing to a buyer that a seller needs to sell quickly, or to a seller that a buyer must be in that particular house because it is the only one in the desired school district. While the decision was fact-specific and not appropriate for Demurrer or Non-Suit, it puts the question of whether the SBSA or other advisories provide protection. An appeal is possible, but unlikely.

The local San Diego case of Serochi v. Bosa Development California II, Inc., though not a published opinion, illustrates the potential for damages in square footage cases. Bosa involved a class action of downtown San Diego condominium owners against the builder, which resulted in a settlement totaling \$16,250,000 after five years of intense litigation. The issue in Bosa was condominium square footage that was marketed in sales brochures using a "gross method" shown on the floor plans included in the brochures, which differed from the residential unit square footage derived from dimensions in the applicable condominium plan filed with the State of California Bureau of Real Estate for the actual "as-built" measurements of each residential unit. Like Horiike. the buyers filed suit for damages over the discrepancy in square footage. Bosa demonstrates that expert may have differing opinions over how to measure square footage, but the discrepancies should be disclosed.\*

Given these rulings, listing agents need to be cognizant of square footage discrepancies (whether from a seller's own representations, property tax records, an appraisal, or any other professional opinion) and disclose them to the buyers in the AVID, as well as instruct their sellers to disclose them in the Transfer Disclosure Statement (TDS) or Seller Property Questionnaire (SPQ). Further, the listing agents should obtain written confirmation from their sellers of representations of square footage in the MLS and obtain "Receipt for Reports" (RFR) from the buyer for any report or other written source of square footage. Finally, careful buyer's and seller's agents may require separate stand-alone disclosures and advisories regarding lot size and square footage. Even though the purchase price of a home may not be based entirely upon square footage, many buyers utilize it as a guide when assessing the value of a home. For this reason, listing agents should be advised to disclose all square footage discrepancies, and, if overly cautious, list the lower one on the MLS, with an explanation of any higher estimates. Buyer agents should confirm in writing that their buyers will inquire further, if a discrepancy is disclosed, with an expert. The result: the buyers will probably buy anyway!

\*Citations are listed on the full article which is posted on SDAR's "Legal Update" blog: <a href="https://go.sdar.com/legal">https://go.sdar.com/legal</a>.

Jeff Simenton is a member of SDAR's Risk Management Committee. He is Corporate Counsel for Berkshire Hathaway HomeServices California Properties. You can e-mail him at <a href="mailto:jeffsimenton@bhhscal.com">jeffsimenton@bhhscal.com</a>

THE SAN DIEGO REALTOR®

JULY 2018

			Cu	ırren	t Yea	ar - 201	8		Previous Year - 2017					
			LD INGS		AYS ON RKET	MED PRI			LD INGS		AYS ON RKET		DIAN ICE*	
Zip Code	Market Area	Mth	YTD	Mth	YTD	Mth	YTD	Mth	YTD	Mth	YTD	Mth	YTD	
91901	Alpine	20	116	30	33	\$648,500	\$640,000	17	129	59	45	\$686,700	\$596,000	
91902	Bonita	10	81	17	33	\$726,750	\$748,500	8	87	29	31	\$704,950	\$660,000	
91905	Boulevard	1	11	31	40	\$162,000	\$321,000	0	14	0	74	\$0	\$227,000	
91906	Campo	7	45	41	48	\$279,900	\$300,000	2	32	32	30	\$277,164	\$298,000	
91910	Chula Vista	24	206	15	20	\$519,000	\$550,000	43	261	25	30	\$545,000	\$497,000	
91911	Chula Vista	31	211	25	22	\$497,000	\$499,000	32	242	22	26	\$475,000	\$465,000	
91913	Chula Vista	42	231	26	28	\$622,000	\$610,000	33	241	14	27	\$580,000	\$565,000	
91914	Chula Vista	16	96	27	42	\$749,500	\$797,000	26	102	41	30	\$727,500	\$727,000	
91915	Chula Vista	23	153	32	22	\$605,000	\$586,344	32	173	22	29	\$580,000	\$578,200	
91916	Descanso	2	22	76	79	\$519,250	\$441,500	1	11	7	38	\$385,000	\$410,000	
91917	Dulzura	0	2	0	18	\$0	\$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	8	88	24	35	\$617,000	\$593,500	13	63	29	28	\$545,000	\$563,000	
91934	Jacumba	2	5	32	20	\$150,500	\$179,000	0	4	0	33	\$0	\$147,450	
91935	Jamul	6	77	64	46	\$828,500	\$669,000	13	64	44	43	\$619,000	\$622,500	
91941	La Mesa	32	219	24	29	\$644,500	\$635,000	35	214	32	28	\$630,000	\$600,000	
91942	La Mesa	29	183	24	22	\$569,000	\$565,000	31	201	15	21	\$549,000	\$530,000	
91945	Lemon Grove	20	137	25	20	\$457,500	\$460,000	22	125	11	21	\$451,250	\$432,000	
91948	Mount Laguna	1	5	154	80	\$100,000	\$140,000	1	8	78	153	\$140,000	\$122,250	
91950	National City	11	92	27	32	\$455,000	\$436,500	19	104	26	31	\$430,000	\$407,500	
91962	Pine Valley	2	17	31	32	\$499,750	\$452,500	4	28	23	34	\$492,500	\$427,000	
91963	Potrero	0	3	0	15	\$0	\$315,000	0	2	0	161	\$0	\$315,000	
91977	Spring Valley	56	292	20	23	\$472,500	\$479,500	41	324	15	29	\$440,000	\$439,900	
91978	Spring Valley	2	40	21	26	\$547,500	\$575,000	6	46	20	35	\$507,750	\$517,000	
91980	Tecate	0	0	0	0	\$0	\$0	1	1	22	22	\$360,000	\$360,000	
92003	Bonsall	4	25	77	72	\$826,250	\$915,000	5	35	32	72	\$850,000	\$770,000	
92004	Borrego Springs	4	60	114	103	\$195,000	\$258,500	7	70	42	94	\$190,000	\$206,000	
92007	Cardiff By The Sea	5	31	9	24	\$1,362,000	\$1,375,000	4	42	5	31	\$970,250	\$1,402,500	
92008	Carlsbad	20	115	34	35	\$1,042,500	\$975,000	18	114	32	37	\$914,500	\$882,000	
92009	Carlsbad	39	269	25	27	\$1,120,000	\$1,050,000	41	333	32	32	\$935,000	\$981,000	
92010	Carlsbad	15	99	36	24	\$860,000	\$865,000	15	94	20	26	\$835,000	\$820,000	
92011	Carlsbad	16	116	23	24	\$1,163,750	\$1,072,288	19	146	19	32	\$1,065,000	\$1,017,875	
92014	Del Mar	12	102	72	54	\$1,103,730	\$2,000,000	10	84	34	45	\$1,647,500	\$1,775,000	
92019	El Cajon	33	231	24	26	\$630,000	\$579,000	28	232	27	32	\$607,500	\$552,500	
92020	El Cajon	38	239	22	24	\$620,000	\$550,000	33	224	11	29	\$500,000	\$510,000	
92021	El Cajon	26	222	25	25	\$525,700	\$500,000	31	242	22	27	\$469,000	\$473,700	
92024	Encinitas	44	241	30	30	\$1,215,250	\$1,250,000	35	259	36	35	\$1,210,000	\$1,205,000	
92024	Escondido	24	181	30	28	\$622,500	\$582,000	31	213	35	33	\$530,000	\$530,000	
			279											
92026	Escondido	45 47		27	31	\$627,000	\$558,900	56	333	28	33	\$548,000 \$471,500	\$526,000 \$466,750	
92027	Escondido		287	25	27	\$550,000	\$500,000	46	282	26	28	\$471,500	\$466,750	
92028	Fallbrook	59	349	47	41	\$595,000	\$580,000	71	443	31	40	\$502,000	\$545,000	
92029	Escondido	20	132	56	30	\$754,250	\$707,950	27	152	28	44	\$732,000	\$717,500	
92036	Julian	8	43	72	59	\$412,500	\$399,000	12	66	32	67	\$341,500	\$336,325	
92037	La Jolla	29	201	66	63	\$1,875,000	\$2,020,000	20	188	40	56	\$2,332,500	\$2,097,500	
92040	Lakeside	29	210	45	26	\$537,000	\$533,000	32	190	20	32	\$506,000	\$496,500	
92054	Oceanside	26	122	24	25	\$772,500	\$727,500	20	159	19	25	\$597,500	\$618,000	
92056	Oceanside	37	275	18	21	\$619,000	\$570,000	48	308	17	19	\$547,500	\$536,500	
92057	Oceanside	50	334	24	22	\$554,500	\$563,750	65	360	22	24	\$529,000	\$510,000	
92058	Oceanside	15	79	12	29	\$529,500	\$529,500	8	68	18	22	\$510,000	\$504,000	
92059	Pala	0	1	0	214	\$0	\$750,000	0	3	0	69	\$0	\$725,000	
92060	Palomar Mountain	2	6	86	44	\$248,250	\$420,000	0	7	0	122	\$0	\$125,000	
92061	Pauma Valley	3	20	108	66	\$525,000	\$525,000	1	19	93	157	\$725,000	\$515,000	

			Cu	ırren	t Yea	ar - 201	8	Previous Year - 2017					
			LD INGS	AVG DA		MED PRI			LD INGS		AYS ON RKET		DIAN CE*
Zip Code	Market Area	Mth	YTD	Mth	YTD	Mth	YTD	Mth	YTD	Mth	YTD	Mth	YTD
9206	4 Poway	54	295	29	26	\$814,500	\$785,000	54	324	29	31	\$829,000	\$730,000
9206	5 Ramona	32	273	35	31	\$517,500	\$535,000	36	320	47	44	\$537,500	\$519,750
9206	6 Ranchita	0	3	0	62	\$0	\$220,000	0	4	0	53	\$0	\$396,625
9206	7 Rancho Santa Fe	25	128	77	73	\$2,089,000	\$2,347,000	25	143	111	111	\$2,399,000	\$2,140,000
9206	8 San Luis Rey	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0
9206	9 San Marcos	38	200	24	22	\$655,000	\$606,250	28	188	15	22	\$597,500	\$569,500
9207	O Santa Ysabel	1	5	3	86	\$529,000	\$560,000	1	10	26	84	\$539,000	\$757,000
9207	1 Santee	44	294	20	21	\$560,000	\$550,000	47	262	18	24	\$511,000	\$495,000
9207	5 Solana Beach	7	49	58	46	\$1,800,000	\$1,649,000	13	59	51	50	\$1,525,000	\$1,500,000
9207	8 San Marcos	43	264	21	23	\$765,000	\$755,700	36	288	30	26	\$725,500	\$733,500
9208	1 Vista	26	149	13	16	\$600,000	\$575,636	26	175	16	19	\$542,500	\$540,000
9208	2 Valley Center	19	131	29	50	\$610,000	\$662,500	15	129	38	51	\$659,000	\$600,000
9208	3 Vista	17	105	25	25	\$539,767	\$495,000	17	114	19	24	\$514,000	\$458,500
9208	4 Vista	27	211	29	33	\$600,000	\$585,000	38	256	31	40	\$528,576	\$536,250
9208	6 Warner Springs	0	3	0	41	\$0	\$379,000	0	8	0	71	\$0	\$304,000
9209	1 Rancho Santa Fe	1	16	243	88	\$3,900,000	\$1,870,000	5	17	224	104	\$2,825,000	\$2,373,759
9209	6 San Marcos	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0
9210	11 San Diego Downtown	0	4	0	39	\$0	\$932,500	0	3	0	118	\$0	\$671,000
9210	2 San Diego	7	75	30	21	\$515,000	\$493,000	10	80	46	26	\$580,000	\$455,000
9210	3 Mission Hills	14	101	23	40	\$1,057,750	\$1,135,000	12	100	44	46	\$963,500	\$950,000
9210	4 North Park	22	139	16	17	\$731,300	\$750,000	22	149	18	20	\$742,500	\$700,000
9210	5 East San Diego	20	113	20	24	\$473,000	\$445,000	26	148	17	21	\$422,500	\$409,500
9210	6 Point Loma	18	120	25	38	\$1,117,500	\$1,160,000	14	119	42	35	\$1,268,000	\$1,150,000
9210		13	89	21	29	\$925,000	\$1,042,000	10	86	20	26	\$929,000	\$1,045,000
9210	8 Mission Valley	2	6	17	20	\$677,500	\$742,000	0	6	0	13	\$0	\$680,000
9210	9 Pacific Beach	15	114	46	35	\$1,300,000	\$1,250,000	16	138	34	36	\$1,125,000	\$1,147,500
9211	0 Old Town SD	9	73	13	21	\$910,000	\$860,000	9	63	19	27	\$789,000	\$796,000
9211	1 Linda Vista	19	125	15	15	\$629,000	\$635,000	20	132	15	14	\$645,000	\$580,000
9211	3 Logan Heights	17	84	44	26	\$415,000	\$405,000	8	92	35	31	\$367,500	\$367,000
9211		40	266	19	23	\$472,450	\$445,000	42	296	21	32	\$430,000	\$415,000
9211	•	37	221	15	21	\$550,000	\$570,000	29	243	17	23	\$515,000	\$525,000
9211		18	135	20	22	\$676,000	\$706,000	14	138	21	23	\$722,000	\$699,000
9211		36	232	13	15	\$690,000	\$694,500	42	254	16	17	\$636,000	\$637,250
9211		14	104	54	80	\$2,550,000	\$2,235,000	18	102	72	72	\$1,850,000	\$1,750,000
9211		25	148	19	19	\$650,000	\$635,000	28	174	16	18	\$627,500	\$589,950
9212		31	161	27	20	\$710,000	\$680,000	35	194	23	24	\$626,000	\$639,500
9212		1	15	19	30	\$784,000	\$1,025,000	0	8	0	37	\$0	\$882,500
9212		15	78	14	15	\$970,000	\$904,500	19	85	13	23	\$838,000	\$842,000
9212		13	105	10	18	\$636,000	\$629,000	16	101	9	19	\$610,250	\$578,000
9212		10	82	13	14	\$716,050	\$745,550	15	79	21	26	\$739,000	\$705,000
9212		35	188	12	12	\$622,000	\$626,000	40	229	28	17	\$599,450	\$580,000
9212		57	296	35	33	\$1,145,000	\$1,105,000	65	382	37	31	\$1,099,000	\$1,040,000
9212		38	286	21	19	\$811,000	\$770,000	51	318	22	19	\$735,000	\$713,000
9212		30	213	15	16	\$855,500	\$840,000	40	213	12	14	\$755,500	\$755,000
9213		42	284	25	27	\$1,358,750	\$1,335,000	48	311	32	30	\$1,301,500	\$1,250,000
9213		27	149	24	21	\$990,000	\$975,000	24	180	15	22	\$917,000	\$899,500
9213	•	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0
9213		11	68	24	30	\$465,000	\$460,000	19	97	24	28	\$460,000	\$435,000
9214		0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0
9215	•	18	171	16	25	\$500,000	\$500,000	26	199	27	30	\$490,750	\$467,000
9217	3 San Ysidro	6	27	35	35	\$432,500	\$465,000	4	26	52	34	\$456,500	\$438,750

**GROUP TOTAL COUNTS:** 1989 12999 2126 14185

AUGUST 2018 15 THE SAN DIEGO REALTOR®

			Cu	ırren	t Yea	ar - 201	8		Pr	evio	us Ye	ear - 20	17
			LD INGS		AYS ON RKET	MED PRI			LD INGS		AYS ON RKET		DIAN CE*
Zip Code	Market Area	Mth	YTD	Mth	YTD	Mth	YTD	Mth	YTD	Mth	YTD	Mth	YTD
91901	Alpine	4	17	19	26	\$248,500	\$285,000	2	15	14	32	\$287,500	\$250,000
91902	Bonita	4	27	59	25	\$422,000	\$380,000	1	15	7	12	\$360,000	\$265,000
91905	Boulevard	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0
91906	Campo	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0
91910	Chula Vista	9	79	32	25	\$440,000	\$381,750	14	86	13	26	\$377,500	\$337,200
91911	Chula Vista	7	76	24	18	\$350,000	\$335,000	11	81	13	36	\$340,000	\$297,079
91913	Chula Vista	25	175	17	24	\$410,000	\$395,000	16	184	12	16	\$385,000	\$350,000
91914	Chula Vista	7	32	13	11	\$430,000	\$408,500	10	48	16	16	\$415,000	\$383,500
91915	Chula Vista	19	130	21	21	\$423,000	\$417,500	13	134	34	29	\$398,000	\$403,500
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	6	44	30	43	\$472,500	\$402,500	15	67	33	36	\$745,000	\$475,000
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	3	17	7	13	\$345,000	\$295,000	2	17	5	18	\$246,000	\$290,000
91942	La Mesa	12	105	18	25	\$368,000	\$335,000	22	108	32	21	\$338,500	\$332,500
91945	Lemon Grove	4	13	9	9	\$305,000	\$275,000	5	16	27	27	\$228,000	\$249,500
91948	Mount Laguna	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0
91950	National City	2	19	53	24	\$420,000	\$271,500	8	20	68	51	\$212,750	\$247,500
91962	Pine Valley	2	3	10	9	\$116,500	\$113,000	0	0	0	0	\$0	\$0
91963	Potrero	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0
91977	Spring Valley	4	79	39	21	\$257,500	\$330,000	10	69	20	20	\$308,500	\$280,000
91978	Spring Valley	1	20	21	19	\$237,000	\$305,000	4	13	16	26	\$283,500	\$280,000
91980	Tecate	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0
92003	Bonsall	2	11	15	37	\$391,500	\$412,500	4	16	26	54	\$292,250	\$298,250
92004	Borrego Springs	2	14	273	121	\$140,500	\$123,750	2	18	25	129	\$121,000	\$91,000
92007	Cardiff By The Sea	9	38	24	22	\$1,275,000	\$739,000	2	30	6	21	\$954,500	\$710,130
92008	Carlsbad	10	67	35	33	\$627,000	\$649,000	19	87	37	35	\$665,000	\$660,000
92009	Carlsbad	28	165	19	23	\$519,500	\$520,000	26	192	17	28	\$446,500	\$463,500
92010	Carlsbad	3	59	35	18	\$530,000	\$546,000	11	63	19	17	\$513,896	\$505,000
92011	Carlsbad	12	50	20	19	\$650,000	\$649,000	12	89	22	21	\$605,000	\$615,000
92014	Del Mar	5	38	34	26	\$1,375,000	\$1,158,000	7	34	22	37	\$1,225,000	\$1,073,750
92019	El Cajon	19	107	23	25	\$340,000	\$325,325	13	91	8	18	\$315,000	\$312,000
92020	El Cajon	9	73	19	25	\$277,500	\$268,000	9	61	15	28	\$235,000	\$235,000
92021	El Cajon	7	87	30	19	\$248,000	\$275,000	10	78	11	22	\$239,500	\$255,000
92024	Encinitas	9	101	17	19	\$675,000	\$674,900	18	113	22	26	\$519,500	\$612,000
92025	Escondido	8	49	22	21	\$308,500	\$320,000	8	51	16	22	\$367,450	\$320,000
92026	Escondido	18	62	16	19	\$312,000	\$367,500	11	99	36	18	\$385,000	\$329,000
92027	Escondido	9	52	16	18	\$343,000	\$312,500	4	51	11	26	\$276,000	\$226,000
92028	Fallbrook	2	16	57	40	\$300,000	\$305,000	6	28	48	52	\$214,500	\$273,500
92029	Escondido	3	10	6	7	\$379,000	\$364,500	0	7	0	12	\$0 ***	\$375,000
92036	Julian	0	0	0	0	\$0	\$0	0	0	0	0	\$0 \$777.450	\$0
92037	La Jolla	41	272	34	32	\$800,000	\$772,500	28	223	30	27	\$777,450	\$682,500
92040	Lakeside	9	63	14	30	\$245,000	\$240,000	6	58	7	17	\$232,250	\$227,000
92054	Oceanside	22	111	29	35	\$552,500	\$555,000	20	127	35	33	\$480,000	\$495,000
92056	Oceanside	33	186	41	32	\$405,000 \$315,000	\$391,250	32	176	25	20	\$412,500	\$354,000
92057	Oceanside	26	180	35	31	\$315,000	\$329,450	29	181	23	23	\$330,000	\$315,000
92058	Oceanside	12	66	16	24	\$337,000	\$339,500	14	84	16	19	\$318,500	\$325,000
92059	Pala  Palamar Mauntain	0	0	0	0	\$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 \$0	\$0
92061	Pauma Valley	0	8	0	88	\$0	\$350,000	0	1	0	97	\$0	\$280,000

			Cı	irren	t Yea	ar - 201	8	Previous Year - 2017						
		SO LIST			AYS ON RKET	MED PRI			LD INGS	AVG DA		MEC Pri		
Zip Code	Market Area	Mth	YTD	Mth	YTD	Mth	YTD	Mth	YTD	Mth	YTD	Mth	YTD	
92064	Poway	6	40	23	23	\$509,500	\$485,500	7	33	21	15	\$445,000	\$445,000	
92065	Ramona	4	24	24	53	\$344,250	\$304,000	3	23	22	52	\$235,000	\$276,000	
92066	Ranchita	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0	
92067	Rancho Santa Fe	1	4	94	91	\$1,417,500	\$1,356,250	0	2	0	59	\$0	\$1,025,000	
92068	San Luis Rey	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0	
92069	San Marcos	8	55	21	22	\$448,500	\$398,000	7	49	22	22	\$340,000	\$330,000	
92070	Santa Ysabel	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0	
92071	Santee	19	172	16	19	\$410,000	\$375,000	27	182	13	15	\$338,000	\$340,000	
92075	Solana Beach	2	54	13	33	\$1,017,500	\$965,000	11	76	21	24	\$950,000	\$845,000	
92078	San Marcos	26	152	22	21	\$499,500	\$480,000	27	179	21	17	\$465,000	\$445,000	
92081	Vista	4	31	7	13	\$410,000	\$341,000	2	26	25	11	\$375,000	\$305,000	
92082	Valley Center	0	2	0	4	\$0	\$240,000	0	1	0	77	\$0	\$623,000	
92083	Vista	1	45	8	16	\$435,000	\$335,000	10	49	28	25	\$322,500	\$320,000	
92084	Vista	4	30	48	25	\$304,000	\$339,500	6	28	46	30	\$335,000	\$312,500	
92086	Warner Springs	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0	
92091	Rancho Santa Fe	1	12	19	28	\$925,000	\$906,500	2	17	19	29	\$690,300	\$817,500	
92096	San Marcos	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0	
92101	San Diego Downtown	68	517	37	36	\$529,500	\$550,000	82	484	38	31	\$523,500	\$525,000	
92102	San Diego	6	49	52	23	\$236,250	\$355,000	5	45	14	27	\$365,000	\$328,000	
92103	Mission Hills	29	173	32	26	\$540,000	\$515,000	29	195	30	34	\$599,900	\$505,000	
92104	North Park	21	121	21	18	\$395,000	\$395,000	16	159	14	17	\$387,500	\$350,500	
92105	East San Diego	13	57	19	44	\$300,000	\$255,000	14	56	35	27	\$281,000	\$243,500	
92106	Point Loma	4	37	16	28	\$758,750	\$764,000	10	33	34	39	\$754,250	\$600,000	
92107	Ocean Beach	13	56	16	15	\$440,000	\$521,000	12	53	12	19	\$445,500	\$424,500	
92108	Mission Valley	42	233	21	18	\$334,500	\$378,000	34	247	16	17	\$335,000	\$355,000	
92109	Pacific Beach	22	174	27	29	\$730,000	\$630,000	29	204	24	31	\$780,000	\$627,000	
92110	Old Town SD	18	125	44	26	\$414,750	\$420,000	13	115	15	22	\$495,000	\$405,000	
92111	Linda Vista	18	112	19	18	\$440,500	\$439,000	24	138	9	19	\$416,500	\$415,000	
92113	Logan Heights	1	12	8	38	\$250,000	\$307,500	2	17	63	22	\$282,500	\$263,000	
92114	Encanto	0	11	0	45	\$0	\$335,000	0	3	0	15	\$0	\$355,000	
92115	College Grove	13	115	35	20	\$245,000	\$267,500	16	97	47	27	\$256,000	\$260,000	
92116	Normal Heights	15	91	23	18	\$350,000	\$369,000	10	84	7	15	\$362,500	\$355,000	
92117	Clairemont Mesa	12	69	8	18	\$434,500	\$397,000	15	81	14	14	\$349,000	\$360,000	
92118	Coronado	9	76	24	49	\$1,312,000	\$1,255,000	14	75	58	83	\$1,997,500	\$1,250,000	
92119	San Carlos	13	80	24	22	\$335,000	\$322,500	12	84	12	15	\$307,500	\$290,000	
92120	Del Cerro	7	65	9	20	\$312,000	\$361,000	20	81	20	19	\$398,500	\$315,000	
92121	Sorrento	0	15	0	9	\$0	\$555,000	4	22	34	15	\$490,000	\$537,500	
92122	University City	29	170	14	17	\$465,000	\$464,250	27	178	17	20	\$420,000	\$430,750	
92123	Serra Mesa	4	56	6	14	\$545,000	\$466,500	9	63	11	15	\$407,500	\$425,000	
92124	Tierrasanta	8	62	45	25	\$440,000	\$475,000	7	59	9	23	\$438,000	\$427,000	
92126	Mira Mesa	10	120	12	20	\$382,000	\$379,950	29	200	10	13	\$355,000	\$352,444	
92127	Rancho Bernardo	25	124	14	12	\$615,000	\$550,500	34	166	10	12	\$467,500	\$474,500	
92128	Rancho Bernardo	26	234	21	14	\$455,000	\$448,500	41	285	17	18	\$437,500	\$409,000	
92129	Rancho Penasquitos	18	97	18	12	\$455,925	\$405,000	21	84	10	15	\$380,000	\$389,000	
92130	Carmel Valley	26	164	16	13	\$678,500	\$625,500	27	173	14	14	\$592,000	\$589,000	
92131	Scripps Miramar	20	105	15	13	\$575,750	\$537,500	29	103	9	14	\$475,000	\$465,000	
92134	San Diego Downtown	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0	
92139	Paradise Hills	8	65	23	21	\$370,000	\$365,000	12	77	11	22	\$342,500	\$330,000	
92145	Miramar Otou Mass	0	0	0	0	\$0 \$227,000	\$0	0	0	0	0	\$0 \$228,500	\$0	
92154	Otay Mesa	7	83	10	21	\$327,000	\$360,000	10	84	22	28	\$338,500	\$321,250	
92173	San Ysidro	6	40	33	20	\$253,000	\$240,000	3	22	22	14	\$238,000	\$236,500	

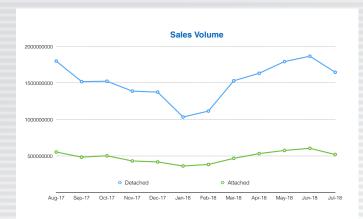
**GROUP TOTAL COUNTS:** 994 6850 1136 7263

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# JULY 2018 COUNTYWIDE STATISTICS









Comparative Sales - Existing Homes - July 2018 San Diego County		[	DETACHE	$\supset$	ATTACHED			
	20.00 sam prego county	Sales	% Change from Prior Year	% Change from Prior Month	Sales	% Change from Prior Year	% Change from Prior Month	
1	Total Sales Volume - July 2018	\$1,645,079,694	0.738%	-11.782%	\$518,888,542	-8.423%	-14.036%	
2	Average Sales Price - July 2018	\$827,089	7.728%	-1.581%	\$522,021	4.659%	0.494%	
3	Median* Sales Price - July 2018	\$657,000	6.829%	0.305%	\$432,000	6.667%	1.647%	
4	Sold Listings - July 2018	1,989	-6.488%	-10.446%	994	-12.500%	-14.458%	
5	Average Days on Market - July 2018	28	3.704%	8.011%	25	13.636%	9.339%	
6	Total Sales Volume - July 2017	\$1,633,023,738			\$566,615,507			
7	Average Sales Price - July 2017	\$767,759			\$498,781			
8	Median* Sales Price - July 2017	\$615,000			\$405,000			
9	Sold Listings - July 2017	2,127			1,136			
10	Average Days on Market - July 2017	27			22			
11	Total Sales Volume - YTD 2018	\$10,606,324,098	-0.824%		\$3,438,429,754	1.856%		
12	Average Sales Price - YTD 2018	\$816,122	8.250%		\$501,961	7.997%		
13	Median* Sales Price - YTD 2018	\$638,000	7.227%		\$420,000	6.870%		
14	Sold Listings - YTD 2018	12,999	-8.367%		6,850	-5.686%		
15	Average Days on Market - YTD 2018	28	-9.677%		24	4.348%		
16	YTD Total Sales Volume - YTD 2017	\$10,694,453,345			\$3,375,782,855			
17	YTD Average Sales Price - YTD 2017	\$753,927			\$464,792			
18	YTD Median* Sales Price - YTD 2017	\$595,000			\$393,000			
19	YTD Sold Listings - YTD 2017	14,186			7,263			
20	YTD Average Days on Market - YTD 2017	31			23			

Copyright ©2018 Greater San Diego Association of Realtors. Data for single-family attached and detached home sales through the Multiple Listing Service of Sandicor, Inc. Neither SDAR nor Sandicor guarantees or is responsible for its accuracy.

\*The median home price is the price where half of the homes sold for more and half sold for less. It is a more typical price measure than average, which can be skewed high by a relative handful of million-dollar plus transactions.

# Conquering Contracts — A Course in Contracts from A to Z

The full name of the three-day course is "Conquering Contracts - Understanding the RPA/CA & Listing or Buying." By completing the course, you come to a complete understanding the intricacies of real estate contracts from listing to closing, including the most current Residential Purchase Agreement and commonly used addendums.

Learn how completing contracts correctly can reduce the risks for you and your clients. Plus you will earn 6 Consumer Protection and 13 Consumer Service continuing education credits.

#### **Dates & Times**

Tuesday, Wednesday, Thursday August 28, 29 & 30, 2018 9:00 a.m.-4:00 p.m.

#### Location:

Kearny Mesa Service Center 4845 Ronson Court, San Diego

#### **Instructor:**

Kent Sharp, Esq.

#### CalBRE Sponsor #:

0282

#### **Prices:**

SDAR REALTORS®	\$299
Class Audit	\$75



# Start Me Up: Agent

To succeed in your real estate career, you need to make sure you understand every inch of your business ensuring you give your best to every client that comes your way.

The intensive and interactive, live six-hour mentoring training taught by an instructor from the California Association of REALTORS®, will help boost, improve, protect, and make your real estate business more profitable.

You'll learn how to work with sellers to price their listing effectively and how to navigate through the real estate transaction from start to finish, including a detailed stepby-step instruction about how to complete the C.A.R. Form Residential Listing Agreement (RLA) and Seller's Advisory (SA).

If you are struggling in your real estate career, this is the training you need to kick-start your business and watch your profits soar!

# Succes Production Business Idea Development Analysis Business Plan

#### **Some Topics Covered:**

- Characteristics of a successful REALTOR®
- Setting and managing financial and performance goals
- Establishing and tracking a realistic budget
- Converting calls to appointments
- Establishing trust and credibility for stronger client relationships
- Identifying the key forms involved in the transaction
- · Knowing how to present the offers
- Understanding the impact of disclosures on the transaction
- Defining the natural hazard rights and responsibilities of the parties involved
- · Avoiding lawsuits through risk management

#### **Date & Time**

Wednesday, September 5 9:00 a.m.-3:30 p.m.

#### **Location:**

Kearny Mesa Service Center 4845 Ronson Court, San Diego

#### **Price:**

SDAR Members......\$45

#### **Register:**

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

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# Outshine the Competition During 'Busy Season'



By Kaycee Miller

Competition in real estate is fierce on many levels. Low housing inventories are plaguing markets across the country, so buyers are having a tough time finding properties that suit their needs. However, home shoppers still have high expectations and are seeking updated, move-in-ready homes - which means the stakes are higher for sellers as competition

How does your company stand out among all the hullabaloo? What can your agents offer potential clients to set themselves apart from other practitioners in your area? Here are a few things you can do outshine them all:

**Know the market stats:** Your agents need to have a deep understanding of the market, going beyond just knowing pricing and supply to provide predictions for the future. They should be able to share solid numbers with their clients to back up the transaction. The more confident people feel in their purchase or sale, the more apt clients are to refer your agent or use him or her in a future transaction. I encourage you to read the latest news that covers real estate trends and to keep a close relationship with the National Association of REALTORS® to stay abreast of all real estate statistics.

**Spread your knowledge:** Experience is powerful. Agents and clients alike can benefit from the wealth of information in your brain. Share your market insights often. We have so many ways to disseminate knowledge in the digital world, so take advantage of it. Start a company blog and share on social media and in e-newsletters. Provide market insights that agents can distribute at open houses and events. Attend community functions and encourage your agents to join networking groups. I guarantee there will be people in those groups talking about the real estate market, which gives your agents the opportunity to be the smart one in the room.

Teach the importance of urgency: Nothing will turn a client off faster than a missed phone call or message. In a culture and society that expects everything to be instant (or faster), it can feel like an eternity waiting for a return call or email—and no one is going to wait an eternity before moving on to the next agent. Talk to your agents about the importance of urgency and how critical it is to be there for leads and clients. Set up a system so that if an agent is unavailable, a trusted colleague can handle emails, calls, or showings.

Go the extra mile: Does your company offer staging services? How about a moving van? While competition is fierce when looking for the perfect property for your buyers, it's also fierce when vying for coveted listings. Your company and its agents need to take care of their buyers and sellers every step of the way to eclipse the competition. This will also help you create buzz about your brand.

Find a niche: If your agents are struggling, it might be because they're attempting to be the Jack (or Jill) of all trades, master of none. Help agents be a master by working with a particular clientele, property type, or neighborhood. For instance, it might make sense to specialize in mixed-use buildings in high-demand areas or focus on out-of-town transplants. Your agents can become the go-to resource for first-time buyers, investment properties, retirement communities, or commercial properties. Then, teach those agents how to market their business around those niche neighborhoods or specialties so they're better positioned to win over potential clients.

Kaycee Miller manages marketing and media relations for Rentec Direct and shares industry news, products, and trends within the community. Learn more about Kaycee at www.rentecdirect.com and on Twitter at @thatrentergirl. Reprinted from July 2018 REALTOR® Magazine, with permission of the National Association of REALTORS®. Copyright 2018. All rights reserved.

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# **Your Gateway to Success**

# The New and Improved REALTOR® Dashboard!

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www.sdar.com/edge

# JULY REALTOR® APPLICANTS

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.

#### **DESIGNATED REALTORS®**

Andrea Barmasse - B-K Residential Brokerage
Brian Gorban - Gorban
Hayim Hason - HVH, Inc.
Scott Kaneyama - Brookstone Mortgage Corp.
David Lane - David Lane
Michelle Lin - Smart Realty Group
Cyrus Rapinan - Cyrus Rapinan, Broker
Joseph Warren - Smiser Family Properties, Inc.

#### **REALTORS®**

Lawrence Abrams - Big Block Realty, Inc. Jean Aguilar - Ohana Team Realty Bodour Al-Hamdani - Berkshire Hathaway HomeServices Sarah Arrendondo - Sand & Sea Investments, Inc. Linda Bader - Redfin Corporation Sarahmae Bautista - Keller Williams SD Metro Breanna Bisharat - Pacific Sotheby's Int'l Realty Christiana Black - Compass Jennifer Boson-Harris - eXp Realty of California, Inc. Monte Bowman - Keller Williams SD Metro Emily Brennan - Keller Williams SD Central Coastal Priscilla Brown - KAM Financial Realty Danicka Brown-Frazier - Dwell Well Realty Christopher Cardoza - Woods Real Estate Services, Inc. Wendy Carter - Keller Williams Realty Anthony Cerrone - USA Realty and Loans Melissa Chappell - Rise Realty Philip Chung - Coastal Pacific Real Estate Rachelle Church - Orgel Realty & Mortgage Co. Kathryn Cole - Mission Realty Group Max Costello - Helix Properties, Inc. Craig Donnellan - Top Notch Realty, Inc. Jennifer Di Julio - Harcourts Avanti Feliks Dushatsky - Home At Last Realty Eric Edwards - Berkshire Hathaway HomeServices Juselle Esmele - Coastal Pacific Real Estate Jon Forbes - Century 21 Award Allison Fountain - Martha Anzar Prado, Broker

Michael Frey - Berkshire Hathaway HomeServices Xuwen Gao - San Diego Sunrise Realty Richard Gill - Coastal Pacific Real Estate Kelsey Goldman - HomeSmart Realty West Ananstasia Golopapenko - Abacus Properties, Inc. Debi Gunther - San Diego Real Estate Connection Gregory Hall - The Associates Realty Group Adonay Hernandez - Select Premier Properties Samson Hill - Military Mutual Jeffery Hodapp - Keller Williams SD Metro Alexander Holland - Watkins Realty Group Harrison Hopkins - Coastal Pacific Real Estate Ryan Huerta - Keller Williams SD Metro Beatrice Huynh - Million Real Estate Ethan Jablonowski - New Urban Realty Staci Jackson - Coldwell Banker West Carlos Jimenez - Allison James Estates & Homes David Keeling - Radar Realty, Inc. Katherine Krainock - Windermere Homes & Estates Justin Lee - Keller Williams SD Metro Dorothy Lewis - Hershel Strother Home Services Brett Littlewood - Coastal Pacific Real Estate Michelle Lose - Pacific Home Brokers Benjamin Lucas - Canter Brokerage Pankaj Mahajan - Keller Williams SD Metro Dorina Manga - Premier Agent Network Tracy McDonald - Pacific Sotheby's Int'l Realty Robert McDougle - Keller Williams SD Metro Damian McNellis - Supreme Consultants, Inc. Minette Mendoza - Coastal Pacific Real Estate Sasan MirkarimiBig Block Realty, Inc. Megan Molster - Keller Williams SD Central Coastal Larry Moreno - Keller Williams SD Central Coastal Stacie Morgan - Berkshire Hathaway HomeServices Yoshi Morimoto - Keller Williams SD Metro Jamshid Nahreini - Redfin Corporation Michael Nanninga - Redfin Corporation Chingping Ni - Century 21 Award Elena Izida Nikolaeva Gold - Redfin Corporation Shauna Oberts - Realty One Group - San Diego Dustin Ohran - Century 21 Award Deja-Rae Paglinawan - Keller Williams SD Metro Natalie Peterson - Redfin Corporation Robert Pfeil - Watkins Realty Group

Lilibeth Quiambao - Watkins Realty Group Nichole Quiroz - Next Home Hive Properties Constantinos Rafailaks - Pierce & Co. Chad Ragland - Keller Williams Carmel Valley Nuaman Rahmatullah - Berkshire Hathaway HomeServices Anthony Reanue - Tidal Realty Luz Reifinger - Century 21 Award Gabriel Rincon - Coastal Pacific Real Estate Christine Rodriguez - Redfin Corporation Madeleine Rohlfing - Berkshire Hathaway HomeServices Maria Rosas - Team One Realty Corine Schiele - Keller Williams SD Metro Shahryar Shahyari - Keller Williams Realty Savana Shamioon - Joseph Kalfayan Juliana Shaw - HomeSmart Realty West Tonia Shump - Realty Executives All Area Twan Sia - Canter Brokerage Jessica Siangco - Pacific Sotheby's Int'l Realty Sabrina Solesbee - USA Realty and Loans Srojan Sonjara - Pacific Sotheby's Int'l Realty Jordan Staggs - Keller Williams SD Metro Matthew St. John - Coldwell Banker Res. Brokerage Joshua Stocker - Real Brokerage Technologies Meghna Surana - Keller Williams Realty Selam Teklu - Keller Williams SD Metro Teresina Tenorio - Rise Realty Manuel Torales - Century 21 Award Mudi Wang - Tandem Real Estate, Inc. Glenn-Marie Waters - Keller Williams Realty La Jolla Melissa Weilbacher - Keller Williams SD Central Coastal Yolanda Wilson - Hershel Strother Home Services Chia-Hua Wu - Centermac SD, Inc. Erik Ziegelman - Bennion Deville Homes

Shirley Primosher - United Realty Group

# Secondary Members DESIGNATED REALTORS®

Scott Chaplan - Del Rey Urban Brokerage
Thomas Hall - HomeSmart InTrust Realty Group
Ken Hawkins - Amanica RE & Property Management
Christopher Presta - RE/MAX Cornerstone
Cynthia Rubin - Masters Realty Services, Inc.
Dan Tan - Tandem Real Estate, Inc.

#### **REALTORS®**

Anthony Bauer - eXp Realty of California, Inc. Jenelle Iuliucci - Redfin Corporation Simon Polito - Masters Realty Services, Inc. Lauren Rosin - Gemstone Management Susan Ruda - Pinnacle Estate Properties, Inc.



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Anthony Pinder - Real Estate eBroker, Inc.



LEGEND:	KEARNY MESA SOUTH COUNTY	EAST COUNTY S	OLANA BEACH	H 🔲 CC	DRONADO CARLSBAD
AUG	CLASS TITLE	TIME	PRICE	CREDITS	PRESENTER
21	Generating Buyer & Seller Leads	9:00 am – 4:00 pm	\$125	NA	Ginni Field
21	Risk Management Brown Bag Seminar	12:00 pm – 1:00 pm	\$10*	NA	ТВА
22	Real Estate Scripts Don't Work Find Out What Does Work!	10:00 am – 12:00 pm	\$10*	NA	Steve Wener
23	Ethics	9:00 am – 12:00 pm	Free	3 ET	Eric Townsend / Bette Curtis
23	Agent Boot Camp	9:00 am – 3:30 pm	\$30	NA	Patrick Alexander
24	California Residential Purchase Agreement	9:00 am – 1:00 pm	\$65	NA	C.A.R. Instructor
28-30	Conquering Contracts - Understanding the RPA-CA & Listing or Buying	9:00 am – 4:00 pm	\$299	6 CP 13 CS	Kent Sharp, Esq.
SEP	CLASS TITLE	TIME	PRICE	CREDITS	PRESENTER
5	Start Me Up: Broker	9:00 am – 3:30 pm	\$45	NA	C.A.R. Instructor
5	Ethics	9:00 am – 12:00 pm	Free	3 ET	Eric Townsend / Bette Curtis
6	VA Home Loan Benefit	11:00 am – 12:00 pm	\$10*	NA	Luke Turner
11	Fundamentals of Transaction Coordination	9:00 am – 2:30 pm	\$79	NA	Wendi Molina
11	Paragon MLS: Paragon 101	9:00 am – 12:00 pm	Free	NA	Sandicor Trainer
11	Paragon MLS: Searching 101	1:30 pm – 4:30 pm	Free	NA	Sandicor Trainer
12	VA Appraisals	12:30 pm – 1:30 pm	\$10	NA	Luke Turner
12	Staying Out of Court	1:30 pm – 3:30 pm	\$10	NA	Bette Curtis
13	Paragon MLS Tips & Tricks	9:00 am – 12:00 pm	Free	NA	Sandicor Trainer
13	Mgmt. of Offices & Supervision of Unlicensed Activities	9:00 am – 12:00 pm	\$10	3 MS	C.A.R. Instructor
13	Creating the Ultimate Paperless Office	9:00 am – 12:00 pm	\$20	NA	Jeffrey Raskin
13	Mastering zipForm® with Docusign®	1:00 pm – 4:00 pm	\$15	NA	Jeffrey Raskin
18	Identifying Home Buying Advantages for Veterans	9:00 am – 12:00 pm	\$10*	NA	Luke Turner
18	Paragon MLS: Hot Sheets/Open Houses/Adv. Searching	9:00 am – 12:00 pm	Free	NA	Sandicor Trainer
18	Paragon MLS: Collaboration Center/Consumer Site	1:30 pm – 4:30 pm	Free	NA	Sandicor Trainer
19	Paragon MLS Tips & Tricks	9:00 am – 12:00 pm	Free	NA	Sandicor Trainer
19	Real Estate Scripts Don't Work Find Out What Does Work!	10:00 am – 12:00 pm	\$10*	NA	Steve Wener
20	Digital Mortgage for REALTORS®	9:00 am – 10:30 am	\$10*	NA	Bill Gaylord

# 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 cancelation 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

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Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	SDAR Service Centers Closed Labor Day	4	5 Start Me Up: Broker 9:00 am-3:30 pm (Kearny Mesa) Ethics 9:00 am-12:00 pm (Solana Beach)	VA Home Loan Benefits 11:00 am – 12:00 pm (Kearny Mesa)	7	8
9	New Member Orientation 8:30 am-2:30 pm (Kearny Mesa)	Fundamentals of Transaction Coordination 9:00 am – 2:30 pm (Carlsbad) MLS Paragon Training 9:00 am – 4:30 pm (Kearny Mesa)	VA Appraisals 12:30 pm—1:30 pm (Kearny Mesa) Staying Out of Court 1:30 pm—3:30 pm (Carlsbad)	Mgmt. of Offices and Supervision of Licensed Activities 9:00 am-12:00 pm (Kearny Mesa) MLS Paragon Tips & Tricks 9:00 am-12:00 pm (Coronado) Creating the Paperless Office 9:00 am-12:00 pm (East County) Mastering zipForm* w/Docusign* 1:00 pm-4:00 pm (East County) YPN Sunset Soiree 5:00 pm-8:00 pm (Location TBD)	14	15
16	17	18 Did You Serve? Home Buying Advantages for Veterans 9:00 am-12:00 pm (Kearny Mesa) MLS Paragon Training 9:00 am-4:30 pm (Kearny Mesa)	MLS Paragon Tips & Tricks 9:00 am-12:00 pm (Solana Beach) Real Estate Scripts Don't Work Find Out What Does Work! 10:00 am-12:00 pm (Kearny Mesa)	20 Digital Mortgage for REALTORS® 9:00 am=10:30 am (Kearny Mesa)	21	22
23	24	Real Estate Safety Matters: Safe Business = Smart Business 9:00 am-12:00 pm (Kearny Mesa)	26 Fair Housing 9:00 am-12:00 pm (Kearny Mesa)	Agent Boot Camp 9:00 am-3:30 pm (South County) Ethics 9:00 am-12:00 pm (Carlsbad)	All classes/eve change or o	,

Co	MMITTEE MEETINGS
5	Commercial Alliance (CRASD) 9:00 am — 10:30 am
6	Government Affairs 9:00 am — 11:00 am
6	Young Professionals Network 1:00 pm — 2:00 pm
10	Housing Opportunities 10:00 am -12:00 pm
11	CREA Board of Directors (Coronado Service Center) 1:00 pm — 2:00 pm
12	Grievance 9:00 am — 11:00 am
12	Risk Management 12:00 pm — 2:00 pm
14	REALTORS® Political Affairs 9:30 am — 11:30 am
20	<b>Bylaws</b> 9:00 am — 10:30 am
20	<b>Education</b> 11:00 am — 1:00 pm
21	Executive 8:00 am — 9:30 am
21	SDAR Board of Directors 9:30 am — 11:30 am
21	International 1:00 pm -2:00 pm
27	Membership & Business Tech. 1:00 pm - 3:00 pm

THE SAN DIEGO REALTOR® AUGUST 2018