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MARCH 2018

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STEVE FRAIOLI - 2018 PRESIDENT

## Rising Home Prices Overshadow Sluggish February Sales

Prices of resale homes in San Diego County continue to hike upward, while the actual number of sales lags under a lack of inventory.

In February, the median price of single-family resale properties rose 3 percent over the previous month, to \$614,000. Condos and townhomes, meanwhile, jumped 5 percent in price, to \$426,000 – the highest median price for attached properties ever recorded in the Multiple Listing Service. Year over year, the median price of all resale homes in San Diego County is up nearly 10 percent.

The number of single-family home sales in February were virtually the same as in January, despite the fact that February had fewer days. Condominiums and townhomes (attached properties) dipped by 3 percent from January to February.

Prevailing mortgage rates are starting to rise, which will have an impact on home-buying decisions. I'm hoping that optimism about the economy will contribute to shaking loose the market's supply of homes this spring.

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

- 92024 (Encinitas) with 31
- 92114 (Encanto) with 31
- 92019 (El Cajon) with 31
- 92084 (Vista East) with 30
- 91977 (Spring Valley) with 29
- 92026 (Escondido North) with 29
- 92056 (Oceanside East) with 29

A \$21.5 million mansion on the Del Mar coast that closed in February is the most expensive home sold in the past 10 years – and one of the most expensive ever sold – in San Diego County. The oceanfront property is 6,200 square feet, with 6 bedrooms and 9 baths, on 1.11 acres. (See article on page 5.)

Here is a summary of the September housing statistics:

### MEDIAN PRICE

*(Month over Month Comparison)*

**Single-Family: 3% INCREASE**

February 2018 = \$614,000

January 2018 = \$595,000

**Condos/Townhomes: 5% INCREASE**

February 2018 = \$426,000

January 2018 = \$405,000

*(Year over Year Comparison)*

**Single-Family: 10% INCREASE**

February 2018 = \$614,000

February 2017 = \$560,000

**Condos/Townhomes: 12% INCREASE**

February 2018 = \$426,000

February 2017 = \$381,444

### SOLD LISTINGS

*(Month over Month Comparison)*

**Single-Family: UNCHANGED**

February 2018 = 1,337

January 2018 = 1,339

**Condos/Townhomes: 3% DECREASE**

February 2018 = 707

January 2018 = 732

*(Year over Year Comparison)*

**Single-Family: 12% DECREASE**

February 2018 = 1,337

February 2017 = 1,519

**Condos/Townhomes: 5% DECREASE**

February 2018 = 707

February 2017 = 742

Learn more about San Diego County housing statistics each month when you visit [www.sdar.com/stats](http://www.sdar.com/stats).

*Steve Fraioli*



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# At \$21.5 Million, Del Mar Mansion is Most Expensive Sold Since 2007

The sale of a 6,200-square-foot oceanfront property in Del Mar last month was the most expensive home sold in more than a decade in San Diego County.

At 100 Stratford Court, the mansion is a new construction and was purchased by John and Sally Hood. John Hood is CEO of Impact Biomedicines located in San Diego.

The property was first listed in September 2017 for \$24.9 million, according to the Multiple Listing Service. The sales agent was SDAR member Kyle Stanley of Del Mar Realty Partners.

The manor sits on more than an acre with view of La Jolla and features oversized patios, multiple decks, an outdoor kitchen and fire pit, a saltwater pool and spa, detached guest house, elevator, movie theater, with 6 bedrooms and 6 full and 3 half baths.

This was not the most expensive home sold in the county, but it is one of the top ten. The most expensive by far was also in Del Mar, a 10,000-square-foot home on Ocean Front Avenue that sold for \$48 million in 2005.



# San Diego's Biggest Real Estate Conference Returns

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The annual San Diego Real Estate Conference and Expo hosted by SDAR is returning this spring! We're putting together a day full of motivational programs and educational opportunities to lift your prospects in the field of real estate.

Be part of the largest REALTOR® event in San Diego County on Friday, April 27, to network with thousands

of real estate professionals, and to introduce yourselves to affiliates and vendors who can help boost your business.

## EXPO HALL

Opportunities abound at the annual trade show in the San Diego Convention Center from 9:00 a.m. to 5:00 p.m. Get familiar to new products and services that will help inspire you.

Have some "face time" with local providers specializing in finance, insurance, home service industries, and gather free samples, product trials, and brochures. There's always something new around the corner and down the aisle when you visit each booth on the trade show floor.

Don't forget to stop in at the SDAR Booth in the center of the trade show to learn all the new and exciting offerings of your association!

Visit [www.sdarexpo.com](http://www.sdarexpo.com) for details and registration.

## GENERAL SESSION @ 10 A.M.

Arrive early at the conference this year because the General Session starts at 10:00 a.m. 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 a panel discussion on "What's Next." Hear from industry giants, familiar and new brokers on what the future holds for San Diego real estate.

## BREAKOUTS START @ 11:35 A.M.

Break away from the expo hall for an hour and attend one of our popular morning and afternoon educational breakouts featuring exciting speakers. Tentative topics for agents include The Psychology of Sales, Reboot Your Mind for Success, and Rockstar Prospecting. Brokers will want to check out How to Lead your Agents to Success, and Creating an Effective Social Media Marketing Strategy. In the afternoon, a series of hands-on labs will cover the top apps and tools for real estate professionals.

## HAPPY HOUR

Wrap up your day at our happy hour from 4:00 to 5:00 p.m. in the expo hall. Mingle with fellow attendees and don't miss your chance to win giveaways, prizes, and more!

## REGISTRATION

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.

Visit the Expo website: [www.sdarexpo.com](http://www.sdarexpo.com).

# Want to Make More Money? Specialize!



By Kathy MacKenzie

Are you a specialist or a jack-of-all-trades? Put differently, are you targeting a specific niche market and with each transaction honing your skills to become the go-to agent, or are you willing to go anywhere and work with anyone just to make a buck?

Jacks (or Jills) of all trades may never develop a strong clientele base that allows them to intimately know a specific market segment and get them off the income roller-coaster. And think about this: Do people want to work with specialists? Ask yourself, would you go to a general practitioner for heart surgery? Probably not, right? As a result, specialists make more money.

So start working smarter, not harder. Select the type of people you want to work with, and then, ask yourself why. The stronger your “why,” the more committed you’ll be when the going gets tough. Choose the people and place you prefer – and stick with it.

Now that you know who you want to work with, it’s time to think about how to reach them, i.e., your marketing plan. Where do those people go? What do they read? What events do they attend? What do you have in common with them? The more you know about your ideal clients, the easier it will be to know where and how to market to them. Do they spend hours on the Internet? What sites do they prefer? Join those sites and contribute to them. Let the people get to know you... and what you do.

Or how about creating a community newsletter? Walk the neighborhood, let the people know what you are creating and ask for their email addresses, while also learning how long they’ve lived there, their interests, their concerns, etc. The information you get, the easier it becomes to build relationship and the easier it becomes to ask them what they do for a living, and in return they’ll ask you what you do, and next thing you know, it’s very natural for you to ask for referrals.

As the referrals start coming in, remember, no matter whom you choose to work with, always, always, always make sure you work only with people who can tell you precisely when and where they need to move. Otherwise, you’re wasting your time and hurting your income.

Now that you’re in front of potential clients, what will you tell them? What makes you different from all the other agents and why should they hire you? Come from their point of view. What do they want? Obviously, it’s to sell their house quickly and for the most amount of money. Don’t just tell them you can do it, show them. Give them proof, based on what you’ve done, or your company has achieved.

Do you use professional photography that has proven results to produce more showings? Show them samples and comparisons. Let them see the difference you bring. What’s the average days of market for your listings vs. the market average? Is it better? Show it in a graph or table! What percentage of your listings close? How does that compare to the market? How close to asking price do your listings sell for? How much more money does that equate to for your sellers? Tell them while showing them the results you offer them.

When you know the type of people you want to work with, when you become knowledgeable about the area you serve, when you know where and how to reach the people you want to work with, and when you show them the results that only you can bring them, you become the agent people want to work with. You are now a successful specialist.

*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 Virtuanze, the real estate photography and visual marketing company. She can be reached at (858) 324-4204.*

# What Everyone Should Know About Equal Opportunity Housing

*(SDAR is offering a "Fair Housing" course on March 28 at the Kearny Mesa Service Center. See sidebar article.)*

April 2018 marks the 50th anniversary of the 1968 landmark Fair Housing Act. Each year, REALTORS® recognize the significance of this event and reconfirm our commitment to upholding fair housing law, as well as our commitment to offering equal professional service to all in their search for real property.

The sale and purchase of a home is one of the most significant events that any person will experience in his or her lifetime. It is more than the simple purchase of housing, for it includes the hopes, dreams, aspirations, and economic destiny of those involved.

## THE LAW

**Civil Rights Act of 1866:** The Civil Rights Act of 1866 prohibits all racial discrimination in the sale or rental of property.

**Fair Housing Act:** The Fair Housing Act declares a national policy of fair housing throughout the United States. The law makes illegal any discrimination in the sale, lease or rental of housing, or making housing otherwise unavailable, because of race, color, religion, sex, handicap, familial status, or national origin.

**Americans with Disabilities Act:** Title III of the Americans with Disabilities Act prohibits discrimination against persons with disabilities in places of public accommodations and commercial facilities.

**Equal Credit Opportunity Act:** The Equal Credit Opportunity Act makes discrimination unlawful with respect to any aspect of a credit application on the basis of race, color, religion, national origin, sex, marital status, age or because all or part of the applicant's income derives from any public assistance program.

**State and Local Laws:** State and local laws often provide broader coverage and prohibit discrimination based on additional classes not covered by federal law. California law protects individuals from illegal discrimination by housing providers based on race, color; ancestry, national origin; religion; disability, mental or physical; sex, gender; sexual orientation; gender identity, gender expression; genetic information; marital status, familial status; or source of income

## RESPONSIBILITIES

The home seller, the home seeker, and the real estate professional all have rights and responsibilities under the law.

**For the Home Seller:** As a home seller or landlord you have a responsibility and a requirement under the law not to discriminate in the sale, rental and financing of property. You cannot instruct the licensed broker or salesperson acting as your agent to convey for you any limitations in the sale or rental because the real estate professional is also bound by law not to discriminate. Under the law, a home seller or landlord cannot establish discriminatory terms or conditions in the purchase or rental; deny that housing is available, or advertise that the property is available only to persons of a certain race, color, religion, sex, handicap, familial status, or national origin.

**For the Home Seeker:** You have the right to expect that housing will be available to you without discrimination or other limitations. This includes the right to expect:

- Housing in your price range made available to you without discrimination
- Equal professional service
- The opportunity to consider a broad range of housing choices
- No discriminatory limitations on communities or locations of housing
- No discrimination in the financing, appraising, or insuring of housing
- Reasonable accommodations in rules, practices and procedures for persons with disabilities
- Non-discriminatory terms and conditions for the sale, rental, financing, or insuring of a dwelling
- To be free from harassment or intimidation for exercising your fair housing rights.

**For the Real Estate Professional:** Agents in a real estate transaction are prohibited by law from discriminating on the basis of race, color, religion, sex, handicap, familial status, or national origin. A request from the home seller or landlord to act in a discriminatory manner in the sale, lease or rental cannot legally be fulfilled by the real estate professional.





## REALTOR® Fair Housing Program

NAR has developed a Fair Housing Program to provide resources and guidance to REALTORS® in ensuring equal professional services for all people. The term REALTOR® identifies a licensed professional in real estate who is a member of the National Association of REALTORS®. Not all licensed real estate brokers and salespersons are members of the National Association, and only those who are may identify themselves as REALTORS®. They conduct their business and activities in accordance with a strict Code of Ethics.

The Code of Ethics: Article 10 of the National Association of REALTORS® Code of Ethics provides that, "REALTORS® shall not deny equal professional services to any person for reasons of race, color, religion, sex, handicap, familial status, national origin, sexual orientation, or gender identity. REALTORS® shall not be parties to any plan or agreement to discriminate against a person or persons on the basis of race, color, religion, sex, handicap, familial status, national origin, sexual orientation, or gender identity. REALTORS®, in their real estate employment practices, shall not discriminate against any person or persons on the basis of race, color, religion, sex, handicap, familial status, national origin, sexual orientation, or gender identity."

A REALTOR® pledges to conduct business in keeping with the spirit and letter of the Code of Ethics. Article 10 imposes obligations upon REALTORS® and is also a firm statement of support for equal opportunity in housing.

## If You Suspect Discrimination

SDAR's Risk Management Department will accept complaints alleging violations of the Code of Ethics filed by a home seeker who alleges discriminatory treatment in the availability, purchase or rental of housing. Local Boards of REALTORS® have a responsibility to enforce the Code of Ethics through professional standards procedures and corrective action in cases where a violation of the Code of Ethics is proven to have occurred.

Call the U.S. Department of Housing and Urban Development: Complaints alleging discrimination in housing may be filed with the nearest office of the United States Department of Housing and Urban Development (HUD) or by contacting them at [www.hud.gov](http://www.hud.gov).

*Purchase a copy of the National Association of REALTORS® What Everyone Should Know to Equal Opportunity in Housing Brochure from the REALTOR® Store: <https://store.realtor.org/product/brochure>.*



Commemorating 50 Years  
of the Fair Housing Act

## Earn CE Credits With the Fair Housing Course at SDAR on March 28

Real estate professionals who understand and strictly comply with California Fair Housing Laws serve clients and customers with confidence and integrity and ensure that every person is treated fairly.

SDAR's course on March 28 will assist you to identify important concepts to improve your customer service and help you to avoid common legal and cultural pitfalls. You will learn about both federal Fair Housing laws and laws unique to the State of California.

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

**Instructor:** Aaron Johnson

**Price:**

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call (858) 715-8040.

# Debunking 4 Myths About Real Estate Agents



By Rebecca Donatelli

Let's face it, people tend to have a skewed perception of real estate agents. The way we are depicted on TV shows—even the way some people portray themselves on social media. You'd think we only live a life of luxury and glamour, with classy dinners, beautiful homes, and five-star reviews. This has allowed outsiders to develop a misconception about what exactly we do, and our worth.

While there are a few bad seeds in the business that spoil the perception of the industry, it's unfair to classify all agents in this manner. What they don't see on social media are the long workdays, stressful transactions, and potentially irregular paychecks. And let's face it, is a real estate agent going to post on social media about a transaction that fell through right before closing? Or black mold found in the attic during a home inspection? The reality is, they're not. Real estate agents use social media to promote their business, but that doesn't mean we're not real people with real struggles.

Let's squash these misconceptions right here, right now, especially for those who are considering a career in real estate.

## 1. Real estate agents make buckets of money.

Going back to the social media piece: the flashy cars, big houses, and steak dinners give people the impression that we

are rolling in dough. The truth is, you can make good money in the business if you put the in time and effort. If you are willing to hustle, and truly want the business and success, the money will follow. However, that is true in any business. Whether you are a chef, lawyer, bartender, or medical sales representative—if you work hard the money will come. In all honesty, the six-figure income is not the norm in the real estate business. According to the National Association of REALTORS®, the median gross income of REALTORS® was \$42,500 in 2016, which has actually decreased from 2014's average income of \$45,800. In fact, many agents enter the business due to this easy money misconception, and real estate coach Tom Ferry estimates that 87 percent of agents quit within the first five years. Enough said.

## 2. Real estate is "easy."

This one makes any successful real estate agent laugh. Most people think we show three houses (thank you House Hunters), write a quick offer, hand out keys and get paid.

Let's just back up to the showings. The odds of any real estate agent only showing three houses and securing a contract is slim-to-none. Last summer I showed a client 66 houses. That's right, 66. (I kept track.) And guess what—the

CONTINUED ON 11

house my client ended up choosing was one of the first properties I showed her. She ended up becoming a good friend of mine, so I didn't mind! But the truth is, it's not as easy as people believe. One house may be perfect, minus the 30-year-old roof. The next home is completely renovated, but tilted to one side. The last one is exactly what the client is looking for, but \$30,000 overpriced with a stubborn seller. Showings aside, we are dealing with multiple personalities, and managing listings, marketing costs, and closing gifts. Agents work around the clock to ensure a paycheck. Bottom line: If it were easy, everyone would be doing it.

### 3. Real estate agents have flexible schedules and don't have to work a lot to make money.

The truth is, we do have flexible schedules. We don't have to be in an office at 9 a.m. and can take vacations or days off without asking permission or taking a paid sick day. However, while that may be the case, if we don't work, we don't get paid. Time is money in this business, considering it is a 100 percent commission field. Every minute we are not hustling is another minute spent not making money. Real estate is NOT a 9 to 5 job, with evenings and weekends off. In fact, evenings and weekends are typically our busiest times of the week, considering most of our clients have a 9 to 5 job and are only available for showings and listing appointments at those times.

### 4. Being a real estate agents doesn't require any skill.

Let's just counteract this upfront by saying without the proper skills and training, the success won't exist. First and

foremost, real estate agents must follow a strict Code of Ethics enforced by the National Association of REALTORS®. Should you not have the proper training and education to abide by the Code of Ethics as well as state and federal laws, you can lose your license completely. Aside from the strict rules and regulations of the business, as I mentioned previously, the business is more than just showing beautiful homes and signing a quick contract. You need to be able to understand what a contract says, how to properly fill it out and explain it to the client, how to negotiate a sale and home inspection, arrange title searches, monitor finances, and most importantly, guide buyers and sellers through a very emotional transaction. This requires extensive training, understanding, patience, and education.

The reality is, real estate has its highs and lows. There are definitely glamorous moments, nice paychecks, and beautiful homes. However, without the hard work, proper training, and passion, those things won't exist. Real estate is not a get rich quick scheme or "easy" career, hence the large percentage of agents that don't last more than 5 years (many after the first year). Hopefully this clears up any confusion and give you a clearer picture of what you need to do to be a successful agent.

*Rebecca Donatelli, ABR, SRS, is a top producer at McDowell Homes Real Estate Services in Cleveland who has built a large online presence through social media, specifically Instagram. Follow her @rebeccadonatelli. Blog post reprinted from REALTOR® Magazine YPN Lounge.*

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# More Buyers Gambling With Sight-Unseen Offers

Thirty-five percent of home buyers who purchased a home in November and December 2017 said they made an offer on the home without seeing it first in person, according to a newly released survey of more than 1,500 home purchasers conducted by the real estate brokerage Redfin. That is up from 33 percent in May 2017 and from 19 percent in June 2016.

By age group, millennial home buyers are the most likely to make an offer on a home without visiting it first, at 45 percent, researchers found. Younger adults may be more comfortable with relying on information they find online about properties for sale and the neighborhoods, researchers note.

For buyers who can't see the property in person first, some real estate professionals are relying on FaceTime video call tours or 3-D virtual tour programs to give them a better idea of the interiors. Angela Hunter, a real estate professional in Omaha, recalls helping a family expecting a child to relocate from Jacksonville, Fla., to Bellevue, Neb. She used video tours to show them properties in the area.

"While conducting video tours with them, I was very careful to explain things that they would not be able to experience virtually, like the sounds, smells, and textures," Hunter says. "I pointed out flaws that are hard to detect through video so that nothing would be a surprise to them once they visited in person. It's not the easiest way to shop for a home, but together we found the perfect match."

## Sight-Unseen Offers

The following lists the percentage of buyers by metro area who said they made an offer on a home they hadn't seen first in person:

- Los Angeles: 57%
- San Diego: 46%
- San Francisco: 44%
- Chicago: 38%
- Austin: 35%
- Denver: 33%
- Washington, D.C.: 32%
- Phoenix: 31%
- Portland: 30%
- Sacramento: 30%
- Baltimore: 28%
- Dallas: 27%
- Boston: 25%
- Seattle: 19%

*Source: Redfin*

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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	10	25	57	53	\$654,500	\$620,000	13	28	42	60	\$519,000	\$479,500
91902	Bonita	9	20	41	37	\$750,000	\$795,000	11	18	26	35	\$625,000	\$613,400
91905	Boulevard	2	5	9	51	\$357,750	\$340,000	3	4	80	63	\$199,000	\$170,950
91906	Campo	7	11	29	44	\$320,000	\$280,000	7	11	20	26	\$250,000	\$259,000
91910	Chula Vista	21	36	24	32	\$575,000	\$555,000	34	54	31	35	\$459,000	\$465,000
91911	Chula Vista	21	45	20	24	\$492,000	\$492,000	30	67	39	36	\$432,500	\$440,000
91913	Chula Vista	22	46	15	28	\$600,000	\$597,500	27	56	31	40	\$530,000	\$548,500
91914	Chula Vista	13	24	51	49	\$850,000	\$850,000	10	19	23	31	\$777,500	\$745,000
91915	Chula Vista	14	23	26	26	\$566,000	\$572,000	14	32	28	30	\$515,000	\$522,000
91916	Descanso	3	5	72	70	\$575,000	\$395,000	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	1	0	233	\$0	\$75,000
91932	Imperial Beach	5	17	6	20	\$590,000	\$529,000	5	12	42	30	\$517,000	\$543,850
91934	Jacumba	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0
91935	Jamul	8	17	29	37	\$712,500	\$700,000	8	16	34	42	\$724,500	\$641,000
91941	La Mesa	25	45	30	32	\$600,000	\$626,000	29	50	37	36	\$600,000	\$577,500
91942	La Mesa	20	35	25	26	\$576,000	\$555,000	20	40	27	32	\$487,000	\$485,500
91945	Lemon Grove	21	39	21	20	\$455,000	\$453,000	9	22	26	26	\$429,000	\$408,500
91948	Mount Laguna	0	0	0	0	\$0	\$0	1	1	91	91	\$93,000	\$93,000
91950	National City	15	24	30	31	\$435,000	\$447,500	18	27	22	25	\$403,500	\$395,000
91962	Pine Valley	2	5	35	51	\$378,700	\$379,000	2	9	43	55	\$368,525	\$374,000
91963	Potrero	0	1	0	13	\$0	\$263,000	1	1	321	321	\$330,000	\$330,000
91977	Spring Valley	29	62	18	27	\$468,000	\$466,500	45	83	41	39	\$445,000	\$438,000
91978	Spring Valley	7	16	31	28	\$565,000	\$565,000	4	10	49	38	\$442,500	\$489,500
91980	Tecate	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0
92003	Bonsall	1	3	34	28	\$574,900	\$590,000	4	7	94	74	\$939,950	\$699,900
92004	Borrego Springs	10	17	90	76	\$197,500	\$210,000	9	15	73	63	\$255,000	\$175,000
92007	Cardiff By The Sea	5	10	12	24	\$1,300,000	\$1,305,000	1	3	36	53	\$2,100,000	\$1,975,000
92008	Carlsbad	14	20	49	40	\$1,462,875	\$972,500	8	16	20	21	\$1,135,000	\$905,444
92009	Carlsbad	23	52	19	27	\$950,000	\$970,000	33	69	32	41	\$932,000	\$932,000
92010	Carlsbad	7	18	23	16	\$820,000	\$835,000	3	15	45	29	\$770,000	\$761,000
92011	Carlsbad	10	22	32	31	\$1,025,000	\$1,025,000	15	25	30	42	\$876,500	\$878,000
92014	Del Mar	12	29	40	47	\$1,987,500	\$1,975,000	11	19	59	61	\$1,625,000	\$1,625,000
92019	El Cajon	31	55	24	26	\$600,000	\$580,000	26	54	49	46	\$499,000	\$510,000
92020	El Cajon	24	45	25	31	\$526,500	\$490,000	24	38	49	46	\$512,500	\$490,000
92021	El Cajon	24	58	32	30	\$459,000	\$467,000	28	49	26	30	\$427,500	\$430,000
92024	Encinitas	31	49	26	33	\$1,207,000	\$1,200,000	20	51	48	53	\$1,182,500	\$1,155,000
92025	Escondido	20	41	32	39	\$537,500	\$505,000	25	53	39	45	\$500,000	\$500,000
92026	Escondido	29	57	35	47	\$525,000	\$525,000	32	57	35	46	\$494,500	\$510,000
92027	Escondido	23	64	39	33	\$505,000	\$461,350	18	56	38	42	\$422,500	\$444,000
92028	Fallbrook	20	54	42	53	\$615,000	\$550,000	41	82	51	52	\$471,000	\$495,000
92029	Escondido	16	28	29	26	\$680,500	\$707,450	9	25	53	78	\$773,576	\$695,000
92036	Julian	6	12	43	49	\$369,500	\$405,000	5	15	118	79	\$335,000	\$335,000
92037	La Jolla	15	32	72	107	\$2,019,000	\$2,125,000	24	39	94	86	\$2,130,000	\$2,000,000
92040	Lakeside	26	46	23	24	\$511,250	\$507,500	17	31	48	45	\$499,000	\$475,000
92054	Oceanside	19	27	32	33	\$660,000	\$660,000	29	43	29	31	\$655,000	\$675,000
92056	Oceanside	29	63	22	23	\$539,000	\$545,000	28	51	23	21	\$497,500	\$495,000
92057	Oceanside	25	64	13	19	\$492,000	\$547,000	32	68	33	32	\$474,950	\$488,500
92058	Oceanside	7	18	98	49	\$539,999	\$527,500	7	13	14	22	\$470,000	\$467,000
92059	Pala	0	0	0	0	\$0	\$0	0	2	0	76	\$0	\$581,000
92060	Palomar Mountain	1	1	39	39	\$700,000	\$700,000	0	2	0	116	\$0	\$187,500
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					
		SOLD LISTINGS		AVG DAYS ON MARKET		MEDIAN PRICE*		SOLD LISTINGS		AVG DAYS ON MARKET		MEDIAN PRICE*	
Zip Code	Market Area	Mth	YTD	Mth	YTD	Mth	YTD	Mth	YTD	Mth	YTD	Mth	YTD
92064	Poway	28	58	23	33	\$785,000	\$783,500	39	63	44	46	\$720,000	\$715,000
92065	Ramona	24	53	28	34	\$538,250	\$525,000	42	78	52	52	\$499,500	\$497,500
92066	Ranchita	0	1	0	44	\$0	\$127,500	0	0	0	0	\$0	\$0
92067	Rancho Santa Fe	10	21	58	72	\$2,612,500	\$2,625,000	16	28	94	103	\$1,684,643	\$1,657,143
92068	San Luis Rey	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0
92069	San Marcos	16	43	41	34	\$608,250	\$596,500	11	32	41	42	\$525,000	\$544,500
92070	Santa Ysabel	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0
92071	Santee	26	56	24	24	\$547,000	\$535,000	31	54	24	29	\$469,000	\$476,250
92075	Solana Beach	9	14	46	50	\$1,355,000	\$1,457,500	3	8	7	84	\$1,405,000	\$1,500,000
92078	San Marcos	25	41	17	29	\$728,000	\$735,000	22	53	43	42	\$716,500	\$735,000
92081	Vista	15	26	17	17	\$585,000	\$574,500	25	39	18	25	\$520,000	\$509,000
92082	Valley Center	11	22	95	65	\$698,000	\$642,500	8	27	48	58	\$590,000	\$595,000
92083	Vista	10	22	33	32	\$495,000	\$495,000	11	24	24	21	\$459,000	\$452,250
92084	Vista	30	51	34	37	\$580,000	\$591,000	32	60	47	46	\$529,345	\$517,500
92086	Warner Springs	1	2	93	58	\$429,000	\$404,000	1	1	67	67	\$184,000	\$184,000
92091	Rancho Santa Fe	2	4	10	104	\$1,096,000	\$1,332,500	2	4	107	70	\$1,887,500	\$1,887,500
92096	San Marcos	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0
92101	San Diego Downtown	1	1	8	8	\$990,000	\$990,000	1	2	261	158	\$481,050	\$576,025
92102	San Diego	14	25	21	24	\$418,500	\$430,000	6	14	6	22	\$472,000	\$540,000
92103	Mission Hills	13	22	32	36	\$995,000	\$992,500	12	20	90	72	\$959,500	\$897,750
92104	North Park	8	26	11	26	\$638,146	\$687,500	19	32	23	22	\$649,000	\$649,000
92105	East San Diego	14	28	24	29	\$430,500	\$427,000	19	31	39	28	\$409,000	\$402,500
92106	Point Loma	7	18	93	66	\$1,462,000	\$1,275,000	17	26	37	39	\$1,100,000	\$1,047,500
92107	Ocean Beach	7	13	25	36	\$1,450,000	\$1,116,500	7	23	38	30	\$1,135,000	\$1,015,000
92108	Mission Valley	0	0	0	0	\$0	\$0	1	1	7	7	\$720,000	\$720,000
92109	Pacific Beach	13	25	38	35	\$1,300,000	\$1,300,000	18	28	41	52	\$1,187,500	\$1,200,000
92110	Old Town SD	13	23	23	26	\$860,000	\$801,000	2	8	20	37	\$667,500	\$760,500
92111	Linda Vista	15	29	21	21	\$640,000	\$625,000	16	32	13	19	\$590,000	\$567,000
92113	Logan Heights	9	21	33	28	\$395,850	\$395,850	19	34	33	36	\$360,000	\$357,500
92114	Encanto	31	59	29	24	\$426,000	\$427,000	29	63	34	46	\$385,000	\$385,000
92115	College Grove	26	57	17	20	\$507,000	\$510,000	26	53	18	28	\$470,975	\$515,000
92116	Normal Heights	20	39	27	28	\$686,750	\$661,000	16	30	24	28	\$571,500	\$650,000
92117	Clairemont Mesa	24	43	22	20	\$757,500	\$699,000	30	57	24	26	\$603,500	\$607,499
92118	Coronado	11	26	72	122	\$1,895,000	\$2,025,000	17	24	74	70	\$1,800,000	\$1,715,000
92119	San Carlos	17	32	18	29	\$624,900	\$624,950	25	48	20	21	\$587,500	\$579,000
92120	Del Cerro	22	36	23	24	\$665,000	\$680,000	19	42	26	30	\$605,000	\$602,500
92121	Sorrento	2	6	58	50	\$951,000	\$1,031,500	1	2	109	103	\$810,000	\$780,000
92122	University City	6	9	26	21	\$851,300	\$890,000	15	22	38	35	\$840,000	\$793,000
92123	Serra Mesa	12	26	30	28	\$636,500	\$619,500	13	22	40	38	\$550,000	\$544,500
92124	Tierrasanta	6	13	37	27	\$817,500	\$770,000	4	15	52	25	\$675,000	\$655,000
92126	Mira Mesa	19	37	17	17	\$628,000	\$620,000	22	47	20	25	\$580,750	\$560,000
92127	Rancho Bernardo	27	56	28	33	\$1,175,000	\$1,187,500	32	70	34	43	\$926,500	\$942,000
92128	Rancho Bernardo	25	53	18	21	\$720,000	\$740,000	32	67	24	29	\$606,500	\$642,000
92129	Rancho Penasquitos	20	32	17	22	\$788,750	\$777,500	22	41	19	24	\$739,000	\$747,500
92130	Carmel Valley	16	30	42	36	\$1,232,000	\$1,220,000	34	63	34	39	\$1,287,500	\$1,295,000
92131	Scripps Miramar	17	24	17	22	\$930,000	\$929,500	17	23	40	35	\$829,000	\$875,000
92134	San Diego Downtown	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0
92139	Paradise Hills	6	15	29	66	\$444,450	\$437,050	14	24	29	28	\$425,000	\$425,000
92145	Miramar	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0
92154	Otay Mesa	24	41	21	25	\$499,500	\$499,000	25	42	36	41	\$520,000	\$480,000
92173	San Ysidro	1	7	6	35	\$454,000	\$465,000	3	5	23	48	\$410,000	\$365,000

GROUP TOTAL COUNTS: 1337 2676

1519 2944

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	0	2	0	21	\$0	\$274,500	4	5	41	42	\$255,000	\$255,000
91902	Bonita	2	6	15	24	\$387,500	\$395,500	1	2	10	18	\$200,000	\$225,000
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	8	14	23	24	\$387,500	\$384,500	5	15	33	46	\$268,000	\$275,000
91911	Chula Vista	11	17	18	18	\$295,000	\$305,000	4	16	32	63	\$310,000	\$286,250
91913	Chula Vista	20	37	23	23	\$400,000	\$390,000	20	44	14	16	\$363,950	\$346,500
91914	Chula Vista	1	5	5	4	\$445,000	\$350,000	3	8	23	23	\$355,000	\$359,000
91915	Chula Vista	10	20	12	16	\$423,000	\$390,000	18	35	31	34	\$402,500	\$389,000
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	2	11	54	43	\$239,950	\$288,500	4	7	49	43	\$360,000	\$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	0	3	0	9	\$0	\$295,000	2	3	9	24	\$245,000	\$250,000
91942	La Mesa	17	26	41	31	\$325,000	\$332,450	14	26	20	26	\$345,000	\$337,500
91945	Lemon Grove	1	1	2	2	\$233,500	\$233,500	0	0	0	0	\$0	\$0
91948	Mount Laguna	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0
91950	National City	3	5	8	18	\$200,000	\$200,000	2	4	21	17	\$206,250	\$203,250
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	10	20	27	20	\$346,500	\$336,500	4	9	20	21	\$349,000	\$295,000
91978	Spring Valley	1	4	12	19	\$330,000	\$290,000	0	0	0	0	\$0	\$0
91980	Tecate	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0
92003	Bonsall	1	3	3	81	\$485,000	\$412,500	1	3	176	72	\$322,500	\$306,500
92004	Borrego Springs	0	1	0	40	\$0	\$84,000	2	2	103	103	\$157,500	\$157,500
92007	Cardiff By The Sea	5	8	32	31	\$600,000	\$599,500	6	7	36	32	\$641,000	\$717,000
92008	Carlsbad	6	16	29	51	\$921,688	\$847,905	5	10	48	55	\$535,000	\$532,500
92009	Carlsbad	14	29	33	30	\$527,500	\$510,000	23	44	23	24	\$465,000	\$462,500
92010	Carlsbad	15	18	17	18	\$500,000	\$500,000	7	11	16	19	\$490,000	\$485,000
92011	Carlsbad	4	8	16	9	\$629,000	\$584,000	15	27	30	29	\$549,000	\$585,000
92014	Del Mar	4	8	17	13	\$892,450	\$1,272,500	4	6	13	17	\$740,000	\$987,500
92019	El Cajon	13	22	24	43	\$330,000	\$319,500	9	18	13	19	\$285,000	\$287,500
92020	El Cajon	6	12	31	21	\$267,500	\$269,000	7	12	10	16	\$240,000	\$241,500
92021	El Cajon	8	17	20	21	\$281,250	\$275,000	9	16	20	37	\$240,000	\$252,500
92024	Encinitas	9	21	11	33	\$620,000	\$620,000	10	18	35	31	\$582,500	\$655,000
92025	Escondido	2	9	74	26	\$303,000	\$320,000	7	11	32	33	\$239,000	\$247,000
92026	Escondido	2	8	44	33	\$393,500	\$387,500	7	17	18	17	\$275,000	\$325,000
92027	Escondido	3	11	9	19	\$350,000	\$224,000	3	12	4	29	\$290,000	\$287,500
92028	Fallbrook	0	1	0	65	\$0	\$200,000	3	8	80	55	\$345,000	\$285,000
92029	Escondido	0	1	0	14	\$0	\$330,000	0	0	0	0	\$0	\$0
92036	Julian	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0
92037	La Jolla	31	52	25	27	\$643,000	\$700,000	17	51	27	33	\$895,000	\$614,000
92040	Lakeside	9	15	17	53	\$240,000	\$235,000	6	11	21	28	\$200,000	\$215,000
92054	Oceanside	9	21	54	36	\$620,000	\$620,000	10	22	46	47	\$592,750	\$475,250
92056	Oceanside	14	31	29	28	\$370,000	\$368,000	19	28	19	24	\$340,000	\$335,000
92057	Oceanside	14	34	33	37	\$327,500	\$329,950	15	37	27	18	\$327,500	\$300,000
92058	Oceanside	10	17	49	37	\$352,500	\$315,000	10	14	19	15	\$333,500	\$327,500
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



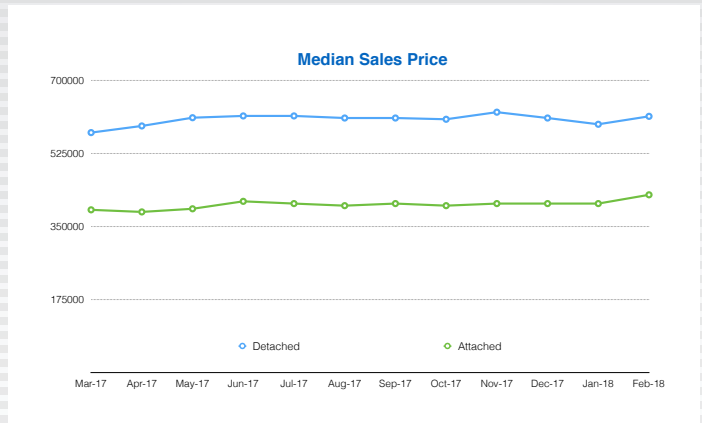
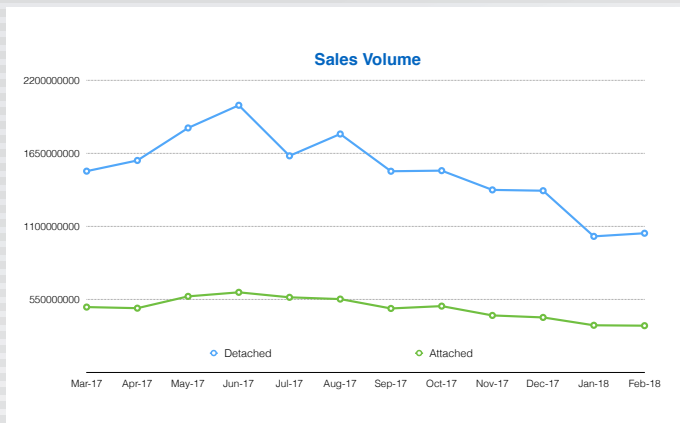
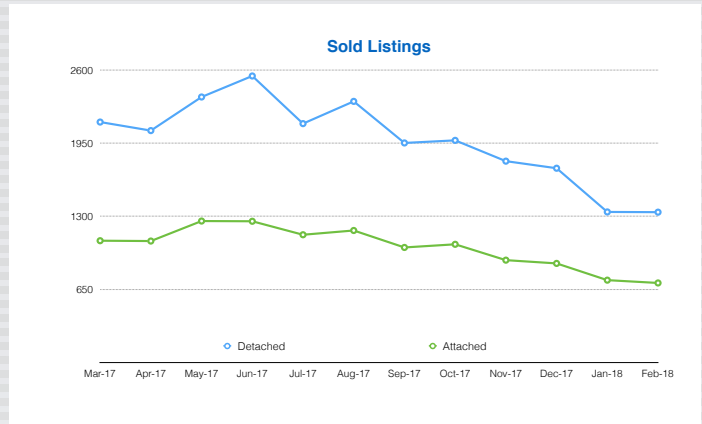
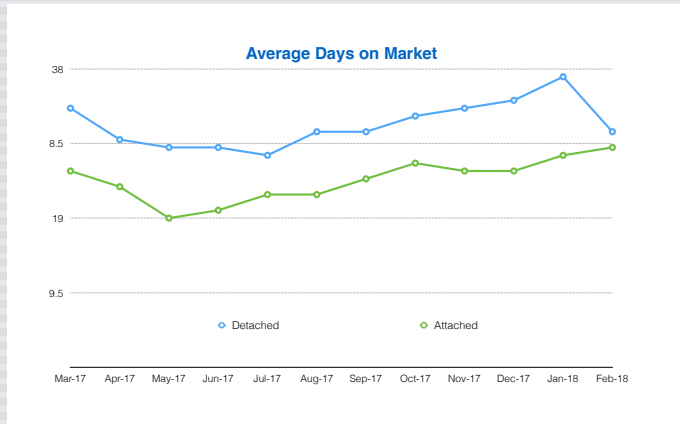
## Current Year - 2018

## Previous Year - 2017

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	4	6	15	16	\$458,000	\$450,000	4	7	4	15	\$383,000	\$365,000
92065	Ramona	4	5	56	47	\$325,500	\$315,000	3	6	21	75	\$310,000	\$304,500
92066	Ranchita	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0
92067	Rancho Santa Fe	0	1	0	15	\$0	\$1,100,000	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	7	13	14	18	\$352,000	\$407,000	6	11	17	23	\$295,000	\$400,000
92070	Santa Ysabel	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0
92071	Santee	24	39	20	19	\$394,500	\$385,000	19	38	15	23	\$335,000	\$337,250
92075	Solana Beach	6	13	15	29	\$903,750	\$982,500	5	15	19	24	\$705,000	\$875,000
92078	San Marcos	16	37	23	26	\$465,000	\$440,000	17	28	29	24	\$415,000	\$410,000
92081	Vista	2	4	39	25	\$478,000	\$478,000	4	5	10	12	\$406,200	\$392,500
92082	Valley Center	0	0	0	0	\$0	\$0	0	1	0	77	\$0	\$623,000
92083	Vista	5	14	5	20	\$405,000	\$324,500	6	9	37	43	\$322,500	\$330,000
92084	Vista	4	9	25	39	\$376,000	\$341,500	5	9	33	23	\$300,000	\$285,000
92086	Warner Springs	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0
92091	Rancho Santa Fe	1	2	65	60	\$935,000	\$1,017,500	5	6	45	37	\$758,000	\$761,500
92096	San Marcos	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0
92101	San Diego Downtown	59	116	34	33	\$460,000	\$486,500	60	92	34	36	\$500,000	\$547,500
92102	San Diego	3	11	23	21	\$355,000	\$355,000	4	9	47	40	\$262,500	\$325,000
92103	Mission Hills	26	46	27	27	\$527,500	\$498,000	18	34	41	68	\$519,750	\$548,500
92104	North Park	10	22	17	16	\$406,000	\$402,500	16	33	16	25	\$344,500	\$339,000
92105	East San Diego	5	7	180	138	\$200,000	\$225,000	4	10	45	41	\$148,500	\$174,250
92106	Point Loma	3	13	49	47	\$889,000	\$889,000	1	7	65	47	\$389,000	\$660,000
92107	Ocean Beach	6	10	22	22	\$528,500	\$551,000	4	8	20	16	\$328,500	\$416,750
92108	Mission Valley	21	43	20	19	\$365,000	\$365,000	17	39	19	25	\$299,000	\$355,000
92109	Pacific Beach	22	41	40	38	\$617,000	\$579,000	23	38	43	46	\$620,000	\$625,000
92110	Old Town SD	18	33	25	29	\$445,038	\$425,000	12	24	18	31	\$356,250	\$358,250
92111	Linda Vista	11	21	17	22	\$439,000	\$495,000	10	19	40	35	\$392,500	\$395,000
92113	Logan Heights	2	3	104	74	\$375,000	\$365,000	1	2	32	23	\$316,000	\$315,500
92114	Encanto	1	1	46	46	\$355,000	\$355,000	1	2	36	22	\$340,000	\$347,600
92115	College Grove	8	25	26	20	\$308,000	\$269,000	11	27	46	33	\$230,000	\$241,680
92116	Normal Heights	10	21	25	26	\$329,500	\$360,000	10	22	10	22	\$362,000	\$352,500
92117	Clairemont Mesa	10	16	19	14	\$402,450	\$372,500	8	12	14	15	\$405,000	\$370,000
92118	Coronado	13	22	88	67	\$1,299,000	\$1,299,250	11	17	107	102	\$1,350,000	\$1,261,000
92119	San Carlos	5	16	8	25	\$330,000	\$324,500	15	22	29	26	\$282,500	\$271,000
92120	Del Cerro	3	15	37	27	\$444,950	\$375,000	14	21	22	22	\$276,000	\$282,000
92121	Sorrento	2	3	17	13	\$524,750	\$552,500	4	7	13	18	\$501,038	\$528,100
92122	University City	23	46	20	25	\$485,000	\$459,500	20	39	30	27	\$432,500	\$458,500
92123	Serra Mesa	10	14	18	20	\$421,500	\$466,500	5	16	61	32	\$467,500	\$447,500
92124	Tierrasanta	8	12	37	36	\$487,500	\$487,500	7	14	31	34	\$409,000	\$410,500
92126	Mira Mesa	12	31	82	40	\$307,500	\$355,000	25	45	20	15	\$360,000	\$330,000
92127	Rancho Bernardo	12	23	16	15	\$346,050	\$529,000	22	35	22	20	\$472,000	\$475,000
92128	Rancho Bernardo	15	44	9	14	\$499,000	\$468,500	24	53	31	26	\$358,500	\$386,000
92129	Rancho Penasquitos	7	14	20	17	\$360,000	\$357,500	5	11	10	33	\$575,000	\$475,000
92130	Carmel Valley	19	33	14	15	\$640,000	\$560,000	12	34	15	16	\$656,000	\$549,500
92131	Scripps Miramar	11	24	21	16	\$532,000	\$527,500	7	21	9	25	\$446,000	\$432,500
92134	San Diego Downtown	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0
92139	Paradise Hills	4	11	10	22	\$365,000	\$365,000	8	13	19	28	\$325,000	\$330,000
92145	Miramar	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0
92154	Otay Mesa	8	16	20	17	\$314,500	\$333,500	11	22	66	44	\$295,000	\$299,500
92173	San Ysidro	2	8	12	16	\$220,000	\$212,500	2	5	25	14	\$222,500	\$240,000

**GROUP TOTAL COUNTS: 707 1439**

**742 1449**



## Comparative Sales - Existing Homes - February 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 - February 2018	\$1,049,201,786	-4.558%	2.300%	\$353,067,321	4.009%	-0.845%
2 Average Sales Price - February 2018	\$785,331	8.515%	2.530%	\$499,388	9.158%	2.661%
3 Median* Sales Price - February 2018	\$614,000	9.643%	3.193%	\$426,000	11.681%	5.185%
4 Sold Listings - February 2018	1,337	-11.982%	-0.149%	707	-4.717%	-3.415%
5 Average Days on Market - February 2018	30	-21.053%	-19.964%	28	-3.448%	3.098%
6 Total Sales Volume - February 2017	\$1,099,309,551			\$339,459,170		
7 Average Sales Price - February 2017	\$723,706			\$457,492		
8 Median* Sales Price - February 2017	\$560,000			\$381,444		
9 Sold Listings - February 2017	1,519			742		
10 Average Days on Market - February 2017	38			29		
11 Total Sales Volume - YTD 2018	\$2,074,809,578	-0.806%		\$709,143,957	8.631%	
12 Average Sales Price - YTD 2018	\$775,630	9.169%		\$492,803	9.386%	
13 Median* Sales Price - YTD 2018	\$603,000	7.679%		\$415,000	9.211%	
14 Sold Listings - YTD 2018	2,676	-9.103%		1,439	-0.690%	
15 Average Days on Market - YTD 2018	33	-17.500%		28	-6.667%	
16 YTD Total Sales Volume - YTD 2017	\$2,091,676,124			\$652,798,518		
17 YTD Average Sales Price - YTD 2017	\$710,488			\$450,517		
18 YTD Median* Sales Price - YTD 2017	\$560,000			\$380,000		
19 YTD Sold Listings - YTD 2017	2,944			1,449		
20 YTD Average Days on Market - YTD 2017	40			30		

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.



# Curb360 is the New Premium for Real Estate Media

After years of strategy and willful planning, DVK Productions is proud to announce its evolution into Curb360. This is the new premium for real estate media serving all of Southern California.

DVK Productions opened its doors in San Diego four years ago. With 15 years of commercial photography experience under his belt, owner Dominic Kawaja saw that there was a real need for a premium full-service photography that focused more on production quality for all real estate listings.

With Kawaja's expertise firmly rooted in commercial media, working with clients in Hollywood, New York and all Milan, he brings years of talent to Southern California's real estate market. His past accomplishments include celebrity editorial photographer for Catherine Zeta-Jones, Michelle Pfeiffer, Ed Harris, and Nicole Kidman, to name a few.

Taking his mastery of lighting and composition and applying it to the real estate market, Kawaja and DVK Productions have raised the bar far above the area's real estate photography market.

Starting out as a modest enterprise with just 3 employees, and as a photography-only operation, DVK has rapidly grown to a team of 12 to 15 employees, including masterful photographers, videographers, video editors and photo retouchers. All photographers and retouchers hired come with a traditional education and professional background, and each are put through a rigorous training program by Kawaja himself.

While other companies batch process their images, DVK retouches every image separately to make each photo stand out on its own. DVK has developed into one of Southern California's fastest growing and only listing service provider of professional photography, video, 3D Matterport, aerial, single-page property websites and virtual staging service to a demanding real estate industry that desires premium media at affordable prices.

Rounding the corner into 2018, DVK transitioned into the Curb360 we present to you today. Relying heavily on its reputation in customer service and a seamless transition, Curb360 is bringing a wave of simplicity through media into the future: Easy booking, fast response, reliable service,

professional staff, and cost effectiveness, with many options and tools for agents.

The company is built around the core values of integrity, commitment to a high level of customer service, accountability, excellence in delivery and product, innovation and teamwork. Investing heavily in the newest technologies and constantly adding new packages and products to make the busy lives of agents easier and help market the properties they list to reach their elevated selling potential.

*Dominic Kawaja, a current SDAR Affiliate Member, is CEO and Founder of DVK Productions at Curb360. Learn more at [www.dvkproductions.com/curb360](http://www.dvkproductions.com/curb360) or call 858-703-6128.*



DOMINIC KAWAJA

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®

Curt Green - Progressive Real Estate Group  
 Ronald Noya - Ronald Noya, Broker  
 Connie Poundris - Connie Poundris, Broker

## REALTORS®

Julian Adame - Keller Williams Realty La Jolla  
 Conner Addington - Hershel Strother Home Services  
 Zack Alawi - United Realty Group  
 Marlatzimba Arroyo - Big Block Realty  
 Emily Arvia - Keller Williams Carmel Valley  
 Carissa Barajas - Realty Executives All Area  
 Mark Beach - Coldwell Banker West  
 Jason Bell - Century 21 Award  
 Ana Beltran - Hershel Strother Home Services  
 Amy Black - Premier Realty Associates  
 Michael Boden - Century 21 Award  
 Anne Bove - MJN Real Estate  
 Zachary Branca - Keller Williams Realty  
 Tracy Brigante - Skoglin Real Estate, Inc.  
 Diana Burk - Keller Williams SD Metro  
 Jennifer Casey - Rising Realty of California  
 Valarie Chavez - Big Block Realty, Inc.  
 Roberto Christlieb - Century 21 Award  
 Renee Contreras - Krueger Realty  
 Coty Cox - Keller Williams SD Central Coastal  
 Parker Cox - Tenant Planet, Inc.  
 Jennifer Crooks - Redfin Corporation  
 Ariel Dang - Windermere Homes & Estates  
 Faramarz Davachi - Keller Williams SD Metro

Meshawn Davis - KAM Financial Realty  
 Wellyston De Faria - Bennion Deville Homes  
 Jane Dekelaita - Keller Williams Realty  
 Diem Do - Pemberley Realty, Inc.  
 Suzette Dunbar - Pacific Sotheby's Int'l Realty  
 Conor Flanagan - The Roby Company  
 Alejandro Fourzan - Keller Williams Realty  
 Teresa Frey - Century 21 Award  
 Sandra Gansch - William Lincoln Bingley  
 Jyl Gutknecht - Century 21 Award  
 JeffreyJed Henwood - Keller Williams SD Central Coastal  
 Eric Herman - Keller Williams SD Metro  
 Jeffrey Jimenez - Coldwell Banker West  
 Lamonte Johnson - Keller Williams Realty  
 Nitin Juneja - Equity Smart Home Loans, Inc.  
 Marisa La Fata - Dwell Well Realty  
 Jianqun Li - San Diego Sunrise Realty  
 Qiongai Liang - Frank Carpenter Real Estate  
 Jeanine Liss - KAM Financial Realty  
 Caiqing Liu - San Diego Sunrise Realty  
 Maribelle Lococo - Keller Williams Realty La Jolla  
 Samantha Lopez - Canter Brokerage  
 Elizabeth Magnotta - Keller Williams SD Central Coastal  
 Harrigo Marques - Pacific Union International  
 Pablo Martin - HomeSmart Realty West  
 Danae McCarty - Realty Experts  
 Karen McDonald - RE/MAX Real Estate Consultants  
 Martina McKinney - Keller Williams Realty  
 Thomas McMahan - Redfin Corporation  
 Monisha McNary - Crown Pacific Properties  
 April Meckes - RCPM of SD  
 Jessica Meckes - RCPM of SD  
 Daniel Melroy - Melroy Investments, Inc.  
 Mark Miller - Premier Realty Associates  
 Sharon Mor - Palisade Realty, Inc.  
 Katie Moran - Maria Atkinsons, Broker

Jacob Mosses - Keller Williams Carmel Valley  
 Joseph Nelligan - Berkshire Hathaway HomeServices  
 Rasagnya Pallerla - Keller Williams Realty  
 Ryan Phebus - Century 21 Award  
 Sahar Purmul - Berkshire Hathaway HomeServices  
 Krystle Rains - Solutions Real Estate  
 Eric Ramos - Hershel Strother Home Services  
 Harpreet Randhawa - Keller Williams Realty  
 Jake Ribbe-Young - Berkshire Hathaway HomeServices  
 Emily Schuhmacher - Real Living Napolitano R.E.  
 Jeffrey Shutt - Berkshire Hathaway HomeServices  
 Nicholas Steffl - Whissel Realty  
 Elizabeth Storch - Silver Wing Realty  
 Robert Sumlin - KAM Financial Realty  
 Lorecal Tade - KAM Financial Realty  
 Matthew Taylor - Premiere Homes  
 Edwin Vasquez - Big Block Realty, Inc.  
 Corrina Vera - Douglas Elliman of California  
 James Ward - HomeSmart Realty West  
 Teresita Yu - KAM Financial Realty

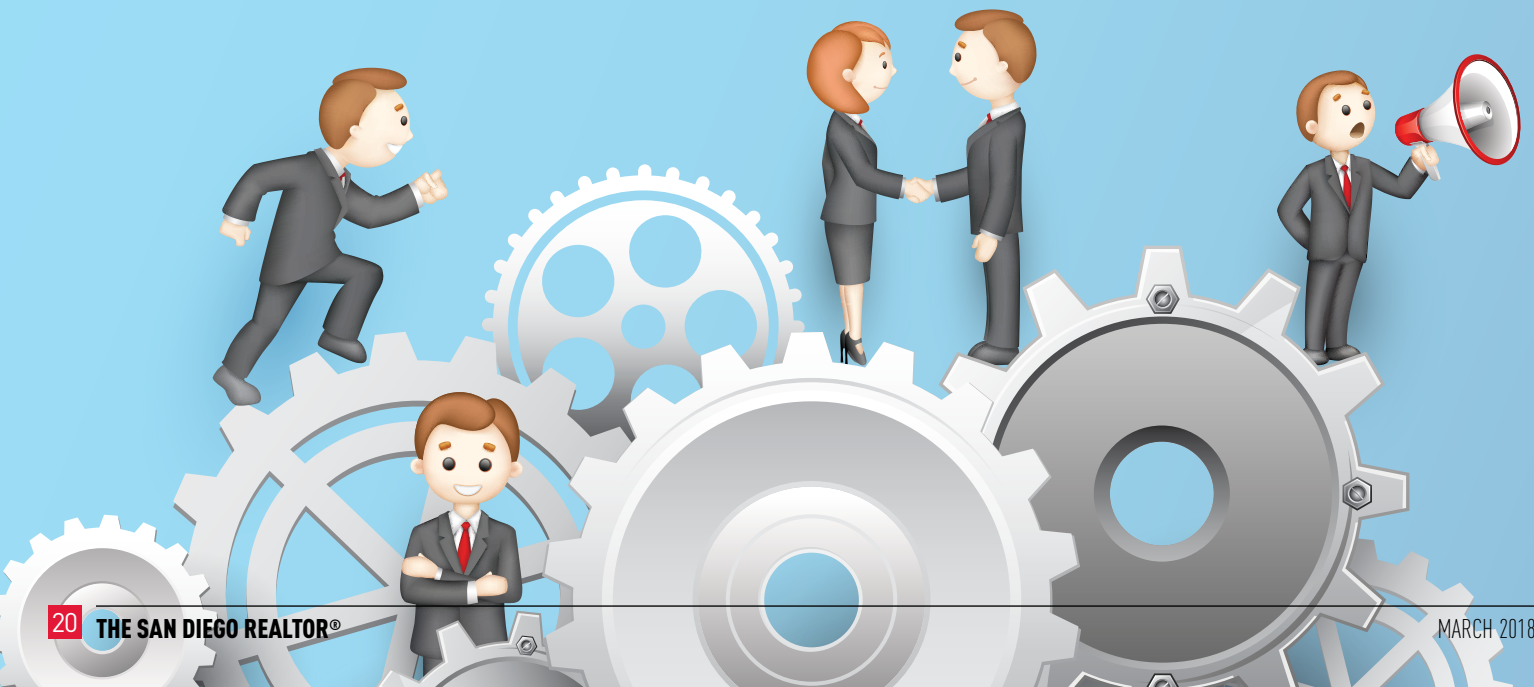
## Secondary Members

### DESIGNATED REALTORS®

Cynthia Hall - Meridian Capital Real Estate  
 Pablo Martinez - Equity Smart Home Loans, Inc.  
 Gregory McClure - Realty One Group Complete  
 Jo Ann Paulon - HomeSwing Corporation  
 Chris Trapani - Sereno Group

### REALTORS®

Jane Dekelaita - Keller Williams Realty  
 Emily Jones - Realty One Group  
 Jennifer Liebthal - Sereno Group  
 Skye Moore - Realty One Group Complete  
 Doris Torres - Premier Realty Associates



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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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# APRIL

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<p><b>FRIDAY, APRIL 27   SAN DIEGO CONVENTION CENTER</b>            Be a part of the largest REALTOR® event in San Diego County.            Elevate your business to new heights! <a href="http://sdarexpo.com">sdarexpo.com</a></p>						
1	2 New Member Orientation 8:30 am–3:30 pm (Kearny Mesa)	3 Paragon MLS Training 9:00 am–4:30 pm (Kearny Mesa)	4 The Power of Video Marketing 9:00 am–10:30 am (Kearny Mesa) Facebook Secrets for Agent Success 11:00 am–12:30 pm (Kearny Mesa)	5 Creating the Ultimate Paperless Office 9:00 am–12:00 pm (Carlsbad) Mastering zipForm® with DocuSign® 1:00 pm–4:00 pm (Carlsbad)	6	7
8	9	10 Paragon MLS Training 9:00 am–4:30 pm (Kearny Mesa)	11 Solving the Mystery of Appraisals 9:30 am–11:00 am (Solana Beach) 4 Wealth Creation Steps Every Agent Should Know 10:00 am–11:00 am (South County) Tax Planning for REALTORS® 10:00 am–11:00 am (Carlsbad)	12 Do You Know the Condition of Your Properties? 9:00 am–12:00 pm (Kearny Mesa) MLS Paragon Tips & Updates 9:00 am–12:00 pm (Coronado) Natural Hazard Disclosure Red Flags 1:00 pm–2:30 pm (Kearny Mesa)	13	14
15	16	17	18 Paragon Tips & Tricks 1:30 pm–4:30 pm (South County)	19 How to Create a Website (Spanish) 2:00 pm–3:00 pm (South County)	20	21
22	23	24	25 Solving the Mystery of Government Finance 9:30 am–11:00 am (East County)	26	27 Real Estate Conference & Expo 9:00 am–5:00 pm San Diego Convention Center (SDAR Service Centers Closed)	28
29	30					

COMMITTEE MEETINGS	
5	Government Affairs 9:00 am - 11:00 am
5	Young Professionals Network 1:00 pm - 2:00 pm
9	Housing Opportunities 10:00 am - 11:30 am
10	CREA Board of Directors (at Coronado Service Center) 1:00 pm - 2:00 pm
11	Grievance 9:00 am - 11:00 am
11	Risk Management 12:00 pm - 2:00 pm
13	REALTORS® Political Affairs 9:30 am - 11:30 am
19	Education 11:00 am - 1:00 pm
20	Executive 8:30 am - 9:30 am
20	SDAR Board of Directors 9:30 am - 11:30 am
20	International Real Estate 1:00 pm - 2:00 pm
25	Ambassadors Foundation 9:00 am - 10:30 am
26	Membership & Business Tech. 1:30 pm - 3:30 pm

All classes/events subject to change or cancellation.

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

MAR	CLASS TITLE	TIME	PRICE	CREDITS	PRESENTER
20-22	Conquering Contracts - Understanding the RPA-CA & Listing or Buying	TUE: 9:00 am – 3:30 pm WED: 9:00 am – 4:30 pm THU: 9:00 am – 3:30 pm	\$299	6 CP 13 CS	Kent Sharp, Esq.
21	Paragon MLS Tips & Tricks	9:00 am – 12:00 pm	Free	NA	Sandicor Trainer
21	Solving the Mystery of Government Finance	9:30 am – 11:00 am	\$10*	NA	Alisha Sirois & Linda Stroberg
21	Tax Planning for Business (in Spanish)	2:00 pm – 3:00 pm	\$10*	NA	Eduardo Landeros
22	Tax Reform: Impact on Real Estate & How to Benefit	10:00 am – 11:00 am	\$10*	NA	Andre Kwan & Sarah Lindsey
28	Fair Housing	9:00 am – 12:00 pm	\$10	3 FH	Aaron Johnson
29	QuickBooks® for Property Managers & Landlords	9:00 am – 12:00 pm	\$30	NA	Mike Lanier
29	Tax Reform: Impact on Real Estate & How to Benefit	10:00 am – 11:00 am	\$10*	NA	Andre Kwan & Sara Lindsey
APR	CLASS TITLE	TIME	PRICE	CREDITS	PRESENTER
3	Paragon MLS: Creating CMAs	9:00 am – 12:00 pm	Free	NA	Sandicor Trainer
3	Paragon MLS: Listing Input & Maintenance	1:30 pm – 4:30 pm	Free	NA	Sandicor Trainer
4	The Power of Video Marketing	9:00 am – 10:30 am	\$10	NA	Aaron Johnson
4	Facebook Secrets for Agent Success	11:00 am – 12:30 pm	\$10	NA	Aaron Johnson
5	Creating the Ultimate Paperless Office	9:00 am – 12:00 pm	\$20	NA	Jeffrey Raskin
5	Managing zipForm® with DocuSign®	1:00 pm – 4:00 pm	\$15	NA	Jeffrey Raskin
10	Paragon MLS: Homesnap - Your Mobile Connection	9:00 am – 12:00 pm	Free	NA	Sandicor Trainer
10	Paragon MLS: Hot Sheets/Open Houses/Adv. Search	1:30 pm – 4:30 pm	Free	NA	Sandicor Trainer
11	Solving the Mystery of Appraisals	9:30 am – 11:00 am	\$10*	NA	Alisha Sirois & Linda Stroberg
11	4 Wealth Creation Steps Every Agent Should Know	10:00 am – 11:00 am	\$10*	NA	Hasani James
11	Tax Planning for REALTORS®	10:00 am – 11:00 am	\$10*	NA	Jesse Lipscomb
12	Do You Know the Condition of Your Properties?	9:00 am – 12:00 pm	\$19	3 CP	Gregg Traum
12	Paragon MLS Tips & Tricks	9:00 am – 12:00 pm	Free	NA	Sandicor Trainer
12	Natural Hazard Disclosure Red Flags	1:00 pm – 2:30 pm	\$10	NA	Chuck Piro
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

For easy registration and more information, visit [www.sdar.com](http://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](http://www.sdar.com/education) for current information.

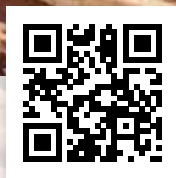
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