

Ventura County Coastal

Official Publication of the Ventura County Coastal Association of REALTORS®

January/February 2019

What's in Store for 2019?

ECONOMISTS EXPECT LOCAL HOUSING MARKET WILL COOL, BUT IS UNLIKELY TO DROP SHARPLY

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UPCOMING Meetings/Events

FEBRUARY 8 Finance Committee Board Room 1:00-2:30 PM	FEBRUARY 26 VCCAR/VCMLS Board of Directors Board Room 9:00-11:00 AM
NAHREP Installation Gala Courtyard by Marriott Oxnard Ventura 6:00-11:00 PM	FEBRUARY 28 New Member Orientation Training Room 9:00 AM-Noon
FEBRUARY 11 VCRDS Committee CSMAR 1:00-3:00 PM	MLS Orientation Training Room 1:00-4:00 PM
Professional Development Committee Board Room 2:00-3:00 PM	MARCH 6 LCRC Committee Board Room 2:00-3:00 PM
FEBRUARY 12 Flexmls Mobile Training Training Room 9:00-10:00 AM	MARCH 8 Finance Committee Board Room 1:00-2:30 PM
Affiliate Committee Board Room 10:00-11:00 AM	MARCH 11 VCRDS Committee Board Room 1:00-3:00 PM
Flexmls Customizations Training Training Room 10:30-11:30 AM	MARCH 12 Affiliate Committee Board Room 10:00-11:00 AM
MLS Committee Board Room 3:00-4:00 PM	MLS Committee Board Room 3:00-4:00 PM
FEBRUARY 14 REFAT Meeting Board Room 10:00-11:00 AM	MARCH 14 REFAT Meeting Board Room 10:00-11:00 AM
Local Government Relations Committee Board Room 2:30-4:00 PM	Local Government Relations Committee Board Room 2:30-4:00 PM
FEBRUARY 15 Unpaid Dues Now Reflect Termination	MARCH 15 Leadership Development Committee Board Room 9:00-10:00 AM
Leadership Development Committee Board Room 9:00-10:00 AM	MARCH 18 Professional Development Committee Board Room 2:00-3:00 PM
FEBRUARY 18 Office closed – Presidents Day	MARCH 19 Flexmls Beginners Training Training Room 9:00-10:30 AM
FEBRUARY 19 Flexmls Training – Beginners Training Room 9:00-10:30 AM	YPN Committee Board Room 10:00-11:00 AM
YPN Committee Board Room 10:00-11:00 AM	Flexmls Training – Advanced Training Room 11:00 AM-Noon
Flexmls Training – Advanced Training Room 11:00 AM-Noon	Board of Directors Leadership Retreat Circle Bar B Guest Ranch, Goleta 3:00-9:00 PM
Board of Directors Leadership Retreat Circle Bar B Guest Ranch, Goleta 3:00-9:00 PM	FEBRUARY 20 Office closed – Leadership Retreat
FEBRUARY 20 Office closed – Leadership Retreat	Leadership Retreat Circle Bar B Guest Ranch, Goleta 8:00 AM-4:00 PM
Leadership Retreat Circle Bar B Guest Ranch, Goleta 8:00 AM-4:00 PM	FEBRUARY 21 CRB Designation Class Training Room 8:00 AM-5:00 PM
FEBRUARY 21 CRB Designation Class Training Room 8:00 AM-5:00 PM	MLS Orientation Training Room 1:00-4:00 PM

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Jorge DeLeón
 2019 VCCAR President



Jorge DeLeón

Leadership to Remain Focused on Achieving Strategic Plan Goals in 2019

Hello fellow REALTORS®!

I hope you are having a wonderful start to the new year! Traditionally many people take this time to make resolutions to improve their life. May those be health goals, breaking bad habits, or implementing strategies to accomplish business or personal goals, it's fair to say that most times it's very difficult to stick to new routines and stay on track.

As you may be aware, in 2018 your Board of Directors developed a strategic plan which will be our north star as we lead our Association. The purpose of our strategic planning is to set overall goals for the Board of Directors and to develop a plan to achieve them. The Board will be charged with making decisions that will keep us in line and on track to accomplishing the goals set in our strategic plan. If you are curious as to what our goals are for the next three years, I've listed them below:

1. GOVERNANCE. We Are Leaders.

GOAL: VCCAR is a business organization that fosters an innovative culture and offers inclusive leadership while promoting the REALTOR® brand.

2. COMMUNITY RELATIONS. We Are United.

GOAL: The public views VCCAR as essential partners in enhancing the quality of life in our communities.

3. ADVOCATE. We Are One Voice.

GOAL: VCCAR is the recognized and trusted authority advocating for the communities we serve by proactively promoting property ownership and protecting private property rights.

4. COMMUNICATIONS. We Are Engaged.

GOAL: VCCAR delivers timely, accurate, and relevant information to our members and the communities served.

5. CAREER DEVELOPMENT. We Raise the Bar

GOAL: Providing transformational training and professional development opportunities through trending and cutting-edge programs that position members to increase their competency, professionalism, and business.

6. MLS. We Are Focused.

GOAL: Position VCMLS to meet all of the needs of the participants and subscribers.

Therefore, my purpose as VCCAR President in 2019 is to ensure that our Board stays focused on our strategic plan and that every decision made gets us closer to accomplishing our goals.

I wish you much success and look forward to a fabulous 2019. 🌱

“My purpose as VCCAR President is to ensure that every decision made gets us closer to accomplishing our goals.”



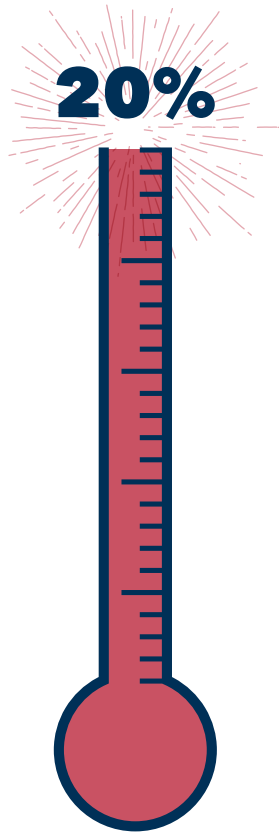
2019 President Jorge DeLeón and 2018 President Matt Capritto receive an award from Region 11 Chair Jeannie Bradley recognizing VCCAR for having exceeded its 19 percent member participation goal for the REALTOR® Action Fund last year. Members contributed \$27,913 to advocacy efforts.

You may have noticed you did not receive a January issue of *Ventura County Coastal*. The magazine has been moved to a bimonthly publication schedule this year. Issues are scheduled to appear in April, June, August, October, and December.



THANK YOU!

VENTURA COUNTY COASTAL ASSOCIATION OF REALTORS®
for
MAKING A DIFFERENCE



OUR REALTOR® ACTION FUND GOALS

19% RAF Participation goal	**2019 RAA %
<hr/> 20%	<hr/> 32%
Educated Members on the Importance of RAF	RAF contributions, raised:
<hr/> 389	<hr/> \$ 27,913

****2019 RAA% is based off your 2018 RAF%:**
10% RAA Allocation <12% RAF participation for 2018
30% RAA Allocation >12% or higher, but below the RAF 19% goal for 2018
32% RAA Allocation met the 19% RAF goal for 2018
35% RAA Allocation 5% or more above the 19% RAF goal for 2018



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Autry.com VCF-208

Camarillo Council Takes Look at Proposed Developments

Camarillo Acorn | January 25

In front of a full house at City Hall, the Camarillo City Council weighed in on the future of a growing city. The council chose to focus on new jobs, not new homes.

The city has seen more than 1,500 housing units built since 2014 and nearly 1,300 homes that have been approved but not yet completed.

The council declined Jan. 23 to refer to the Camarillo Planning Commission a plan to build 38 new two-story homes but did approve a proposal to turn land that was going to be retail space into a business park.

[Read more](#)

At Gov. Newsom's Urging, California Will Sue Huntington Beach Over Blocked Homebuilding

Los Angeles Times | January 25

In the first move of a promised battle between Gov. Gavin Newsom and local governments over California's housing affordability crisis, the state sued the city of Huntington Beach Friday and accused it of failing to allow enough new homebuilding to accommodate a growing population.

At Newsom's urging, the state attorney general's office filed a lawsuit in Orange County Superior Court against the community over a state law that requires cities and counties to set aside sufficient land for new residential development. The governor said in a statement that the suit was needed because rising housing costs threaten the economy and deepen inequality.

[Read more](#)

Fillmore, Developer Move Ahead on 459 More Homes at Bridges Project

Ventura County Star | January 24

The last and biggest part of the largest housing development in Fillmore's recent history is moving toward construction, with the approval by the City Council on Tuesday of an agreement with the developer for nearly \$30 million in streets and other infrastructure.

The "subdivision improvement agreement" allows the city to issue final maps for five separate tracts that will make up the third and final phase of the Heritage Valley Specific Plan area, also known as The Bridges subdivision. The council approved the agreement by a unanimous vote, with no discussion or debate.

[Read more](#)

4 Reasons Your Client's Home Isn't Selling

RIS Media | January 24

Like many real estate agents, your resolution for 2019 may have been to sell more homes this year. This is a great resolution, especially since it's likely that this year will still be a seller's market.

However, even with the best intentions, selling a home can end up being a real challenge. Even if you've hosted a number of open houses and posted about the property on your social media pages, there can still be a number of reasons your listing isn't moving. Here are four reasons your client's home may not be selling, and what you can do to fix it:

1. **Unrealistic Pricing.** Overpricing is often the most common reason a home is stuck on the market. Before setting a price, it's important to do your research so you're giving your clients the best opportunity for their home to

sell. Find out how other homes in the area are priced to see if you're in the right ballpark. You should also see what previous homes have sold for to determine whether your estimate is reasonable.

[Read more](#)

Utah Real Estate Agent Found Dead in Apartment Crawl Space; 3 Arrested

Fox News | January 20

Three people were arrested Saturday after a Utah real estate agent was found dead in a crawl space of an apartment he had visited to collect rent from the tenants, investigators said.

David Stokoe was reported missing Friday by his wife, who called police after the real estate agent didn't return home from work. Prior to his disappearance, Stokoe, 40, was visiting an apartment in Salt Lake City that was being rented out by Manuel Velasquez, 31, and Jessica Miller, 38, court documents obtained by the Salt Lake Tribune stated.

Velasquez and Miller allegedly had issues with Stokoe because he was "overstepping his legal rights by entering the apartment without [the renters'] permission."

[Read more](#)

Newsom Touches Nerve By Connecting Tax Funds to Housing Targets

San Francisco Chronicle | January 19

During his first budget speech, Gov. Gavin Newsom extended his palms as if balancing a scale, a theatrical gesture meant to underscore a theme.

"Transportation is housing," he said, "and housing is transportation."

To that end, Newsom announced an ambitious and controversial plan: He would withdraw gas tax money from cities if they don't meet regional housing targets that are set by the state but seldom enforced.

[Read more](#)

Oxnard Council Approves Townhome Project Despite Neighbors' Parking Concerns

Ventura County Star | January 17

A 20-unit townhome project was approved for south Oxnard on Tuesday, more than a year after it was first considered by the City Council.

During that time, the developer and city staff had been working on a solution with neighbors on parking concerns. But a proposed permit parking program was opposed by many residents.

By a vote of 5-2, with council members Bert Perello and Vianey Lopez dissenting, the plan to build a condominium project will go forward and is mostly unchanged since the first proposal.

[Read more](#)

Southern California Builders Are Cutting Prices to Move Glut of Unsold Homes

Long Beach Press Telegram | January 17

Faced with the largest inventory of unsold finished homes in six years, Southern California's homebuilders have resorted to price cutting.

According to real estate watcher Zillow, 25.9 percent of new homes on the market in Los Angeles and Orange counties in the fourth quarter had price cuts — No. 17 of 34 major markets studied nationally. In 2018's first quarter, 19.5 percent of homes were discounted. In Riverside and San Bernardino



counties, 28 percent of new homes had price cuts — No. 11 nationally. In 2018's first quarter, 27.2 percent of new homes had price cuts.

Builders typically cut selling prices as a last resort, preferring to lure customers in slow times with concessions on everything from mortgage terms to home upgrades. But this isn't another Southern California real estate quirk — it's a nationwide trend as 25.1 percent of new homes had price cuts at year's end up from 19.2 percent of new homes at the start of 2018.

[Read more](#)

Can State Government Make a Dent in California Housing Crisis?

San Jose Mercury News | January 17

One of the central issues looming before California's new governor, Gavin Newsom, is the state's acute housing affordability crisis. As he unveiled his first budget blueprint this month, days into the job, Newsom spoke at length about the depth of the problem and how he aimed to attack it, from new state investments in affordable housing to better local planning.

In his speech, Newsom hit a notably different tone than that of his predecessor, former Gov. Jerry Brown, who in an exit interview with NPR last month questioned the limits of the state's ability to make housing more affordable.

We talk with Ben Metcalf — a Brown appointee who leads the California Department of Housing and Community Development — about that marked contrast in perspectives and what state government can and can't do about California's housing woes.

[Read more](#)

Mortgage Applications Surge 13.5% as Borrowers Rush to Take Advantage of Lower Rates

CNBC | January 16

Mortgage demand continues to recover sharply, after ending last year in the basement.

Total mortgage application volume rose 13.5 percent last week, compared with the previous week, according to the Mortgage Bankers Association's seasonally adjusted index.

That is its highest level since February and came after a 23 percent jump the previous week. Volume was just 0.5 percent lower than a year ago.

[Read more](#)

Lawmakers Asked to Consider Anti-Price Gouging Laws to Slow Rising Rents

KPBS | January 14

Crooning in the shower is not Chad Regeczi's thing. That's why when he learned last year his monthly rent would go up \$300 so the new owners of his La Mesa apartment could upgrade his bathroom with a sound system, he was bemused.

"300 bucks!" he said. "I mean an iPod costs less than that. Everybody has got a phone now. Who needs a bluetooth speaker in a bathroom apartment? It's just weird."

Regeczi, a VA employee, said the 30 percent rent increase didn't match the condition of his apartment. But he felt powerless to challenge his landlords on the hike.

[Read more](#)

Rental Price Growth Is the Slowest in Nearly 4 Years

MarketWatch | January 11

Rental costs increased at the slowest pace in three and a half years in December, a small bit of happy news for consumers in a housing market that's seemed relentlessly strained for some time.

Nationwide annual rent was up 3.5% compared to a year ago, the Labor Department said Friday. While that's down only one tick from November, it still counts as the slowest yearly increase since June 2015, and continues a two-year trend of slowing rental price growth.

Most real estate observers had expected a deceleration in rental costs, as more newly-constructed apartment buildings opened. But the long-term fundamental need for more rental housing means demand is going to remain strong. In a recent market update, Amherst analysts noted that millennials will continue forming households even as high debt burdens and tight lending practices make it difficult to buy homes.

[Read more](#)

Two Construction Unions Are Accused of Extortion

Los Angeles Times | January 11

A Los Angeles real estate developer has filed a lawsuit accusing two labor unions of violating federal racketeering and antitrust laws as they attempted to block the approval of a mixed-use complex in the San Fernando Valley.

The Icon Co., which is seeking to build a \$150-million project in Panorama City, said in its lawsuit that the Southwest Regional Council of Carpenters and Local 300 of the Laborers International Union of North America engaged in predatory and extortionist conduct as they filed environmental challenges over the development.

In the months leading up to a City Council vote, the two unions warned that the project would have negative effects on traffic, air quality and other issues. Yet behind the scenes, union officials offered to drop their environmental challenge if the Icon Co. agreed to hire only unionized construction workers, the developer's lawsuit states.

[Read more](#)

The Hottest Homebuyer Demographics? Hispanics and Female Millennials

RIS Media | January 10

The female millennial homebuyer has arrived—and in grand fashion. In the housing market, single women are one of the fastest-growing demographics, and those that are born between 1981 and 1996 are leading the way.

According to a Realtor.com analysis, which took a look at the first names of homebuyers in this country, seven of the top 10 fastest-growing names are largely attributed to female millennials. Last year, the five fastest-growing first names on home sales deeds were Hannah, Austin, Alexis, Logan and Taylor—three of which are traditionally female names.

Deed data also revealed an uptick in Hispanic names for 2018. Home sales associated with traditionally Hispanic names and partially Hispanic names increased 4.1 percent and 3.7 percent year-over-year—sales to homebuyers with non-Hispanic names remained stagnant (0.1 percent year-over-year). 🏡

[Read more](#)

What's in Store for 2019?

Economists expect local housing market will cool, but is unlikely to drop sharply

By John Frith

VCCAR Editor and PR Consultant

The state and Ventura County housing markets are expected to cool in 2019 but absent a major economic shock are unlikely to fall rapidly, state and local housing experts believe.

Sales are expected to continue falling, but pricing in Ventura County should keep steady, said Jordan Levine, a C.A.R. senior economist.

"We're not forecasting a big correction in prices, although that depends on the economy," Levine said. "(Unlike 2006,) we don't have people in 5-1 option ARMs, most homeowners have good credit and at least some skin in the game."

Mark Schniepp, director of the Santa Barbara-based California Economic Forecast, generally agrees.



Mark Schniepp

"The housing market will continue to do what it was doing last year and maybe go a little lower," he said. "Prices aren't going down, and Ventura County is one of the few places in the state where we're seeing more inventory."

He attributed that to the fact the county "doesn't have a real vibrant economy," so there isn't the pressure there is in other parts of the region and state for people to find housing.

Schniepp projected that mortgage interest rates will rise gradually to 5.25 to 5.5 percent this year, which will help cause sales to drop between 3- and 5 percent with prices leveling off or increasing slightly.

He did warn if the stock market falls sharply lower later this year after recovering most of its previous losses in January that could have an effect because people "are not going to want to buy big assets when they're seeing deteriorating wealth. If that happens, you could see prices going slightly lower."

“The housing market will continue to do what it was doing last year and maybe go a little lower.” — Mark Schniepp

Levine attributed the decline in sales volume to the fact excess demand for housing locally has largely been filled, along with the fact potential buyers are nervous about the future.

"Either people can't afford to buy, or they are worried about what the market is going to do," he said. "In housing, there's always a huge consumer confidence issue. People don't want to be the ones who buy just before prices go down."



Jordan Levine

MLS statistics show downturn

Year-end statistics from RPR and the Ventura County MLS clearly show the downturn.

Since June, the number of active listings countywide was lower each month than the same month in 2017, falling to 1,430 in December, which was 21 percent lower than in November and 12 percent below December 2017.

However, new listings were higher in five of the last six months of the year than they were in the prior year and for the year were up 2 percent.

The number of home sales also dropped by 5 percent in 2018 to 6,663 for the year. Sales were between 1- and 19 percent lower than the same month during the prior year in nine of the 12 months, falling to 404 in December, 14 percent lower than December 2017 and 28 percent less than December 2016.

The median sales price rose in December to \$597,000, which was 1 percent higher than November and even with December 2017. That's still almost 14 percent higher than December 2016, however.

Median listing prices were down slightly to \$640,000 at the end of the year, 2 percent higher than December 2017 but 3 percent lower than the recent peak of \$660,000 in October.

On a statewide basis, C.A.R. believes the economic and housing fundamentals are still solid, said Oscar Wei, a senior economist with the state association, who believes there are still willing buyers.

"Buyers are still sitting on the sidelines and are still waiting to see some certainty in the economy," he said. "People still want to buy. They're looking for the right price and with rates down for now we have a window of opportunity."

Due in part to the recent volatility of the stock market, mortgage rates in late January were at about 4.6 percent, down from over 5 percent as recently as November and the lowest since last June.

Like the other economists surveyed, Wei doesn't think rates will stay that low and believes rates for the year will average around 5.2 percent, but that rate increases may be a bit slower than previously expected.

(In fact, the Federal Reserve on January 30 held interest rates steady and removed language from its policy statement that "some further" rate hikes would be appropriate in 2019.

“With rates down for now we have a window of opportunity.” – Oscar Wei

(Fed Chairman Jerome Powell said after the statement was released that they had decided that the need to raise rates had weakened.)

The statewide picture shows a slow decrease in sales, hitting 372,260 units in December, the lowest level since January 2015. That’s almost 12 percent below the 420,960 sales in December 2017. Wei forecasts that sales will drop another 7 percent statewide in 2019.

Meeting state goals will be daunting

Housing has emerged as a top priority of new Gov. Gavin Newsom’s administration, with veteran columnist Dan Walters concluding that Newsom has paid more attention to the state’s housing crisis in his first month in office than former Gov. Jerry Brown did in eight years.

Newsom has called on government and industry to work together to produce 3.5 million housing units over the next seven years, an average of 500,000 per year which is more than quadruple production levels statewide in recent years. But neither Levine nor Schniepp expected production to ramp up to those levels – certainly not in Ventura County, where the SOAR growth control mandates are in place through 2050.

“They’d have to pass a lot more draconian legislation than SB 35 for that to occur,” Schniepp said, referring to a bill enacted in 2017 that allows the state to temporarily take control of some permitting and entitlement processes in cities that don’t meet their Regional Housing Needs Assessments. As of last March, only 12 jurisdictions did so, while 97.6 percent did not.

“If you want housing to be built, get rid of CEQA (the California Environmental Quality Act) or revise it substantially. It allows neighbors to stop development, and there are 38 million Californians in position to do just that.”

Levine was slightly more optimistic about the new emphasis on housing.

“I think Newsom’s goals could happen, it’s finding the political will to do so. It could happen, it’s a question of wanting it to happen.”

Locally, though, he was more pessimistic.

“It’s hard to see things changing radically in Ventura County. Housing is a fundamental issue we have yet to tackle.”

“I think Newsom’s goals could happen, it’s finding the political will to do so.”

– Jordan Levine



Marta Golding Brown
VCCAR Government Affairs Director



Marta Golding Brown

VCCAR Teams with SBAOR to Establish Coastal AOR Group

At the C.A.R. meetings in Indian Wells earlier this month, several Associations held a Coastal Caucus meeting to discuss issues related to Coastal Commission rulings, guidelines, and local coastal plans in coastal communities. Those involved in the caucus established a working group to help coastal AOR's deal with sweeping Coastal Commission proposals that will affect coastal housing in the years and decades to come.

The group was proposed by VCCAR and the Santa Barbara AOR because the Coastal Commission is proposing new guidance documents for issues such as sea level rise, cliff erosion, and sand erosion that would have major impacts on private property rights.

The Coastal Commission has been working on Residential Adaptation Policy Guidance document for local governments to use to address the effects of possible sea level rise in their Local Coastal Programs and Coastal Development Permits. REALTORS® have been urging regulators to revise many of these guidelines because they are overly restrictive. After several postponements, the Commission will next discuss the guidelines this month.

Because the guidelines – utilized by local governments in their Local Coastal Plans – will affect all coastal communities and because C.A.R. does not engage in local government issues, establishing this AOR group will allow associations from all affected areas to work together.

For example, a guideline may require beachfront homes to be demolished with all traces of human habitation removed in the event rising sea levels made the homes uninhabitable. And in particularly low-lying areas, any modifications to a home may require it to be placed on piers.

To support the process, an RFQ was released to a group of public policy consultants with responses due this month. Following interviews, the working group will recommend a selection and will request a grant from C.A.R.'s Issues Mobilization PAC (IMPAC) to fund a contract.

The consultant will monitor Coastal Commission efforts related to LCPs, sea level rise plans, and coastal private property rights, determine what other communities are doing, and provide assistance where appropriate.

“REALTORS® have been urging regulators to revise many of these documents.”



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Professional Development Committee Seeks to Be Great Member Resource

Editor's note: This year, *Ventura County Coastal* will be taking a look at some of the Association's committees, which organize the programs and services our members receive. This issue, we explore the role of the Professional Development Committee.

When Cindy Diaz-Telly served as VCCAR President in 2012, she recalled asking members what came to mind when they thought about their Association. She was shocked to hear more often than not that it was "the place where I go to pay my dues."

To ensure that members receive full benefit from being a member, VCCAR has shifted in recent years from emphasizing networking and social events to focusing strongly on programs to help members continue to grow and learn how to be the best REALTOR® possible. And she said the Professional Development Committee is an essential part of that new approach.

"Our goal is to fill the room with members and have them leave with tools and ideas and excitement and energy they can put into growing their business the very next day," she said.

Diaz-Telly added that all the committees have also been tasked with ensuring their activities dovetail with the priorities in the Strategic Plan, which in the area of career development has the following goal: Providing transformational training and professional development opportunities through trending and cutting-edge programs that position members to increase their competency, professionalism, and business. (You can read all of the Strategic Plan goals in President Jorge DeLeón's column on [Page 3](#).)

The committee's efforts got under way last month when VCCAR held a team-building event for committee chairs and vice chairs. Diaz-Telly and Vice Chair Tom Molinari, along with staff liaison Marta Golding Brown, reviewed the Strategic Plan goals and then brainstorming possible programming topics for the year. Then they explored how – or if – those ideas aligned with the Strategic Plan goals.

"Marta and Wyndi (Austin, the CEO) guided us and told us, 'Those are great ideas – now how do they fall into the Strategic Plan framework?'" she said. "That kept us on task because we had a specific roadmap."

The committee members are now fleshing out a detailed plan to be presented to the Board for approval.



Cindy Diaz-Telly and Dragan Trajkovski.

First development program a success

The first program put together for this year, "Peak Performance and Turning Action Into Results," was designed to accomplish that goal, Diaz-Telly said. Dragan Trajkovski, a business strategist with Tony Robbins Co. for more than eight years, outlined a three-step process for creating lasting change, which includes having a strategy, taking action on it, and having the right mindset.

"Those are the pillars to success," Trajkovski said before the January 18 event. "We help individuals uncover what may be stopping them from producing. People usually know what they should be doing, but they don't always do it."



Maggie Hood

More than 50 members attended, and the feedback was positive. Maggie Hood, an agent with Berkshire Hathaway HomeServices California Properties in Ventura, said she'd been thinking about attending a Tony Robbins seminar for many years and after the VCCAR presentation signed up to go to one in March.

"It was a very motivational hour and (Dragan) was a dynamic individual who clearly represented the Tony Robbins organization at a very high level," she said.

The March event will feature a "firewalk" in which people walk on hot coals to help participants push through their limitations to become a better version of themselves.

"Being in the sales business, we have to overcome fear every day," Hood said. "If you can walk on hot, burning coals, you can certainly prepare for going into a listing appointment."

Upcoming VCCAR programs still being developed include a "rookie series," for both new REALTORS® and more experienced



PROFESSIONAL DEVELOPMENT COMMITTEE



Attendees at the Peak Performance seminar.

members who might need a refresher. She said agents with larger brokerages have access to ongoing training and continuing education, but agents working with smaller firms or as independents don't.

"Where should they go to get continuing education? It should be at the Association where you pay your dues," she said. "It should be the place to learn something new that relates to your business model!"

Topics being considered include tax and financial planning, how to create a business plan, marketing yourself, and better

“Where should they go to get continuing education? It should be at the Association where you pay your dues.”



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Xin Jin speaks Mandarin

using social media marketing. A subcommittee is working on class structure and speakers, and programs will be free for members.

Golding Brown added that VCCAR has reached an agreement with the CE Shop to provide online continuing education classes at reduced rates for members.

“We’re really looking at expanding our continuing education and developing REALTORS®,” Golding Brown said. “We want members to consider VCCAR as a great resource for education and development.” 🌴

This year’s Professional Development Committee Members

Chair: Cindy Diaz-Telly, Coldwell Banker Residential

Vice Chair: Tom Molinari, Thomas Molinari, Appraiser/Broker

Staff Coordinator: Marta Golding Brown

Director Liaison: Sandy Seekins, Century 21 Everest

Carlos Camargo, Open Mortgage

Yolanda Carr, First American Title

Jeff Comstock, JL Comstock & Associates

Bob Davis, Provident Bank Mortgage

Joaquin Jimenez, Realty ONE Group Summit

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Last year's Leadership Academy class.

Leadership Academy Applications Now Available

Applications are now available for the second class of VCCAR's Leadership Academy. The program is designed for emerging leaders who will help guide the Association to a brighter tomorrow, but will also develop, polish, and strengthen graduates' leadership skills.

Seven REALTORS® and one Affiliate will be selected to participate in the nine-week program, and successful applicants must attend all sessions. Once again, successful applicants will receive the training – valued at more than \$2,000 – at no cost. A \$150 deposit will be refunded upon completion of the full program, including graduation.

REALTOR® applicants must have a minimum of 18 months' experience as a REALTOR® on the date of application and be a member in good standing with VCCAR. Affiliate applicants must be a current member and have been so for 18 months.

The application deadline is 5 p.m. on Thursday, March 16. Applicant interviews will take place on April 4 and 5, with members of the class announced on April 8. The program will begin on April 16. [Online applications are available here.](#) 🌐

Ventura Chamber of Commerce Honors VCCAR

The Ventura Chamber of Commerce recently saluted VCCAR for having been a Chamber member for 25 years. Accepting the award was Government Affairs Director Marta Golding Brown.



New Office Hours Announced

Beginning January 30, VCCAR's offices are closed for lunch from noon to 1 p.m.

The offices are now open Monday-Friday from 9 a.m. to noon and from 1-5 p.m.



TAXES and LOANS

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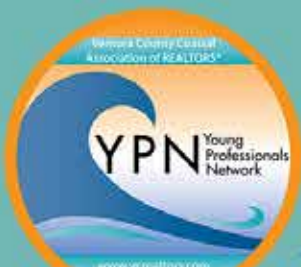


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For more details on this and other MLS Rules visit:

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Instructor: Adorna Carroll

Location: VCCAR Training Room
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REGISTRATION INFO

Early Bird Registration: \$99

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Refunds: 30 days. Attendees can receive refunds up to 30 days before your event start date.



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NEW MEMBERS



26 New REALTORS® Join VCCAR in January

A total of 26 new REALTORS® completed their new member orientation on January 24 and were presented their pins by VCCAR President-Elect Tim Comstock.

The new members are Lawrence C. Beinfest, Buenger Commercial Real Estate; Russell N. Boyd, Sun Coast Real Estate Downtown; Liliana Castillo, Century 21 Everest; Natalie M. Cummings, The Address; Gordon Deutsch, RE/MAX Gold Coast Realtors; Henry H. Files, Coldwell Banker Residential; Isabel Garcia, The Omni Group; Lynn K. Goodman, Berkshire Hathaway HomeServices (BHHS) California Properties; Deshion C. Inniss, Comfort Real Estate Services;

Kelly Jackmon, Coldwell Banker Residential; Kaitlin Jones, Rincon Property Management; Fang Liu, Century 21 Everest; and Michael S. Maimes, Oakwood Communities.

Also Carlos Marez, Century 21 Everest; Daniel Morales, Jr., Century 21 Everest; Christian J. Ortega, eXp Realty of California; Ashley V. Pavan, BHHS California Properties; Andrew L. Rasura, Keller Williams West Ventura County; Elizabeth Reyes, RE/MAX Gold Coast; Jasmin Rivera, Keller Williams; Rochelle Rosenbalm, VC Property Shoppe; Sean K. Ryan, Keller Williams; Yvette Salazar, Century 21 Everest; Jack R. Stockton, BHHS California Realty; Timothy A. Theys, eXp Realty, and Samantha L. Zell, Century 21 Everest.

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Applicant Criteria

- A REALTOR® applicant must have a minimum of eighteen (18) months experience as a REALTOR® as of the date of the application and a member in good standing with VCCAR.
- An Affiliate applicant must be a member of VCCAR for the past eighteen (18) months and a member in good standing with VCCAR.
- A limited number of participants each year; seven (7) REALTORS® and one (1) Affiliate.
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VCCAR PRE-TOUR MEETINGS



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Pre-Tour Meetings are open to all members of VCCAR and are held in advance of the physical home tours. This is a great opportunity to network and familiarize REALTORS® with newly listed properties!



CAMARILLO PRE-TOUR MEETING

Meets: Each Thursday
Time: 9:00 AM to 10:00 AM
Location: Boys & Girls Club of Camarillo
1500 Temple Avenue, Camarillo, CA

CONTACT

Moderator: Tim Hall T: 805-320-3688
Coordinator: Michael Padilla T: 805-340-9037



OXNARD BEACH PRE-TOUR MEETING

Meets: Each Wednesday
Time: 9:00 AM to 10:00 AM
Location: Sotheby's International Realty
3600 S. Harbor Blvd., #112B, Oxnard, CA

CONTACT

Moderator/s: Mark Chacon T: 805-794-8069
Jorge DeLeon T: 805-794-7102
Coordinator: n/a



OXNARD / PORT HUENEME PRE-TOUR MEETING

Meets: Each Wednesday
Time: 9:00 AM to 10:00 AM
Location: VCCAR Training Room
2350 Wankel Way, Oxnard, CA

CONTACT

Moderator/s: Briana Bouffard T: 805-339-3500
Kathy Courter T: 805-581-3200
Jeff Comstock T: 805-218-5567
Coordinator: Shelley Wells T: 805-377-9000



VENTURA PRE-TOUR MEETING

Meets: Each Thursday
Time: 9:15 AM to 10:00 AM
(Networking starts at 8:45 AM)
Location: The Sandwich Factory
4531 Market Street, Ventura, CA

CONTACT

Moderator/s: Karen Campbell T: 805-320-0225
Lynn Kenton T: 805-901-5444
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Wyndi Austin

What's Your Story?

NAR, C.A.R. want to use the power of storytelling to share what our industry means to clients and the community

John Smaby, NAR's 2019 president, wants you to "own your story." That includes ensuring that REALTORS® are in a position to reach their business and personal goals as well as inspiring members to use the power of storytelling to share what the real estate industry means to clients and community.

At the recent C.A.R. meetings in Indian Wells, state President Jared Martin followed suit and asked REALTORS to "share your story." After all, who isn't moved by a good story? No doubt, REALTORS® have many to share. Whether you are a commercial or residential agent or broker, property manager or appraiser, or an association staffer, every member of the REALTOR® family has stories of the work we've done to help strengthen communities.

So here goes.

My story begins many years ago – in 1944 to be exact. On a crisp winter morning in eastern Wyoming a blinding snowstorm was approaching. It was a Thursday and my great-grandfather Daniel Webster (DW) was working on the family ranch with his five children (including my grandfather, Carroll) and hired ranch hands. The ranch was situated just 30 miles outside of my hometown of Douglas and covered more than 21,000 acres.

DW drove to a neighboring town for errands, leaving his wife behind. Upon returning on Friday morning he witnessed an unimageable scene: the main house had been demolished by fire. His dear wife (my great-grandmother) died in the fire. They discovered several personal items out front as though she tried to save as much as she could and surmised that she went back in for more and never made it back out. The cause of the fire was never determined.

Fast forward several months and my father, Jim, was born in December and the family has rebuilt the ranch house just 40 yards from the original homestead spot. Despite the agony of loss, life continues on and DW eventually remarries. DW purchases a home in Douglas and splits his time between the ranch and town home as his new bride is not a fan of living a ranch life.

Years go by and DW's health declines and he eventually passes from heart failure. My grandfather inherits the home in Douglas and my step great-grandmother leaves Wyoming for sunny Scottsdale, Arizona, where she soon discovers the increased cost of living. She needs money, and as the 51 percent shareholder in the family ranch corporation she decides to sell. She contacts my grandfather and his four siblings on a Friday and gives them three days to "get the money or get out."

Of course, it's impossible to do so over a weekend, so they discuss all options and reluctantly decide to sell, but not to the largest land owner in the area, who was viewed as a competitor. As a family they agreed to these terms many years ago and that clause was included in the corporation documents.

Instead, they agree to sell to one of the ranch hands who had expressed interest. But just three days after the sale is completed, the new owner sells the property again – to the largest land owner in the area. This is devastating to the family. Lawsuits are filed and unsavory business dealings and tactics ensue. Documents are destroyed, untruths unfold, accusations are made. The end finally comes tragically with two attorneys committing suicide one day apart of one another.

Over the years I've heard this story and the lasting effect and memory it's held over everyone. In reliving the details recently with my father, he recalls that his father, Carroll, was forever heartbroken over the deaths of the attorneys. It stayed with him his entire life. The lesson was that while owning property is the American dream, it can come at a price.

But the lure of homeownership was stronger than the family story of loss and at the urging of my father I bought my first home in my very early 20s. Weeks earlier, I had taken him with me to pick up a shiny new red sports car but he looked at me and asked, "Why are you buying this? you should be buying a home." That simple statement had a profound impact on me, and as my career led me into real estate association management, it has always stayed with me. Homeownership is the key to building wealth and building strong communities. I'm proud to continue to help our industry share that story with buyers, sellers, elected officials, and the public as a whole.

That's my real estate story. We'd like to hear yours. If you would like to share it, please contact our editor, John Frith, at john@twcommunications.com or 916-765-6533 and we will include selected stories in future editions of the magazine.

“That's my real estate story. We'd like to hear yours.”

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