



AREA

ASSOCIATED REALTY OF THE AMERICAS

JUNE 2022

SPOTLIGHT:

Walnut Creek, California



ASSOCIATED REALTY OF THE AMERICAS

"All the news that fits."

Our members are 110% committed to excellence in our real estate profession. Our mission encompasses: Sharing BEST Practices with our colleagues; treating all referrals with the utmost of care, honesty and integrity; and being involved in organized real estate for the betterment of our profession."

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A R E A M E R I C A S . C O M

COMMENTS FROM

Jeanne Radsick



Jeanne Radsick
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Dear Fellow AREA Members:

I am reminded of the song, "Tomorrow" from the play/move "Annie", as I realize that, after a very long two years, we are ONLY A MONTH AWAY" from joining once together, this time at the 15th Annual AREA Retreat. Looking forward seeing you so many of you at this very important meeting. Great topics and speakers, of course, but, best of all, YOU!!!!

I wish to thank our two newest sponsors: **Inland Capital** who was, in turn sponsored by **Alex Bikov** our commercial broker in Seal Beach, California and **Cross Country Mortgage** whose sponsorship came via **Seth**. We will hear a great deal about them in the near future, and be sure to catch more about Cross Country Mortgage in this newsletter.

Room registration is closed and if you have not made your room reservation, kindly contact Carl directly and he will be glad to assist.

Things kick off with a hosted Barbecue (23rd) courtesy of **Mr. and Mrs. Seth Task**, then we registration on the 24th followed by a dinner cruise on the Great Lakes that evening. So much more.

Great articles by **George, Margo, John** and **Nate** and an overview of beautiful Walnut Creek, California provided by **Tracey Casella** plus those wonderful quips from **Trinkie** and, of course, **Dennis** with a summary of all that is going on in the legal world.

Respectfully Submitted.
Jeanne Radsick





Comments
from Jeanne

Here's Whats Happening
by George

Cleveland Retreat 2022

Member Shout Out

A Gift of Glaab
John Glaab

A Little About Us
Cross Country Mortgage

Forum
Nate Johnson

Spotlight
Walnut Creek, CA

On the Lighter Side
with Trinkie

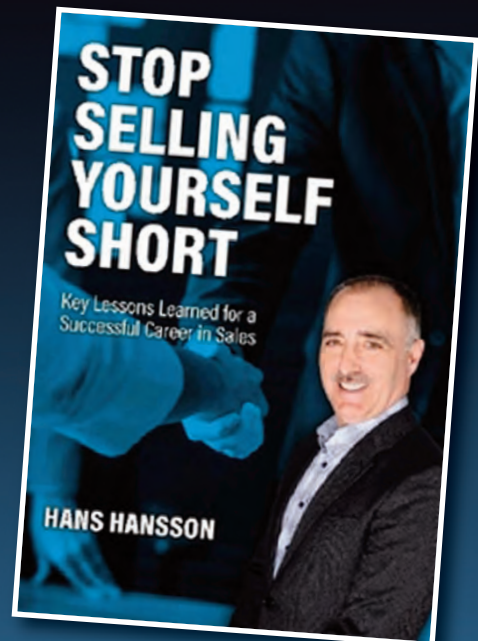
Legal Update
Dennis Badagliacco

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Here's What's Happening by George

We see construction everywhere in our county especially due to the lack of home inventory. It generally takes about two years to plan and build a home in our region. For the first time in the last 40 years, houses with approved plans are contracting before being built. Because inventory is getting less and less, I predict some Realtors may not be able to last through the next year or two. Just getting back from the National Association of REALTORS® meetings in Washington D.C., our national leadership is predicting a drop in membership starting this year and for the next several years. There is just not enough inventory for everyone in real estate sales to survive over the next few years.

In addition, rising mortgage rates will definitely make it harder for first-time home buyers, but in the high-end markets our clients may get better returns for some of their cash flow investments. That being said, the stock market is taking a beating this year even more so in the last 30 days. Real estate might look like a better place to invest in over the next few months rather than the volatile stock market.

Signs of a Slowing Market: Two things jump out at me. More and more potential buyers can't find what they want and leave our market to buy in other Colorado resorts where their dollar goes farther. Also, some potential sellers in the Telluride regional market don't want to sell even if they double the price they paid because they may not be able to buy back in due to a severe lack of inventory.

Real Estate Question of the Month: Can I do a 'pocket listing' with a real estate agent?

Answer: Yes. However, you may not get the widest exposure of buyers and by doing so you may not get the highest price possible. Also, a person in a 'protected class' per federal, state or local Fair Housing Laws might be able to sue you and the real estate broker representing you as the seller for not having an opportunity to purchase your property and claim discrimination.

As always, consult your attorney about the above situation.

Fun Facts, mostly about real estate

1. Nationally, April home sales dropped 7% month over month and 27% year over year.
2. After China, the U.S. is the next largest exporter of goods in the world, shipping out \$1.8 trillion worth of goods in 2021, a 23% increase over 2020.
3. Wages are up 6% from one year ago, but inflation is up 8.5%.
4. Nine of the largest U.S. cities have lost 419,000 residents since March 2020.
5. San Francisco lost 55,000 in that same period, dropping their population to their 2010 level.
6. The mortgage industry is scrambling to lay off as much as 20% of their employees due to the huge drop in the refinancing segment.
7. In Denver, a one-bedroom rental has jumped 27% year over year.
8. U.S. birth rates increased last year for the first time in seven years, up 1% from the previous year.
9. Eighty-eight percent of Florida residents will see higher flood insurance rates.
10. As of the date of this newsletter, a 30-year fixed rate mortgage averages 5.22%. In 1982 it reached 18.9%.



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24-26

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**A Gala Dinner/River Cruise
Aboard the Good Times III**



EVENT INCLUDES:

Saturday, July 23rd

Optional, Barbecue at the residence of
Mr. and Mrs. Seth Task

Sunday, July 24th

Registration and No-Host Cocktail Party
Followed By
A Gala Dinner Cruise and Party

Monday, July 25th

Breakfast, Lunch, Meetings
Dinner Pairing that Evening (on your own)

Tuesday, July 26th

Breakfast, Lunch, Meetings
then on to the
Rock N Roll Open House

Followed by Our
Evening No Host Cocktail Reception
and
Gala Awards Banquet

TICKETS INCLUDE ALL TAX AND GRATUITIES \$595 PER PERSON

TO REGISTER: Go to the AREA website areamericas.com

Enter your username and password | Go to MAKE PAYMENT

Or Send Your Check to: Associated Realty of the Americas P.O. Box 2109 Green Valley, AZ 85622

Questions: 520-625-9335

ROOM REGISTRATION IS CLOSED

If you need a room please contact Carl Bosse carl@areamericas.com

Covid Protocols will be in place.

Member Shout Out



It's "A Calling"

BY MARGO WHEELER

It's not a job, not a 9am to 5pm, you're not an employee but you do get rewarded if you do it right. What is it? A Calling – defined as "a strong urge toward a particular way of life or career; a vocation". That's the definition from the dictionary (and Siri) © There should be a picture of a REALTOR® along with that definition. Why, you might ask – let's think about it.

REALTORS® wonder about that calling when clients are calling at all hours of the day, with one more question or request, because their neighbor or

Uncle John told them... Those clients who call early in the morning or late at night, during your child's or grandchild's swim meet, dance recital, soccer game or birthday celebration. That's when you may start to think, if only I got paid by the hour. But you don't, so we answer the call and appreciate the Calling.

The Calling which gives you a wide variety of experiences that keep you in shape, especially if you're a residential practitioner. From staging a home before photos to touching up before an Open House, to watering plants when clients go out of town and even helping senior clients pack and move. You may not do all of this for every client – but it happens, and after closing occurs and our clients turn over or get the keys, we realize it was worth it.

Our profession, vocation, is not for the faint of heart, or those who like a 9-5 with no overtime or who don't know how to accept and move away from those transactions from hades – it is for those who have answered and embraced our "Calling"!

Looking forward to being you in Cleveland.

Love, Margo



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John Glaab and Linda Neil
Mexico, Home-Sweet-Home

Whatever your needs are: Travel, Accommodations, Vacation Rentals or Housing, Retirement Housing, Healthcare, Mexico welcomes you! And your fellow members of AREA can help. Just ask!

THE GIFT OF GLAAB

Our friend, Maripina Paoell was born in Campobosso in the South of Italy. She studied at the Florence Conservatory of music and was the "First Flautist" at the Luigi Cherubini Conservatory. While in Florence, she met Fernando Barragan from Uruapan. He was studying fine arts. They married and now live in Uruapan.

She is Founder and Owner of Crescendo Escuela de Educacion Musical (Crescendo for short.)

Crescendo students are having a recital later this month at the State University of Agriculture. Maripina asked us if she could use our nineteenth century Steinway Grand in a promotional piece. Of course, we agreed, by the way in the last photo in the lower right, you will see the corner of our Kimball Grand. Linda brought it down from the U.S. The Steinway she managed to purchase in Puebla, Puebla.



In the photo with Maripina are a teacher and two students.



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OUR MORTGAGE SOLUTIONS ARE SIMPLE, FLEXIBLE, AND FAST.

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Alt Doc-

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A LITTLE BIT ABOUT US, CROSS COUNTRY MORTGAGE.
A PROUD SPONSOR OF AREA

At CrossCountry Mortgage, we've been helping people get home since the very beginning.

On an icy, blustery winter night in our first year, our CEO and a colleague were headed to a meeting with a hopeful entrepreneur in search of a property loan. On the way, they spotted an elderly couple whose car had swerved off the road and was stuck in the snow.

Even though they were in their suits and dress shoes, they stopped to help. Their appointment was important, but this was more important. Together, they pushed the car out of the snowbank, returning the couple to the safety and comfort of their

home. Then they proceeded to the meeting to provide support and service to a new customer, who remains a successful entrepreneur to this day.

Helping the couple get safely home and the customer achieve his dreams set the foundation for our company. By caring for everyone we encounter like family, we're able to truly serve our communities with kindness and forge lifelong relationships with people like you.

Our Vision — Then and Now

CrossCountry Mortgage began solely as a mortgage broker in Cleveland, Ohio in 2003. Our President and CEO Ronald J. Leonhardt, Jr. had the vision to become a nationwide full-service lender that could provide more to customers — match them up with the perfect mortgage to suit their needs, provide knowledge and support every step of the way, and make their homeownership dreams possible and affordable.

Through superior customer service and a full range of loan products and programs, we've been able to achieve that vision and build upon it by helping more people each year buy homes from coast to coast. We're continuing to expand our nationwide footprint, and we're not stopping any time soon.

Today, we have headquarters in Brecksville, Ohio and branch offices across the country. We have been a Freddie Mac, Fannie Mae and Ginnie Mae Approved Seller/Servicer since 2012 and have greatly expanded our mortgage-based solutions into a wide portfolio of home purchase, refinance, and home equity products. We are licensed in all 50 states and have earned a number of awards and accolades along the way:

- Smart Culture Award, Smart Business: 2022
- Best Workplace, NorthCoast 99: 2021 (5 times since 2016)
- Inc. 5000 List of America's Fastest Growing Companies: 2021 (8 times since 2012)
- Top Workplaces, The Plain Dealer & Cleveland.com: 2021 (5th consecutive year)

Our team is dedicated to making the mortgage process easy, stress-free and rewarding. Our culture is based on honesty, humility, integrity, and service — whether you're stuck in the snow on a cold winter night or seeking to achieve the American dream of homeownership.

Our Mission and Goal

Our mission is simple: to provide you with the best possible advice and benefit to your financial needs while facilitating a straightforward, transparent mortgage process for buyers, sellers and realtors.

Our goal is to be recognized as the leading and most reputable mortgage company in the nation. We begin that process by earning your trust through knowledge and communication. You are our first priority and we pride ourselves on developing rewarding, long-term customer relationships. We can close your housing loan quickly and help you save money because we empower our loan officers with advanced mortgage technology that enhances their customer service and industry expertise.

Experience the CrossCountry Mortgage Difference

Navigating the mortgage loan process is exciting and easy with the right home financing partner. When you work with us, you'll collaborate closely with a licensed professional who is crazy good at making sure you receive a competitive rate and an exceptionally fast and simple housing loan experience.

When it's all said and done, we strive to be your mortgage lender of choice for years to come, wherever life takes you. Our loan officers, branch managers and support staff are always available to assist you from application to closing and beyond. Anytime you need a property loan, or even if you just need a helping hand out of a snowbank, we'll be there for you.



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Warm Honey and Milk

NATE K. JOHNSON

An agent was recently telling me that her client was really high maintenance and needy. "She doesn't know anything, and I have to keep telling her things over and over." The agent remarked.

I told the agent that she needs to be like warm honey and milk. She looked puzzled and I explained that warm honey and milk soothes the nerves of people and promotes good sleep and heart health.

I reminded the agent that this is a stressful situation for her client. She needs to exercise patience, along with a bit of compassion, and empathy to help her client through this transaction. I also explained that on average, we need to hear a message seven times before we retain it. Let's remember, all clients are different. Some want to be very involved, take meticulous notes and understand all of the minutia of the transaction. Other clients, however, just want to point to house and say "This one...just tell me where and when I need to sign."

One thing that all of our clients will agree on is that they want seamless integration. They may not use those words, but that is what they want. This is illustrated by how commerce takes place in our advancing society. The consumer can look at their phone, press a couple of buttons, and have a new shirt or dress show up at their house the next day, or even today. People can buy a car from a vending machine. They can have groceries or dinner delivered tonight. Each of these examples have several things in common, most notably, they can do it without talking to anyone. I'm not telling you anything new, we've heard all of this before. However, what I am saying is that we need to adapt faster than we have been. Our clients are busy and the process of selling and buying home is a disruption to their lives. Let's remember something very important.

Our clients do not want to buy or sell a house. They want to be in their next home. If they could snap their fingers and move from their current home to their next one, they would do it and eliminate the messy middle.

Our job is to make that messy middle as smooth as possible and limit the disruptions to their busy lives. We need to be versatile in our approach to meet the needs of our clients' varied communication expectations. However, we can't omit the important details that they need to understand as we help them with one of the largest financial decisions of their lives.

Another thing that we must consider, as we begin to get frustrated, is that most of our clients will sell and buy a home, on average, every eight years. However, as REALTORS, we help people achieve their real estate goals every day. What we think of as common sense in a transaction may not be as common as we think. As a result, we need to be compassionate about their feelings and thoughts

Many of us have been in the business for a long time and it can be easy for us to get jaded and think that our clients should know the things that we know. Should they know these things? Isn't it our job to educate them? Think about the last time you made a major purchase. Did you have all the information, or did you need the support of the person assisting you? Did you have a trusted advisor on your side? This is what our clients want, need, and deserve from us. The challenge for us is to deliver all of this in a way that is consistent with the clients' communication expectations. We need to show up as warm honey and milk. Not just during the transaction, but afterwards. Our goal is to build lifelong relationships and a little patience can go a long way with achieving that outcome.

All the best,
Nate



This is a place to share your thoughts and ideas. Please feel free to send a commentary to THE FORUM to Carl at carl@areamericas.com to published exactly as received.



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On the **Lighter Side** with **Trinkie**

Featuring Tahoe's Trinkie Watson and her wit and wisdom.

"The quality of your life depends on the questions you ask yourself."
Tony Robbins

Practice makes perfect unless you're the next version
of Microsoft Windows.

They say the early bird gets the worm but the second
mouse gets the cheese.

Cop: "Do you know how fast you were going?"
Me: "No. I thought that was your job."

Spuddle: A useful verb from the 17th century that means to work
feebly and ineffectively, because your mind is elsewhere or you
haven't quite woken up yet. To be extremely busy whilst achieving
absolutely nothing.

A man boarded a plane with six kids. After they got settled in their
seats a woman sitting across the aisle from him leaned over to him
and asked, "Are all of those kids yours?" He replied, "No. I work for
a condom company. These are customer complaints."



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researching, contracting, and evaluating
venues for your organization's events!



Ali McQueen Cannon
Manager, Global Accounts
615.364.8041
acannon@helmsbriscoe.com

Contact me for more information,
and let us put our buying power to
work for you!

FOR PEACE OF MIND, DON'T SKIP THE HOME INSPECTION



Do Your Buyers Need a Home Inspection in This Market?

Many buyers today are opting to forego the home inspection just to get their offer considered. But there are plenty of reasons why a home inspection is necessary, even if it's not a contingency. Here are our top three:

1. The home inspection allows the potential buyer to learn about any major defects or damage that will need to be addressed. Things like a new roof or repairing a foundation are costly and will need to be budgeted for, on top of all the usual costs of homeownership like property taxes, mortgage payments, insurance and regular maintenance.

2. The home inspection can reveal potentially dangerous conditions. The electrical system may be outdated or have faulty and unsafe wiring. The panel could be undersized and unable to meet a modern household's needs. There could be safety issues with the furnace or fireplace that need to be addressed. If the buyer is unaware of existing conditions, it can put them in harm's way.

3. A home inspection is also the best way for a buyer to get to know the condition of the home in general. Is the attic adequately insulated? Will the water heater need to be replaced soon? Should foundation cracks be a concern or are they just from settling? These are just a few more examples of how buyers can really benefit from having the home professionally inspected.

In short, the buyer needs to know what they're buying. Whether or not it's part of the transaction process or takes place after closing, a home inspection is in the buyer's best interest and is key to their peace of mind!

Stephanie Bowling
Director of Marketing, Pillar To Post Home Inspectors Inc.





Tracey Casella
Walnut Creek, CA
925-937-4000



SPOTLIGHT:

Walnut Creek, California

Walnut Creek is a city in the San Francisco Bay Area in California. The recent census says that the population is 69,836. With the opening of the San Francisco-Oakland Bay Bridge in 1936 and the Caldecott Tunnel in 1937, Walnut Creek residents could now travel by car or bus to San Francisco in less than an hour. This ushered in the modern era of tremendous growth in Walnut Creek.

From 1950 to 1960, the city's population quadrupled from 2240 to 9903 and then again it quadrupled from 1960 to 1970, reaching 38,844. During those 20 years, Walnut Creek was the fastest growing community in California.

HISTORY

Native Americans were the first to live along the creeks and streams in what today is Contra Costa. The Bay Miwok tribes hunted small game with bows and arrows and pulled fish from the creeks. Every tribe knew the boundaries of their land, but all owned the land communally. Most Native Americans traveled only ten to fifteen miles from their village during their lifetime.

The Spanish arrived in 1769 and built missions to facilitate colonization. Following the Mexican Revolution in 1821, Mexico acquired the California territory. To protect its new territories to the north, the Mexican government made large grants of former mission lands to encourage settlement, including four in the Walnut Creek area. By 1850, the 340,000 people who made up California's Native American population when the Spanish arrived fell to 100,000.

The 1850's saw important changes in local agriculture, and the area transitioned from cattle ranching to farming of wheat and grains. This led to advanced irrigation techniques which allowed for fruit and nut orchards filling the Valley. In 1856 a prominent farmer laid out the first map of the town and realigned what is now still Main Street. When the U.S. Post

Office began delivering mail to the down in December of 1862, the area was officially renamed "Walnut Creek".

TRANSPORTATION

In the early years, Walnut Creek was a regular stop on the stagecoach lines. In 1891, Walnut Creek's growth accelerated with the arrival of the Southern Pacific Railroad which allowed for travel time between other Bay Area communities.

With the introduction of automobiles in the early 20th century, the popularity of train travel waned, and the railroad service ended around 1940. Travel by bus to San Francisco, which replace train travel, was then replaced with the opening of the Bay Area Rapid Transit (BART) in 1973. This changed the area by allowing for commuters to live in Walnut Creek and work in San Francisco.



GROWTH

The first major residential subdivision project got underway in 1955 when the Eichler Company developed a tract of “mid-century modern homes” in an orchard south of Ygnacio Valley Road. The residential neighborhoods continued to develop over the next 30 years.

The rapid growth in Walnut Creek led to the building of Broadway Shopping Center, the first major retail center in the area, allowing for skyrocketing taxable sales for the city. In addition to cultural needs, city residents clamored for recreational programs and services. Area parks opened with ballfields, swim centers, lakes and equestrian centers. Today the city has 22 parks and sports field complexes.



ARTS

In 1990, Walnut Creek made the “international map” when renowned entertainers Bob Hope, Joey Grey Vic Damone and Diahann Carroll took the stage for the opening of the city’s new Regional Center for the Arts. Now known as the Leshner Center of the Arts. Today the center is a major cultural and economic hub, hosting 900 events each year.

On Memorial Day in 2004, city leaders dedicated the Veterans Memorial Plaza next to City Hall. The park-like monument to the sacrifices of local veterans includes birch trees, a reflecting pool, and 10-foot-tall granite sentinels representing the five branches of the U.S. Armed Forces.

In 2014, Walnut Creek celebrated its Centennial – its 100th year since incorporation. Today Walnut Creek is a sunny, vibrant city at the base of Mt. Diablo that allows for quick and easy access to the excitement of San Francisco. The lovely Napa Valley wine region is but a 45-minute +drive away offering amazing award-winning wines grown in the California sun.

We are a mix of laid-back California lifestyle and metropolitan flair. Plan to visit us around our fun events for every season under the California sun! With a rich cultural history and thriving downtown, Walnut Creek has become one of the most engaging Bay Area towns.

Thank you for reading, and we look forward helping you whenever possible!

Yours Truly, Tracey Casella





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Legal Update

by Double Aces Dennis and Diana

Here are a few of the legal issues for your thoughts

1. Status of NAR Suits: 3 years ago, NAR was sued along with 4 corporate defendants in class action suits in Missouri and Illinois alleging home sellers have been damaged because their listing broker compensates buyers' representatives. The update: A Missouri judge granted class action certification to the case. NAR feels the ruling was only procedural and was wrong. It means NAR will have to spend time and money defending the case.

2. Status of NAR Suit #2: The 9th Circuit court of appeals reversed a lower court decision to grant NAR a dismissal of a case covering clear cooperation. Clear cooperation is the issue of putting all listings on the public MLS to generate more offers and interest for the seller. This means NAR will have to spend time and money defending the case.

3. Status of the REX case against NAR: At issue is NAR's IDX display rules which require MLS Listings be displayed separately from non-MLS Listings. REX claims the NAR policy has damaged its reputation and

business model. The Plaintiff's motion (REX's) was denied. The NAR motion to dismiss was denied, but the false advertising or deceptive practices claims were dismissed against NAR. Since these rulings REX has closed up shop, but now is claiming NAR forced them to go under. NAR will have to spend time and money defending the case.

4. Now for the really bad news: NAR's insurance policy will no longer cover the related suits because the insurance policy has a \$1,000,000 limit on any case or related case. This means the future litigation is now on NAR's expense sheet. Member money has to be spent to defend the cases.

5. NAR has petitioned the US Supreme Court on the Missouri "floor plan case". This case has been going on for years and if lost would have very bad consequences. The plaintiff claimed agents putting a copy of a floor plan they drafted into the MLS violated his copyright.

DID YOU KNOW?

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