

January 27, 2025



Santa Barbara Association of REALTORS®

# Weekly Newsletter

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New Year, New Communications



We understand that your inbox is flooded with emails every day. To ensure you don't miss any important updates, our weekly newsletter and all alerts will be sent through our new platform. Please take a moment to update your communication preferences. All SBAOR updates, including billing, education, events, red alerts, and more, will be delivered via this new platform. Be sure to review our weekly newsletter to stay current on all things Real Estate. We also strongly recommend opting in for text message notifications. You can update your preferences at any time.

[Customize My Preference Page](#)



### Understanding Fire Insurance and Coverage

Wildfires are an unfortunate reality in many parts of California, especially our beautiful Santa Barbara community. With increasing risks, it's essential to ensure your home is properly protected through insurance. Here's what you need to know about fire insurance, based on insights from the National Association of REALTORS® (NAR). For more information, visit [facts.realtor](https://facts.realtor).

**Summer Knight**

2025 SBAOR President

[View Here](#)

### New to the MLS



There is now a section available in the MLS for temporary rentals. If you or someone you know has housing that is suitable for a displaced individual, we encourage you to list the property under the **Fire Relief Rental property type**. This can be a home share, or any available space to assist those who have lost their homes. Listings from other property types can be added to the Fire Relief Rental type by using the Copy listing function. You can also keep listings in both the Rental and Fire Relief Rental sections of the MLS. The listings can be searched under the Fire Relief Rental search template of the Quick Search. The list will be available for the public to search on [SBAOR.com](https://SBAOR.com) and shared with local media outlets.

[View Rentals Here](#)

# Affiliate Spotlight

## MEET GUY RIVERA

Assisting homeowners for over 27 years, I have proudly remained in the same location for 24 of those years. I work closely with clients, helping them integrate their mortgages into their overall financial plans. Remarkably, 99% of my business comes from referrals. We specialize in self-employed borrowers, real estate investors, and non-QM products. I understand that each client has specific needs, and with our direct lending platform and enduring wholesale relationships, we can accommodate nearly any loan request.



## CITYWIDE

HOME MORTGAGE

### Contact Information

C: (805) 452-3804  
EMAIL: GUY.RIVERA@CITYWIDEHM.COM  
1736 STATE STREET | SANTA BARBARA, CA 93101



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## Local News

### January 28, 2025 City Council Meeting on Short-Term Action Plan



*City of*  
**SANTA BARBARA**



At the January 28, 2025 City Council meeting, City Staff will provide an update on the State Street Short-Term Action Plan. This item will include an in-progress update for the following items:

Circulating a draft of the State Street Master Plan

Developing e-bike safety regulations

Piloting the reduction/elimination of non-tree landscaping on one block

Piloting the pedlet concept on the 500 block

Working with the new CBID and Public Works to remove non-conforming and obsolete newspaper racks on State Street

Standardizing the appearance of dining furniture

Adding modular play spaces

Encouraging pedicabs on State Street

Piloting a golf-cart transportation program on State Street

Analyzing feasibility of providing funding to MTD for a shuttle service

Adding greenery

Coordinating cleaning services with the new downtown CBID; and,

Ensuring regular pressure washing occurs.

More information, including the Council Agenda Report, can be found [here](#).

## C.A.R. & N.A.R. News

### Upcoming Townhalls with C.A.R. President, Heather Ozur

We invite you to join C.A.R. President Heather Ozur for one of our upcoming townhalls, where she and other C.A.R. leaders will discuss the ways we are supporting our members during this crisis. Attendees will also have the opportunity to ask questions and share information that could be beneficial to others.

#### Upcoming Townhall Dates:

Tuesday, Jan. 28, 1:00 p.m. – 2:15 p.m. [Register here](#)

We recognize that many of you have pressing questions related to transactions, insurance, price gouging, and other wildfire-related legal concerns. To address these, C.A.R.'s legal team will host two dedicated legal townhalls:

Thursday, Jan. 30, 10:00 a.m. – 11:15 a.m. [Register here](#)

You are welcome to attend multiple townhalls, though please note that the content will be similar. All sessions will be recorded and made available on C.A.R.'s [Smart Zone website](#).

We are here to support you during this difficult time and encourage you to take advantage of these opportunities for information and assistance. If you have questions for C.A.R. about the wildfires, please email us at [LAfires@car.org](mailto:LAfires@car.org).

### Applications Open for State Allocated NAR Director and C.A.R. Director for Life

**The applications for 2026 State Allocated NAR Director, and 2026 Director for life are now available.**

Members can now apply for State Allocated NAR Director [HERE](#). The deadline to apply is February 28, 2025. If you plan to apply, please note that you will need an acknowledgement letter from your association. You can find a sample acknowledgement letter [HERE](#).

Members can now apply for 2026 C.A.R. Director for Life [HERE](#). The deadline to apply is February 28, 2025. If you plan to apply, please note that you will need a letter of good standing from your association. You can find a sample letter of good standing [HERE](#).



CALIFORNIA  
ASSOCIATION  
OF REALTORS®

**FREE TO C.A.R. MEMBERS  
WITH DISCOUNT CODE PREPARE**

## **The Role of the REALTOR® in Disasters**

**Claim Now >**



C.A.R. Education is happy to offer Role of the REALTOR® in Disasters to C.A.R. Members for **free starting January 21, 2025**. This course will cover valuable information that is helpful to anyone in disaster scenarios and count towards the Disaster Preparedness and Knowledge Certification. Members can use this information to be prepared in their home, office, and anywhere they practice and as a result, become a resource to their community.

How to get this course for free:

1. Log in and link your membership with [store.car.org](https://store.car.org)
2. Use code **PREPARE** at checkout.

For the complete Disaster Preparedness and Knowledge Certification, [click here](#).



# YOU GET WHAT YOU NEGOTIATE

Learn the tools for a successful negotiation.

The RENE curriculum provides interactive experiences to help negotiators elevate their game! The course examines all types of negotiation formats and methods, as well as a full spectrum of tips, tools, techniques, and advantages to help you provide effective results for your clients.



**February 13-14 (TWO DAYS)**

8:30am - 4:00pm

Instructor: Adorna Carroll  
VCCAR Jim Keith Education Center



# Telemarketing Best Practices and the FCC One-to-One Consent Rule

## WEBINAR



TUESDAY | JANUARY 28, 2025  
2 P.M. ET

Real estate professionals use telemarketing calls and texts to promote their services to consumers, which can be an effective tool when implemented in compliance with relevant laws. Under a new FCC rule *taking effect January 27, 2025*, agents and brokers promoting real estate services must obtain consent directly from the consumer, known as 1-to-1 consent, before using an ATDS or sending artificial or prerecorded voice messages.

Join the NAR Advocacy and Legal Teams to learn telemarketing best practices and how to comply with the TCPA and the new FCC rule. Help your members reduce risk while successfully leveraging telemarketing calls and texts as part of their promotional strategy.

**Webinar: Tuesday, January 28, 2025, 11:00AM Pacific Time**

[Register Here](#)

# TCPA

## QUICK REFERENCE GUIDE



Before you contact a consumer, make sure you have the proper consent under the Telephone Consumer Protect Act (TCPA).

Contacting a consumer on their	Using this type of technology	With this kind of message	
CELLPHONE	Auto-dialed calls and texts	MARKETING	INFORMATION
	Artificial or pre-recorded voice	Prior express <u>written</u> consent*	Prior express consent, oral or written
RESIDENTIAL LANDLINE	Auto-dialed calls	None required	None required
	Artificial or pre-recorded voice	Prior express <u>written</u> consent*	None required

\*A written agreement that includes the consumer's telephone number, authorizes telemarketing and is not required as a condition of purchase or doing business.

**LEARN MORE @ [www.nar.realtor/telemarketing-cold-calling](http://www.nar.realtor/telemarketing-cold-calling)**

## Upcoming Educational Opportunities

# NAVIGATING THE MLS

## STAY COMPLIANT, STAY AHEAD

### SPEAKER:

**Brian Johnson,  
SBAOR Association Executive**



### EVENT DETAILS



TUESDAY, JANUARY 28TH  
AT NOON  
AT THE SBAOR OFFICE

### WHAT YOU WILL LEARN

- **MLS Rules Compliance:** Key MLS rules, including Clear Cooperation, Public & Private Remarks, Reporting Sales, Primary Listings, Districts, and Photograph standards.
- **Open House Signs:** Guidelines for placing open house signs, including location restrictions, duration, and compliance with local ordinances.
- **New MLS Member Benefit:** Forewarn



BE PREPARED TO TAKE NOTES!



PLEASE ALLOW YOURSELF EXTRA TIME  
FOR PARKING.

*Miramar*  
BUILDING CO.



Santa Barbara Association of REALTORS®

[Register Here \(LUNCH & LEARN\)](#)

SANTA BARBARA ASSOCIATION OF REALTORS

# 2025 REAL ESTATE MARKET UPDATE



Cara Gamberdella



Marsha Kotlyar



Gene Deering



Jordan Levine

## MARKET INSIGHTS: A REVIEW OF CURRENT TRENDS & PREDICTIONS FOR THE FUTURE OF REAL ESTATE

Come connect with fellow professionals and gain valuable market insights from your local real estate partners.

9:00AM  
Cabrillo Pavilion  
1118 E. Cabrillo Blvd.

18TH  
FEBRUARY

\$20  
PER TICKET

Limited tickets available. Don't wait to purchase!

805escrow 805MEDIAWORKS



[Purchase Ticket Here \(RE MARKET UPDATE\)](#)

## Resources

[Telephone Consumer Protection Act](#)

[Guide to Tenant Protections and Rental Laws](#)

[NEW Homeowners Insurance Guide](#)

[California Wildfire/Natural Disaster Resources](#)

[MLS Statistical Slides](#)

[How to Replace Sentrilock Batteries](#)

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## Ways to Support

- **C.A.R. Disaster Relief Fund:** Established in the wake of the devastating 2003 California wildfires, the C.A.R. Disaster Relief Fund provides grants up to \$10,000\* to help members of the REALTOR® family - REALTORS®, their staff, and association staff - who have incurred losses due to natural disasters. [Donate Here](#)
- **REALTOR® Relief Foundation:** The REALTORS® Relief Foundation welcomes contributions—not only in times of disaster, but at any time throughout the year—and 100% of all funds collected go to disaster relief causes. [Donate Here](#)
- **REALTORS CARE:** The SBAOR will be collecting gift cards through January 30th to be distributed to associations in the affected areas. Please drop off your donations at the SBAOR office.



## Meet your team at SBAOR



[Brian Johnson](#)

Association Executive



[Mary Cantello](#)

Controller



[Krista Pleiser](#)

Chief Government  
Relations Officer



[Ani Pollack](#)

MLS Director



[Kasey Gilles](#)

Communications Director  
& Education Manager



[Stephanie Caballero](#)

Membership Manager and  
Pro Standards Admin



[Linda Hill](#)

Front Office and Facilities  
Manager



[Stephanie Nelson](#)

Events and Sponsorship  
Manager



Text us:  
805.963.3787



Call us:  
805.963.3787



Email us:  
[support@sbaor.com](mailto:support@sbaor.com)



Visit us:  
[www.sbaor.org](http://www.sbaor.org)