

## A LEAP OF FAITH

One year ago, we moved to our new location at 1142 Soquel Avenue in Seabright. A lot of exciting things have happened in past the year. Our offices continue to provide a state-of-the-art environment for real estate professionals. Clearly, the agents have pride of ownership and have maintained the office as if it were new. They love being here and it shows. All of the agents who moved with us are thriving, including our newest addition, Edward Olsen. He joined our office this year and has embraced Vanguard, as we have welcomed him. Ed's success has benefited all of us. His appreciation for the way we do business in this office reminds us that we are a cut above the typical real estate office.

In retrospect, the decision to move was a leap of faith. I am happy to say that it has been emotionally and professionally rewarding for me. I am thrilled to have my son Christopher working here with me. His can-do attitude and the speed with which he learns is stimulating and fun. He sees a need and fills it. He obtained his notary license this year and is available on call for this valuable service. He has grown the property management division so that we now manage a number of properties. He has successfully placed tenants for those who want just that service, and he is developing a menu of services to offer people who have weekly rentals.

We have also done a number of real estate transactions together, sharing responsibilities as I mentor him so that he can provide these services with the standard of care that I provide my clients.

Regarding my family: It's no secret that this year I turned 70, and many of you were in on the surprise birthday party that my kids pulled off with aplomb. It was wonderful to spend time with them and those of you who were able to help me celebrate.

Yes, I have embraced it... sort of. As I said last year, I don't see retirement in the near future. My grandkids are amazing. Lucia just completed her first year of college in Santa Monica. She has decided to move back to the Bay Area for her second year. She also had a huge adventure by going to Japan for several weeks, and now plans to study Japanese this summer. Livia graduated in June and decided to attend Sarah Lawrence next year after receiving acceptances at seven schools. She is a remarkable girl and talented artist. Two-year-old Adele continues to amaze and entertain us. She has a lot to say and loves to visit her "grun grun" Linda. Blake will be in 7th grade this fall. He is 5'9" and only 12 years old. We had an amazing trip to Washington D.C. last summer where we revisited all the spots that his cousins and I saw a couple of years ago. He is a wonderful travel companion and great company.

I feel fortunate to have such an incredible family and beautiful place to work.

Thank you for your continued support and encouragement.



**Linda Charman**  
Broker/Owner  
Vanguard Realtors  
www.CharmanAndSons.com  
w: (831) 465-7700  
lpcharm@pacbell.net  
DRE# 00695795



## **BIG CHANGES FOR SANTA CRUZ RENTALS**

As you may know, if you follow the doings of the Santa Cruz City Council and County Board of Supervisors, two important pieces of legislation have been passed in the last year that will have significant impact on owners of rental property both in the city of Santa Cruz and in the unincorporated areas of the county.

### **In the City**

The Santa Cruz City Council passed an ordinance which became law in October 7, 2010, and went into effect in January, 2011. As of June, city staff is still finalizing the details of how the program will work and mailing out notices to owners of all known and suspected rental properties within city limits. The program has three main goals—first, to ensure that rental units are safe, sanitary and not overcrowded; second, to address issues with deferred maintenance, debris, excessive vehicles and other factors that negatively impact neighborhoods; and third, to deal with on-going nuisances and zoning violations.

As a landlord, you will be required to pay an annual \$45 registration fee per unit, plus a \$20 fee per unit for inspection (or a \$20 self-inspection fee, if your property qualifies). Property owners will be given the opportunity to correct violations and will be required to pay an additional \$120 re-inspection fee to verify that required repairs have been made.

And what about unpermitted units? While health and safety are the leading concerns, zoning is also an issue. If the inspectors find a unit that city planning isn't aware of, questions will be asked... if the unit can be made legal, that's the city's first choice. If it can't... it will have to be demolished, no matter how long it has been there, who did the

work or whether or not the assessor's office knows about it.

### **In the County**

In the unincorporated areas of the county, the Board of Supervisors has passed an ordinance requiring that all vacation rentals be registered, pay transient occupancy tax, provide adequate parking, not "over-rent" (rent to larger parties than a unit can comfortably accommodate) and limit rentals to one rental per week. Additionally, all registered vacation rentals will be required to post a sign that is visible from the sidewalk and provides the name and phone number of a contact who lives within 30 miles of the rental. These provisions are primarily targeted at the Live Oak/Pleasure Point area.

For more information, please see our web site at <http://www.RentalOrdinance.info>. You'll be able to keep up to date with the latest rules and also get help for all of your compliance needs. And of course, if you need to talk, feel free to give me a call any time at (831) 465-7718. I look forward to hearing from you.



**Christopher Charman**  
Broker/Property Manager  
Vanguard Realtors  
[www.CharmanAndSons.com](http://www.CharmanAndSons.com)  
w: (831) 465-7718  
m: (831) 272-4747  
[chris@vanguardrealtors.com](mailto:chris@vanguardrealtors.com)  
DRE# 01878021