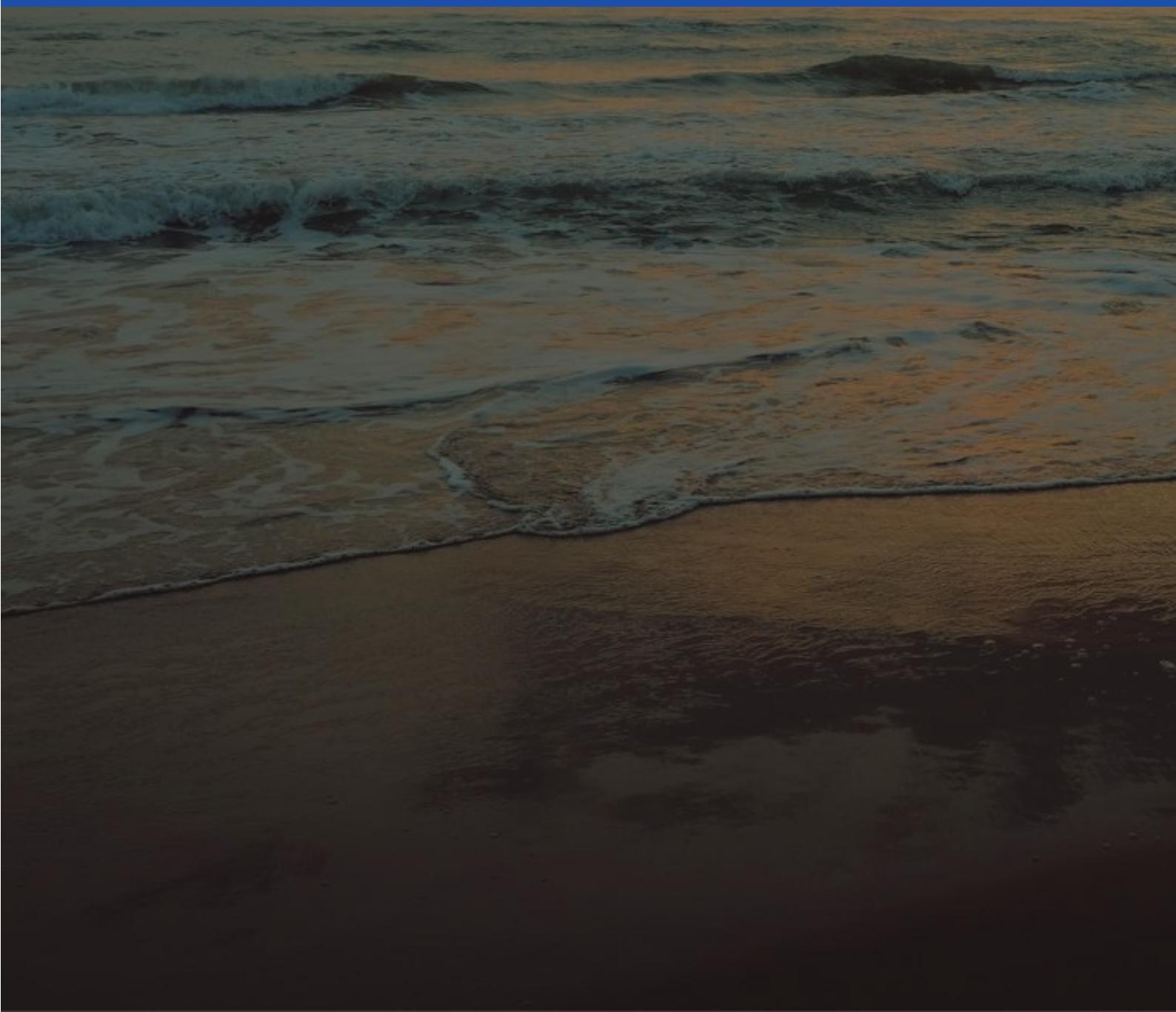




Today's San Diego REALTOR®

Q2 2025 Edition





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Table of Contents

| | |
|----|---------------------------|
| 04 | Leadership Message |
| 06 | Market Outlook |
| 11 | Main Events |
| 21 | Committee Corner |
| 29 | Member Benefits |
| 31 | Elevate Your Game |
| 37 | Education Update |
| 41 | Industry News You Can Use |
| 47 | Spotlight on Excellence |

Leadership Message

By 2025 SDAR President, Chris Anderson

Dear SDAR Members,

As we hit the halfway mark in 2025, I am pleased to share some key insights into the San Diego housing market taken from our Housing Supply Overview report.

Market Growth and Resilience The San Diego housing market has shown remarkable resilience over the past year. Pending sales increased by 3.6% overall from June 2024 to May 2025, with the \$250,000 and Below price range leading the way with a 27.8% surge. This growth reflects strong demand in the affordable housing segment, a trend we must continue to support as REALTORS®.

Rising Prices and Inventory Expansion The median sales price for all properties rose by 2.9% to \$900,000, with single-family homes seeing the largest price gain of 4.5%, reaching \$1,050,000. Inventory levels also grew significantly, up 34.6% overall, with condos and townhomes experiencing a 49.8% increase. This expansion in inventory is a positive sign for buyers and REALTORS® alike, offering more options in a competitive market.

Shifting Dynamics in Days on Market While properties in the \$1,250,001 to \$2,000,000 range sold the quickest at 32 days, higher-priced homes (\$5,000,001 and above) took longer to sell, averaging 61 days. These trends highlight the importance of tailoring our strategies to meet the needs of different market segments.

Opportunities in Affordable Housing The \$500,000 - \$250,000 and below price range continues to be a standout performer, with both pending and closed sales showing significant growth. As REALTORS®, we have a unique opportunity to help more families achieve their dream of homeownership in this segment.

Looking Ahead As inventory grows and prices rise; the months' supply of inventory has also increased across most price ranges. This signals a more balanced market, but it also calls for us to stay proactive in addressing affordability and ensuring our clients have access to the homes they need.

I encourage each of you to leverage these insights to better serve your clients and communities. Together, we can continue to strengthen the San Diego housing market and uphold the values of professionalism and excellence that define SDAR.

Thank you for your dedication to our industry and for being an integral part of SDAR. Let's make 2025 a year of growth, collaboration, and success!

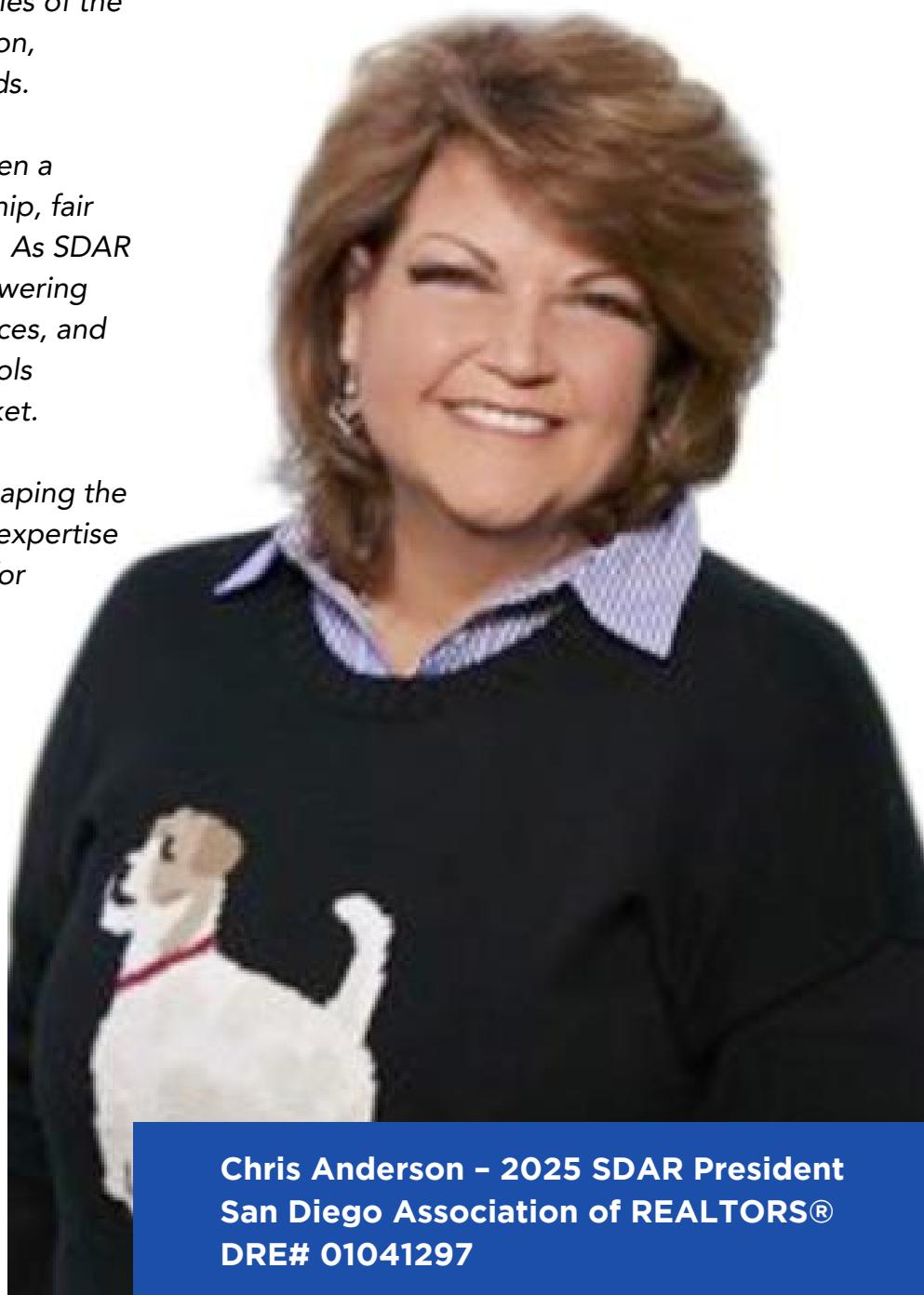
Warm regards,
Chris Anderson, 2025 SDAR President

Chris Anderson, a dedicated real estate professional with nearly four decades of experience, serves as the 2025 President of the San Diego Association of REALTORS® (SDAR). As a seasoned REALTOR®, Chris has built a reputation for leadership, integrity, and unwavering dedication to advancing the profession.

With a deep-rooted commitment to the real estate industry, Chris has served as a leader at the local (SDAR), state (C.A.R.), and national (NAR) levels, offering a unique perspective on fostering strong relationships and advocating for policies that support REALTORS® and homeowners alike. Her extensive experience allows her to navigate the complexities of the industry while championing innovation, professionalism, and ethical standards.

Throughout her career, Chris has been a steadfast advocate for homeownership, fair housing, and professional standards. As SDAR President, she is dedicated to empowering members through education, resources, and advocacy, ensuring they have the tools needed to thrive in an evolving market.

Chris remains actively engaged in shaping the future of real estate, leveraging her expertise to create meaningful opportunities for REALTORS® and the communities they serve.



Chris Anderson – 2025 SDAR President
San Diego Association of REALTORS®
DRE# 01041297

MARKET OUTLOOK

Marketplace Outlook includes the latest real estate stats and trends in San Diego County and other critical topics.

MARKET OUTLOOK

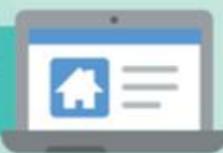
Report as of

June 2025

California Latest Market Data



How the market is doing*



*Daily Average
for week ending
May 31, 2025

556

Closed Sales
per day+



548

Pending Sales
per day+



768

New Listings
per day+



How REALTORS® did in the previous week**



12.1%

24.6%

Closed a sale



-0.4%

13.8%

Entered escrow



10.0%

33.8%

Listed a property

What REALTORS® think will happen in the week ahead**



-4.1%

23.4%

Sales will be **up**

-9.4%

9.4%

Prices will be **up**

3.7%

46.9%

Listings will be **up**

*Data based on weekly statistics collected from MLSs across California.

**Survey results collected at start of the current quarter.

Bigger Blue font represents share of
survey respondents
Smaller font (green/red) reflects %
change from previous quarter

Code of Ethics Update: Clarifying Standards, Upholding Fairness

At the recent REALTORS® Legislative Meetings, important revisions were ratified to Standard of Practice 10-5 and Professional Standards Policy Statement 29 under Article 10 of the Code of Ethics.

These updates reflect the National Association of REALTORS®' ongoing commitment to clear, fair, and enforceable professional standards. The revised language now aligns the definition of "harassment" with the NAR Member Code of Conduct and affirms that enforcement applies specifically to a REALTOR®'s professional conduct.

These changes aim to enhance consistency across state and local associations, ensure clarity for members, and protect the long-term integrity of the Code of Ethics. Read more about what this means for your practice and how it reinforces our shared responsibility to uphold fair housing and equal treatment for all.



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- Why regulatory oversight is *critical* in an exchange



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MAIN EVENTS

Main Events provides a summary of past events along with photos of upcoming events as well as attendees, keynote speakers and special guest speakers.

MAIN EVENTS



2024 Circle of Excellence Recap

Thank you to everyone who joined us for this sold-out event and contributed to its success! For those who couldn't attend, stay tuned for upcoming SDAR events designed to keep you informed and at the forefront of the real estate industry.



THANK YOU TO OUR SPONSORS



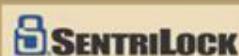
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To see the San Diego Business Journal, our media sponsor's spread in May go [here](#).

Access more photos of the event [here](#).

ICYMI, see the Circle of Excellence recap [here](#).



Inman Connect San Diego 2025 is set to take place from July 30 to August 1, 2025, at the Hilton San Diego Bayfront, located at 1 Park Blvd, San Diego, CA 92101.

Featured Speakers

The event boasts an impressive lineup of industry leaders and innovators, including:

- **Tony Hawk** – Legendary skateboarder, entrepreneur, and philanthropist
- **Kamini Lane** – President & CEO, Coldwell Banker Realty
- **Robert Reffkin** – Founder & CEO, Compass
- **Kevin Sears** – President, National Association of Realtors (NAR)
- **Ginger Wilcox** – President, Better Homes & Gardens
- **Leo Pareja** – CEO, eXp Realty
- **Ryan Schneider** – CEO, Anywhere Real Estate Inc.
- **Brad Inman** – Founder, Inman
- **Emily Paquette** – CEO, Inman
- **Erik Carlson** – CEO, RE/MAX Holdings, Inc.
- **Chris Czarnecki** – CEO & President, Keller Williams
- **Michael S. Liebowitz** – President & CEO, Douglas Elliman Inc.
- **Clelia Peters** – Managing Partner, Era Ventures
- **Dan Duffy** – Founder & CEO, United Real Estate
- **Matt Widdows** – Founder & CEO, HomeSmart
- **Wendy Forsythe** – CMO, eXp Realty



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MAIN EVENTS

These speakers will share insights on topics such as AI and automation in real estate, strategies for high-interest-rate environments, marketing mastery, luxury and new development trends, and leadership in brokerage growth.

Ticket Options

Tickets are available for purchase with the following options:

- Inman Connect San Diego: \$1,599 (currently discounted to \$1,299)
- Inman Connect San Diego + Luxury: \$2,898 (currently discounted to \$2,398)

Select subscribers receive an additional \$100 off

Please note that ticket prices are subject to increase as the event date approaches.

Why Attend?

Inman Connect San Diego 2025 is more than just a conference; it's an immersive experience designed for real estate professionals seeking to:

- Gain actionable insights from industry leaders
- Network with peers and innovators
- Stay ahead of emerging trends and technologies
- Enhance business strategies and growth

With over 75 sessions and 250+ expert speakers, attendees will have ample opportunities to learn, connect, and grow in the ever-evolving real estate landscape.

For more information and to register, visit the official event page: [Home | Inman Connect San Diego 2025](#)



The REALTORS® Legislative Meetings in Washington, D.C., brought together thousands of members to conduct the business of NAR and unite for a common cause—advancing the real estate profession through powerful, impactful policy advocacy. Among attendees were many officers and directors from the Greater San Diego Association of REALTORS.



Congressman, Juan Vargas meets with 2025 SDAR President, Chris Anderson, 2025 SDAR Treasurer, Karen Van Ness, Immediate Past President, Spencer Lugash, and Immediate Immediate Past President, Carla Farley during their trip to Washington, DC to lobby for private property rights for San Diegans.



Congressman, Darrell Issa meets with 2025 SDAR President, Chris Anderson, 2025 SDAR Treasurer, Karen Van Ness, Immediate Past President, Spencer Lugash, Immediate Immediate Past President, Carla Farley and SDAR Board Member Bob Kevane during their trip to Washington, DC to lobby for private property rights for San Diegans.



Left to right: Karen Van Ness SDAR Treasurer, Bob Kevane, SDAR Board Member, Carla Farley, Immediate Immediate Past President, 2025 SDAR President, Chris Anderson, Immediate Past President, Spencer Lugash



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COMMITTEE CORNER

Committee Corner provides a summary of goals, recent accomplishments, challenges, and upcoming events that arise in SDAR Committees, provided by Committee Chairs or Vice Chairs in each edition of Today's San Diego REALTOR®.

COMMITTEE CORNER

Marcom and Events

Update Provided By: Chris Anderson, Event Chair

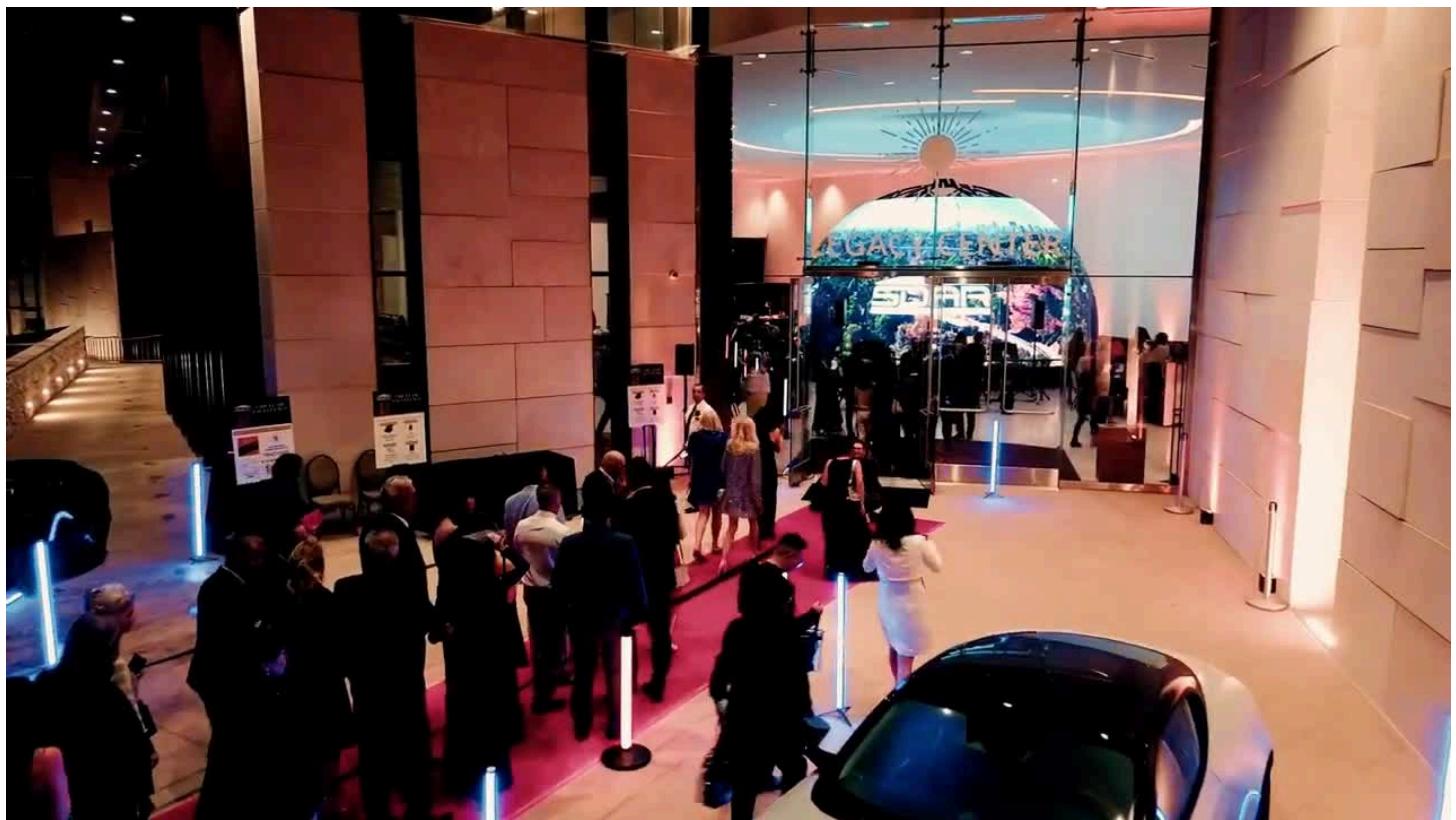
SOLD OUT Circle of Excellence - Celebrating Success!



Left to Right: 2024 SDAR President, Spencer Lugash, Raymond Fraser-Coastline, REALTOR of the Year, and 2025 President, Chris Anderson

The overwhelming response and participation highlighted the importance of events like the Circle of Excellence in empowering REALTORS® to succeed in an ever-changing market.

See the link to the Awards Presentation [here](#) and see the highlights from the event here: [SDAR Circle of Excellence 2024 | Official Event Highlights](#)



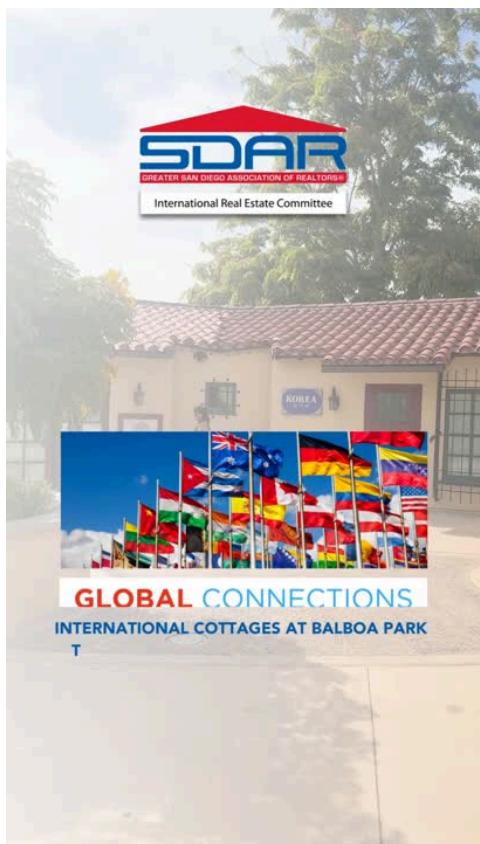
COMMITTEE CORNER

Advocacy, Commercial, and International Strategy



David Martin

Director of Advocacy, Commercial and International Strategy



An aerial photograph of a coastal city, likely San Diego, featuring a long bridge spanning a bay filled with many sailboats. The city skyline is visible in the background under a clear blue sky.

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Each session delivers actionable marketing and branding strategies, exclusive insights from top industry experts, and the essential tools needed to stay ahead in a competitive market.



SCAN TO LEARN MORE

Young Professionals Networking

Now Accepting Nominations: 2025 Rising Star Awards!

C.A.R.'s Rising Star Awards program is now open—and it's your chance to spotlight the exceptional new agents making waves in California real estate!

This statewide initiative celebrates elite, up-and-coming REALTORS® who are charting bold new paths in the industry. Designed in collaboration with the brokerage community, the program shines a spotlight not just on talented individuals, but also on the firms that support them.

This year's awards will honor agents for their achievements in Production Year 2024, recognizing those who entered the field during or after 2023 and served clients with excellence—even in the wake of a changing market.

Eligibility Requirements:

- Must be an active C.A.R. member who joined in 2023 or later
- Closed at least 3 transactions or \$7 million in volume between January 1–December 31, 2024
- Must be nominated by their broker or office manager (no self-nominations allowed)
- Must have no restrictions on their DRE license and no Code of Ethics violations

Deadline to Nominate: June 30, 2025

Once nominated, eligible agents will receive a follow-up questionnaire to complete for final review. A panel from the C.A.R. Young Professionals Network (YPN) will evaluate nominees and select up to 10 Rising Stars to be honored at the C.A.R. REimagine! Conference in September 2025. Don't miss this opportunity to elevate your rising talent and celebrate the next generation of California REALTORS®!

[Nominate](#) a Rising Star Today

Questions? Email: ypn@car.org

Let's celebrate the agents shaping the future of real estate!

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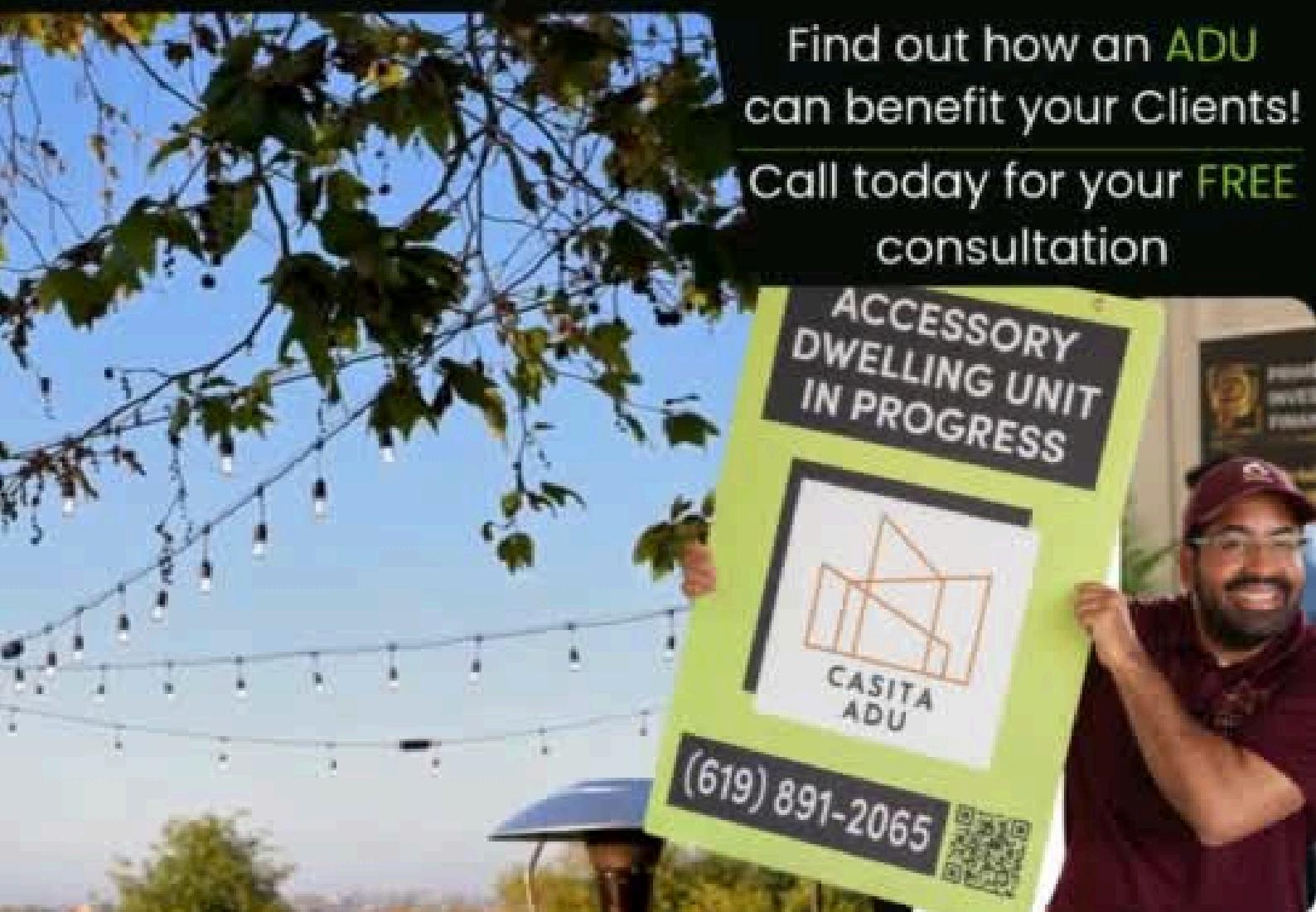
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Unlock a wealth of benefits by joining the Greater San Diego Association of REALTORS® (SDAR). As one of California's largest REALTOR® associations, SDAR offers unparalleled advantages, thanks to economies of scale you will not find elsewhere. By becoming a member, you gain access to an array of tools and resources designed to enhance your professional success. This section will highlight one or more member benefits SDAR Members can enjoy.

MEMBER BENEFITS

NAR Benefits: Save \$\$ on Your Summer Travel

Save time and money on the road with discounted pricing and special offers on vehicle rentals and travel.

Exclusive Hotel Discounts

Travel near or far with savings of up to 60% off* over 600,000 hotels around the globe

Member-only Benefits

It is FREE to join and access savings on your next adventure

More Travel Savings

Enjoy discounted seven-night resort stays in popular, worldwide destinations

Manage All Travel Bookings in One Place

Book trips from start to finish with accommodations, flights, car rentals and more

Invest in Your Success: C.A.R. Education Resources to Grow Your Real Estate Career

The California Association of REALTORS® (C.A.R.) provides a wide range of educational resources designed to support your ongoing professional growth and success in real estate. From reviewing your DRE license status and understanding the 70/30 Continuing Education Exemption to accessing free 45-hour CE courses for license renewal, C.A.R. ensures members stay compliant and informed. REALTORS® can also take advantage of live webinars, in-person outreaches, and C.A.R.'s Online Store, which offers a variety of courses, forms, and publications tailored to enhance your knowledge and elevate your career. Here are just a few examples:

- [Reviewing your DRE License](#)
- [70/30 DRE Continuing Education Exemption](#)
- [Free 45 Hours CE for License Renewal](#)
- [Webinars](#)
- [C.A.R.'s Online Store](#) (purchase education courses, forms, and publications)
- [Outreaches](#)

**ELEVATE
YOUR GAME**

ELEVATE YOUR GAME

How AI Is Transforming Real Estate: Smart Agents, Smarter Tech

by Robert Schantz, Managing Broker, Keller Williams Realty San Diego Metro

Artificial Intelligence (AI) is no longer a futuristic buzzword—it's now a driving force in real estate, fundamentally changing how agents engage with clients, manage data, and run their businesses. From crafting compelling listing descriptions to predicting market shifts, AI-powered tools are giving REALTORS® new ways to boost productivity, personalize service, and stay ahead in a rapidly evolving industry.

But with every leap in technology comes new responsibilities. As brokers and agents, it's vital to understand where AI can add value—and where it can introduce risk. Adapting to these changes isn't just smart; it's essential for staying competitive.

AI in Action: Tools Powering Today's Real Estate Agent

Faster, Better Listing Descriptions AI writing assistants like ChatGPT and Jasper can generate engaging property descriptions in seconds. By inputting details such as square footage, amenities, and location, agents receive multiple drafts to personalize and fine-tune. This frees up valuable time for marketing strategy and client outreach.

Smarter Lead Generation & Follow-Up

Platforms such as CINC and Offrs use AI to score and nurture leads, automatically sending

sending personalized messages, qualifying prospects, and even booking appointments. These systems use natural language processing to create authentic-feeling interactions, helping agents focus on the most motivated buyers and sellers.

Data-Driven Market Insights AI-powered analytics tools like Lone Wolf and Top Producer can sift through vast amounts of real estate data—sales trends, neighborhood activity, migration patterns—to reveal emerging opportunities. Predictive analytics can help agents spot shifts in demand before they become obvious, giving clients a competitive edge.

Virtual Staging & Visualization Solutions like Style to Design use AI to create virtual staging, allowing buyers to visualize spaces with different décor or layouts. This enhances listings and helps properties stand out online.

Red Flags: Where AI Can Go Wrong

Misinformation & Hallucinations AI sometimes generates content that sounds convincing but is factually incorrect—whether it's a property feature, a market stat, or a legal detail. Always review and verify every AI-generated description or report before sharing with clients.

AI Is Not a Legal Advisor Never use AI to interpret contracts, summarize HOA documents, or provide legal advice. These tasks require human expertise and, when needed, legal counsel. Even the most advanced AI is no substitute for professional oversight.

Data Privacy & Security Many AI platforms store or process any information you enter, including client details. Avoid uploading sensitive or personal information to public AI tools. Always review a platform's data policy and ensure compliance with privacy regulations.

Fair Housing & Copyright Risks AI models are trained on vast datasets that may include biased language or copyrighted content. Always review descriptions for inclusive, compliant language and originality to avoid fair housing violations and copyright infringement.

SEO Limitations While AI can speed up content creation, websites relying solely on AI-generated material may see reduced search engine visibility. Search engines reward unique, value-added content. Use AI to assist—not replace—your original marketing efforts.

Best Practices for Ethical & Effective AI Use

1. Review Everything: Never assume AI outputs are accurate. Proofread, fact-check, and personalize all content.
2. Protect Client Data: Avoid entering personal or sensitive information into public or free AI platforms.
3. Stay Human: Use AI to create efficiency, not distance, in your client relationships. Personal connection remains irreplaceable.
4. Know Your Tools: Read terms of use and privacy policies before adopting any AI system.
5. Use Specific Prompts: The more detailed your instructions, the better the AI output.
6. Invest in Training: Stay updated on new AI tools and best practices as technology evolves.
7. Embed AI Thoughtfully: Integrate AI into your core business processes, but don't let it replace your expertise or judgment.

Looking Ahead

As AI continues to evolve, REALTORS® who embrace these tools will be best positioned to thrive. Remember: AI can streamline processes and uncover new opportunities, but it should always complement—not replace—the professionalism, accuracy, and personal connection that define great real estate service. Let's lead our industry with both innovation and responsibility.

Ready to explore AI in your real estate business? Start small, stay curious, and always put your clients first.



**Robert Schantz, Managing Broker,
Keller Williams Realty San Diego Metro**

ELEVATE YOUR GAME

Rise to New Heights with NAR Designations & Certifications

Looking to sharpen your skills, stand out in the marketplace, or expand into a new specialty? NAR offers a wide range of professional designations and certifications designed to enhance your knowledge, credibility, and earning potential. Whether you're focused on luxury, green real estate, international business, or working with seniors, there's a program to match your goals. Each designation demonstrates your commitment to excellence and gives clients added confidence in your expertise. Explore the full list of opportunities and take the next step in your professional development. Learn more [here](#).



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SPOTLIGHT ON EXCELLENCE

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Enroll Now in C.A.R.'s ADU Certification Course and Empower Your Clients — and Yourself!

Protect Yourself from Mold Liability — Learn the Essentials Online

Mold is more than just a nuisance — it's a growing liability for agents, sellers, landlords, and property managers across California. C.A.R.'s on-demand Mold Awareness Course gives you the tools to confidently navigate your legal and ethical responsibilities when mold is present in a sale or lease. Learn how to properly identify, disclose, and address mold-related issues to protect yourself and your clients.

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This online course is self-paced and available 24/7, giving you the flexibility to learn when it's most convenient for you. Once purchased, you'll have one full year to complete the course via www.onlineed.com.

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Darren Smith
Education Manager

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INDUSTRY NEWS YOU CAN USE

Stay informed with the latest developments in the San Diego real estate market and beyond. From local market trends to national industry updates, we'll keep you ahead of the curve, empowering you to make informed decisions and better serve your clients.

INDUSTRY NEWS YOU CAN USE

Code of Ethics Update: Clarifying Standards, Upholding Fairness

The National Association of REALTORS® Board of Directors concluded the [REALTORS® Legislative Meetings](#) in Washington, D.C., Thursday with full-throated support for NAR's stance opposing harassment. Directors debated whether to pass clarifying language to a [Code of Ethics Standard of Practice](#) prohibiting such harassment, and those on both sides of the debate expressed passionate support for the standard and the importance of professionalism in any setting. During the discussion, concerns were raised about the impact on enforcement, legal challenges, and the overall reputation of the REALTOR® brand. In the end, [the recommendation passed by a significant margin](#).

The change, which went into effect immediately, clarifies language in NAR's Code of Ethics Standard of Practice 10-5, which prohibits harassment of any person or persons protected under Article 10 of the Code. A day earlier, the Executive Committee approved another Professional Standards change, revising language for Policy Statement 29 designed to ensure state and local associations can fairly and consistently enforce the Code of Ethics.

Read the revised [Code of Ethics and Standards of Practice](#).

In addition to approving Policy Statement 29, the Executive Committee voted to repeal the optional non-commingling rule from the [MLS Policy Handbook](#). The rule, often referred to as "no commingling," allowed MLSs to require that

listings from non-MLS sources be displayed separately from MLS listings. The rule was always optional, and now it's no longer part of NAR policy. According to NAR Senior Counsel Charlie Lee, the decision was based on feedback from the MLS community about the rule's declining usage and relevance in local marketplaces.

Balanced Budget, No Dues Increase

Directors also approved the association's 2026 operating and advocacy budget of \$270,750,765 and program expenses of \$237,911,129. Under the direction of CEO Nykia Wright, NAR has delivered a balanced budget for two years, following a decade of deficit budgeting. Directors voted to keep total member dues at \$201—\$156 for dues, plus \$45 for the consumer ad campaign special assessment.

Directors agreed that \$35 of the \$45 assessment should be diverted to operating funds. This change positions NAR to make its next [settlement](#) payment in February 2026 while maintaining a balanced budget and not raising dues. The remaining \$10 will continue to fund the consumer ad campaign, which will focus on optimized, metrics-driven activities that reach and engage consumers in critical markets. NAR CEO Nykia Wright and President Kevin Sears explained the shift at [the opening session of the conference](#).

Becoming a 'Nimble and Competitive Force'.

During her opening report to the board of directors, NAR CEO Nykia Wright focused on strategies to enhance membership value and strengthen relationships with state and local associations. “The rules of real estate are changing and so are our members,” Wright said. “The market is constantly evolving and increasingly challenging, and our members are assessing the landscape for tools and resources that will empower them to succeed in this dynamic environment. NAR is committed to evolving alongside our members, emerging as a nimble and competitive force delivering the value that REALTORS® deserve.” “In November 2024, the leadership team and I promised to redefine the member experience through the use of surveys, interviews, focus groups and understanding member journeys,” Wright said.

“What have we accomplished? Over 70,000 people participated, including members and volunteer leaders across the association. The results of these efforts yielded nine initiatives that we will be workshopping in the coming days and weeks.” These initiatives include producing cutting-edge real estate industry research, creating business-centric tools, elevating education and offerings, amplifying the advocacy impact, rebuilding our partnership foundations, centralizing relationship management and creating valuable business solutions, she said.

Leadership Elected, 2026 Teams Announced

Following Wright’s remarks, the board approved a consent agenda to elect the [2026 officers and regional vice presidents](#), who will take office in

November. Christine Hansen of Ft. Lauderdale, Fla., was elected 2026 president-elect, and Colin Mullane of Ashland, Oregon was elected 2026 first vice president.

The 2026 regional vice presidents are:

Mike Hickey—Region 1
Nick Manis—Region 2
Christopher Suranna—Region 3
Hagan Stone—Region 4
Keith Henley—Region 5
John Mangas—Region 6
Dana Keegan—Region 7
Brandon Martens—Region 8
Nate Johnson—Region 9
Russell Berry—Region 10
David Barber—Region 11
Drew Coleman—Region 12
Melanie Barker—Region 13

President-elect Kevin Brown of Oakland, Calif., ascends to the 2026 presidency, and Craig Sanford of Phoenix remains treasurer. After the election, Brown recognized members of his 2026 extended leadership team:

- Asa Fleming—Vice President of Advocacy
- Bobbi Howe—Vice President of Association Affairs

Liaisons:

- Jeff Baker—Association Leadership
- Jef Conn—Commercial & Industry Specialties
- Frank Oti—Global Real Estate
- Judy Covington—Housing Issues
- Tim Weisheyer—Law & Policy
- Bernice Helman—Broker Relations
- Chris Beadling—MLS & Data Management

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- Ines Hegedus-Garcia—Member Engagement
- Deborah Baisden—Member Services
- James Martin—Public & Federal Issues
- Seth Task—REALTOR® Party Director
- Tommy Choi—REALTOR® Party Community Engagement
- Rick Violett—REALTOR® Party Disbursement
- Maura Neill—REALTOR® Party Fundraising
- Lou Baldwin—REALTOR® Party Member Involvement

Commending NAR Members

In a surprise “appearance,” the meeting featured a pre-recorded video message from President Donald Trump, who commended NAR members for their contributions to the national economy and thanked them for supporting the House-passed tax reform package and for building opportunities for American homeownership.

NAR routinely invites the U.S. president to address NAR members, and over the association’s history, nine sitting presidents have been a presence at conferences.

Separately, President Kevin Sears announced the 2025 Distinguished Service Award winners. They are:

[James P. Cormier](#), AHWD, C2EX, of

Minneapolis-St. Paul, MN

[Brooke S. Hunt](#), AHWD, E-PRO, SFR, SRS, C2EX , of Flower Mound, TX

The [Distinguished Service Award](#) honors REALTORS® who have shown exceptionally meritorious service for at least 25 years, who have been recognized as local leaders, and whose involvement and performance in political and community activities have been extraordinary.

In addition, Sears recognized the winner of the 2024 William R. Magel Award, Anne Marie DeCatsye, CEO, Canopy REALTOR® Association and Canopy MLS in the Charlotte, N.C. metro area. The [William R. Magel Award of Excellence](#) is presented annually to an individual who has truly excelled in his or her role as an association executive of a REALTOR® association.

2025 Tax Reform: Major Wins for REALTORS® and Homeownership Advocates



Welcome to the [Advocacy Scoop](#), the only podcast that takes you inside the advocacy work of the National Association of REALTORS®.

Real Estate Wins in Proposed Tax Reform: Key Provisions Every REALTOR® Should Know

Key Provisions in the Proposed Tax Reform

- Qualified Business Income (QBI) Deduction Increased to 23%** The QBI deduction for independent contractors and small business owners, including over 90% of REALTORS®, is proposed to increase from 20% to 23%, offering substantial tax relief.
- State and Local Tax (SALT) Deduction Cap Raised** The SALT deduction cap is proposed to quadruple from \$10,000 to \$40,000 for households earning under \$500,000, though

the marriage penalty remains.

- Mortgage Interest Deduction (MID) Made Permanent** The MID is preserved and made permanent at its current level, maintaining a crucial benefit for homeowners and supporting housing market stability.
- Section 1031 Like-Kind Exchanges Protected** The proposed legislation safeguards Section 1031 exchanges, allowing investors to defer capital gains taxes when reinvesting in similar properties, a vital tool for property investment and economic development.

Individual Tax Rates Made Permanent

The current individual tax rates are proposed to be made permanent and indexed for inflation, aiding taxpayers and improving affordability for prospective homebuyers.

Public Support for Real Estate-Friendly Tax Policies

A recent national survey commissioned by NAR reveals strong public backing for these provisions:

- 92% favor tax-free savings accounts for first-time homebuyers.
- 91% support maintaining the mortgage interest deduction.
- 86% endorse keeping lower-income tax rates for individuals and married couples.
- 83% back the pass-through deduction for independent contractors and small businesses earning under \$400,000

Next Steps: Senate Deliberations

With the House having passed the tax reform package, attention now turns to the Senate. While the bill includes significant wins for

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real estate, such as the increased QBI deduction and enhanced SALT cap, further deliberations may lead to changes. NAR remains actively engaged with lawmakers to ensure that real estate priorities are upheld._

Stay Informed and Engaged

NAR continues to provide guidance and updates to members as the legislative process unfolds. REALTORS® are encouraged to stay informed and participate in advocacy efforts to support provisions that benefit the real estate industry.

For more detailed information, visit the [NAR Tax Reform page](#).

Make Complex Real Estate Topics Simple with C.A.R.'s Smart Zone

The C.A.R. Smart Zone is a valuable member benefit available to SDAR members, offering a centralized hub of visually engaging infographics designed to simplify complex real estate topics. Whether you're explaining market trends, legislative updates, or best practices to clients, these professionally designed graphics help you communicate clearly and confidently. Smart Zone makes it easy to download and share relevant, up-to-date content that enhances your marketing, educates your audience, and positions you as a trusted real estate expert.

Explore the Free Infographics Now – Elevate Your Marketing and Educate Your Clients with Confidence! See the FREE infographics all SDAR and CAR members have access to [here](#).

SPOTLIGHT ON EXCELLENCE

Welcome to Spotlights, a dedicated section of Today's San Diego REALTOR® where we shine a light on the remarkable achievements of the members of the Greater San Diego Association of REALTORS® (SDAR) and the hardworking SDAR staff who play pivotal roles in the real estate industry.

These Spotlights will celebrate the accomplishments of individuals who go above and beyond in their roles, whether it's closing significant deals, providing exceptional client service, or implementing innovative strategies to navigate the ever-evolving real estate landscape in Southern California.

Additionally, we'll highlight the invaluable efforts of SDAR staff members who work tirelessly to ensure the smooth operation of our organization on a daily basis. Stay tuned for videos with insightful interviews, success stories, and podcasts that honor the excellence within our member community.

SPOTLIGHT ON EXCELLENCE



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SPOTLIGHT ON EXCELLENCE

See the full list of honorees and award recipients from the 2024 event.

From Bronze to Platinum, these REALTORS® set the bar for excellence in San Diego real estate

Want to view all the Recognition of Excellence Winners? Find them all [here](#)!

QUESTIONS? CONTACT US!

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CARAVAN CONNECTIONS

T U E S D A Y



MISSION BAY CARAVAN TOUR #G12

9:00AM PITCH SESSION

MISSION BAY YACHT CLUB
1215 EL CARMEL PLACE
SAN DIEGO, CA 92109



COLLEGE AREA - EL CAJON CARAVAN TOUR #G18

9:00AM PITCH SESSION

MARIE CALLENDER'S
6950 ALVARADO ROAD,
SAN DIEGO, 92120



DEL MAR CARAVAN TOUR #G702D1

11:00AM PITCH SESSION

HOTEL INDIGO DEL MAR
710 CAMINO DEL MAR
DEL MAR, 92014



SCRIPPS RANCH CARAVAN TOUR #G10

9:00AM PITCH SESSION

SRCA COMMUNITY CENTER
11885 CYPRESS CANYON
ROAD, SAN DIEGO, 92131

W E D N E S D A Y



CARLSBAD CARAVAN TOUR #G701

9:30 AM PITCH SESSION

MIGUEL'S COCINA
5980 AVENIDA ENCINAS,
CARLSBAD, 92008



RANCHO PENASQUITOS CARAVAN TOUR #G129

10:00 AM PITCH SESSION

PITCHERS SPORTS BAR
9920 CARMEL MOUNTAIN
ROAD, SAN DIEGO, 92129



CORONADO CARAVAN TOUR #G118

9:00 AM PITCH SESSION

CORONADO YACHT CLUB
1631 STRAND WAY,
CORONADO, 92118



SOUTH COUNTY CARAVAN TOUR #G7

11:00 AM PITCH SESSION

GALLEY AT THE MARINA
550 MARINA PARKWAY
CHULA VISTA, 91910

T H U R S D A Y



DOWNTOWN CARAVAN CODE #G8

9:00 AM PITCH SESSION

WYATT IN EAST VILLAGE
1509 BROADWAY
SAN DIEGO, CA 92101



MIRA MESA CARAVAN TOUR #G126

10:00 AM PITCH SESSION

TOM CAT BAR & GRILL
9388 MIRA MESA BLVD
SAN DIEGO, CA 92126



PREA CARAVAN TOUR #G16

9:00 AM PITCH SESSION

PORTEGUESE HALL
2818 AVENIDA DE PORTUGAL
SAN DIEGO, 92106



SAN MARCOS CARAVAN TOUR #G78

12:30 AM PITCH SESSION

LAKE SAN MARCOS
COMMUNITY CENTER
1105 A LA BONITA DRIVE
SAN MARCOS, CA 92078

T H U R S D A Y

F R I D A Y



RAMONA CARAVAN TOUR #G24/G25

1ST/3RD THURSDAYS
9:30 AM - 12:00 AM

FOR MORE INFO:
WWW.RREA.ORG/CARAVAN



GOLDEN TRIANGLE CARAVAN TOUR #G111

11:00 AM PITCH SESSION

LEUCADIA PIZZA
7748 REGENTS RD,
SAN DIEGO, 92122



BAY MESA CARAVAN TOUR #G6

9:00 AM PITCH SESSION

ELIJAH'S RESTAURANT
7061 CLAIREMONT MESA BLVD
SAN DIEGO, CA 92111



METRO CARAVAN TOUR #G14

8:30 AM PITCH SESSION

BANKERS HILL CLUB
3030 FRONT ST.,
SAN DIEGO, 92103



POWAY CARAVAN TOUR #G64

9:00 AM PITCH SESSION

ST. BARTHOLOMEW'S
16275 POMERADO ROAD,
SAN DIEGO, 92064



Thank you for being a valued member of the Greater San Diego Association of REALTORS®!

If you have any ideas, insights, or contributions you'd like to share with your fellow members, we encourage you to reach out. Whether it's a topic you'd like to see covered, an advertiser who'd be interested in reaching members or content you'd like to contribute to the next editions of Today's San Diego REALTOR®, we welcome your input.

Please don't hesitate to contact membership@sdar.com with your suggestions and contributions. Your voice matters, and we're here to ensure that your needs and interests are met.

Thank you once again for being an essential member of the Greater San Diego Association of REALTORS® community!