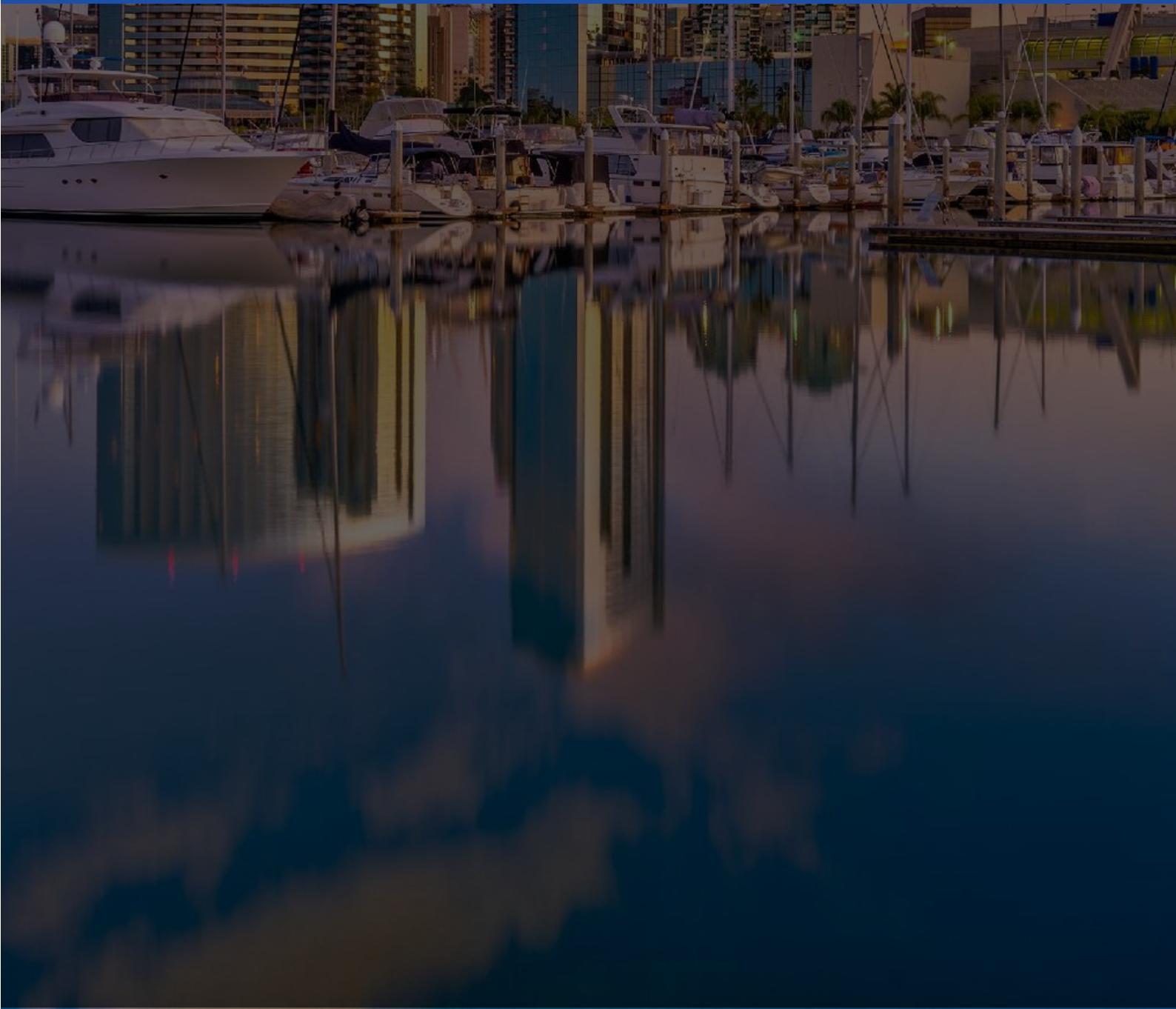




# Today's San Diego REALTOR®

## Q1 2025 Edition





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# Leadership Message

## Honoring Our Legacy, Empowering Our Future: SDAR's 'Members-First' Vision for 2025

Authored by 2025 SDAR President, Chris Anderson

As I take on this role as SDAR President, I am humbled to serve an organization with deep roots and historical significance. The San Diego Association of REALTORS® was founded in 1878, making it one of the most respected REALTOR® organizations in the country. Representing a brand with nearly 150 years of history is an honor and a responsibility I take to heart.

Over the years, SDAR has celebrated many remarkable milestones. From our founding when San Diego was a fledgling community to our pivotal role in shaping modern real estate practices, SDAR has been a cornerstone of progress. We have been champions of private property rights, homeownership advocates, and professional development leaders for REALTORS®.

One of our most notable accomplishments was the creation of the Multiple Listing Service (MLS), which revolutionized how properties are marketed and sold. Another milestone was SDAR's leadership in advancing fair housing practices, ensuring equity and access to homeownership for all. Most recently, our commitment to innovation and digital transformation has kept SDAR at the forefront of the industry, empowering REALTORS® to meet the demands of an ever-changing marketplace.

### The Vision for 2025 – Members First

Our vision for SDAR this year, is built on a single guiding principle: "Members First." "Members First" means that every decision, every program, and every initiative will be focused on one thing—ensuring the success, well-being, and professional growth of you, the members we serve.

At its core, it's about strengthening the foundation of the REALTOR® community by providing the tools and support you need to thrive. From delivering exceptional education programs that help REALTORS® grow their businesses to standing as advocates for private property owners and renters alike, this philosophy shapes everything SDAR does.

Beyond that, "Members First" also represents a dedication to ethics, service, and trust—qualities that make REALTORS® integral to San Diego's real estate market. It's a commitment to preserving this profession for future generations by advocating for private property rights and addressing the challenges that threaten the American dream of homeownership.

Together, SDAR's leadership team and our members will honor SDAR's incredible legacy while embracing the opportunities of the future. Let's all make 2025 a year to remember!

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**

# 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

## Save the Date: 2024 Circle of Excellence – May 3, 2025!

We are thrilled to announce that the 2024 Circle of Excellence is happening on Saturday, May 3, 2025!

Join us at this prestigious event as we celebrate the top-performing REALTORS®, including SDAR members and non-members. The venue is TBD, but you won't want to miss this incredible night of recognition and celebration!

Apply or nominate your colleagues and friends today!

To get started, visit:

<https://www.sdar.com/circle-of-excellence/2025.html>

Stay tuned for more details. We can't wait to celebrate your success!

## Join C.A.R.'s For Their Fourth Annual Fair Housing Day!



We are thrilled to invite you to our Fourth Annual Fair Housing Day! This signature event brings together California REALTORS® and real estate professionals for impactful conversations on making homeownership accessible for all Californians.

### Event Details:

**C.A.R.'s Fourth Annual Fair Housing Day**  
The Westin Long Beach  
April 15, 2025

This year, our theme is resilience—a crucial concept as we navigate challenges in housing equity. Attendees will have the opportunity to engage with leading fair housing experts on key topics such as:

- Housing supply and affordability
- Housing discrimination and policy solutions
- Leveraging AI for good in real estate

### Registration & Pricing:

**C.A.R. Members:** \$30

**Non-Members:** \$50

(Includes breakfast, lunch, and access to all presentations)

Extend the Celebration at HAF's Casino Night Fundraiser

Immediately following Fair Housing Day, join us for the HAF Casino Night Fundraiser, where proceeds benefit the Pathway to Home Closing Cost Assistance Grant Program. It's a fantastic way to support fair housing initiatives while enjoying an evening of fun and networking.

Secure your spot today and be part of the movement toward equitable homeownership!



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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

### New Laws and Industry Outlook Event – A Sold-Out Success!

The San Diego Association of REALTORS® (SDAR) hosted its highly anticipated "New Laws and Industry Outlook" event, and it was a resounding success! Taking place Thursday, January 16, this sold-out gathering brought together REALTORS®, brokers, and industry leaders eager to stay ahead of the curve in 2025.

Attendees filled the venue, demonstrating the real estate community's commitment to staying informed about the latest developments impacting the industry.

#### Highlights from the Event

- Legislative Updates:** Senator Brian Jones provided an insightful update on legislation that is important to the industry.
- Market Projections:** Josh Romney shared forecasts of San Diego's real estate market, discussing housing inventory, pricing trends, and economic factors shaping the year ahead.
- Interactive Q&A Sessions:** Attendees had the chance to engage directly with the panel of experts, including N.A.R. President-Elect Kevin Brown and C.A.R. Treasurer, Mark Peterson to name just a few! The panel was moderated by SDAR's CEO, Tessa Hultz, asking questions about the real estate industry's most pressing questions.

- Networking Opportunities:** The event provided an invaluable platform for professionals to connect, share insights, and strengthen their networks.

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

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.



The image is a promotional graphic for the SDAR New Laws & Industry Outlook event. It features the SDAR logo at the top left, followed by the text "Join us for the 2025 New Laws & Industry Outlook". Below this, a panel discussion topic is listed: "Panel Discussion: Embracing Change Real Estate in a Post-Settlement Environment". The panel moderator is identified as "Panel Moderator: Tessa Hultz, CEO, San Diego Association of REALTORS®". On the right, there is a portrait of Tessa Hultz. Further down, legislative updates are mentioned with portraits of Senator Brian Jones and Senator Toni Atkins. A "Special Guests and Topics" section features portraits of three men: Josh Romney, Rick Hagen, and Gov Hutchinson. To the right, a list of "Distinguished Panel Members" is provided with their names and titles: Kevin Brown (President-Elect, National Association of REALTORS®), Mark Peterson (Treasurer, California Association of REALTORS®), Stephen Lerner (Attorney, Department of Real Estate), and Saul Klein (CEO, SDMLS). The background of the graphic includes a stylized image of a person in a blindfold and a sword.

Thursday, January 16, 2025 | 8am - 3:30pm

DoubleTree Hotel, Mission Valley  
7450 Hazard Center Drive, San Diego, CA 92108

Register Here: [Link](#)



# COMMITTEE CORNER



The Trusted Voice of San Diego Real Estate

Join us for the 2025

## New Laws & Industry Outlook

Panel Discussion: Embracing Change  
Real Estate in a Post-Settlement Environment

Panel Moderator: **Tessa Hultz**

CEO, San Diego  
Association of REALTORS®



Legislative Updates:

Senator Brian Jones, Minority Leader  
Senator Toni Atkins, 2018-2024 President Pro Tem

Special Guests and Topics:



Economic  
Update

Josh Romney



Instruction on  
New Forms

Rick Hagen



2025  
New Laws

Gov Hutchinson

Distinguished Panel Members:



**Kevin Brown**  
President-Elect, National  
Association of REALTORS®



**Mark Peterson**  
Treasurer, California  
Association of REALTORS®



**Stephen Lerner**  
Attorney, Department  
of Real Estate



**Saul Klein**  
CEO, SDMLS

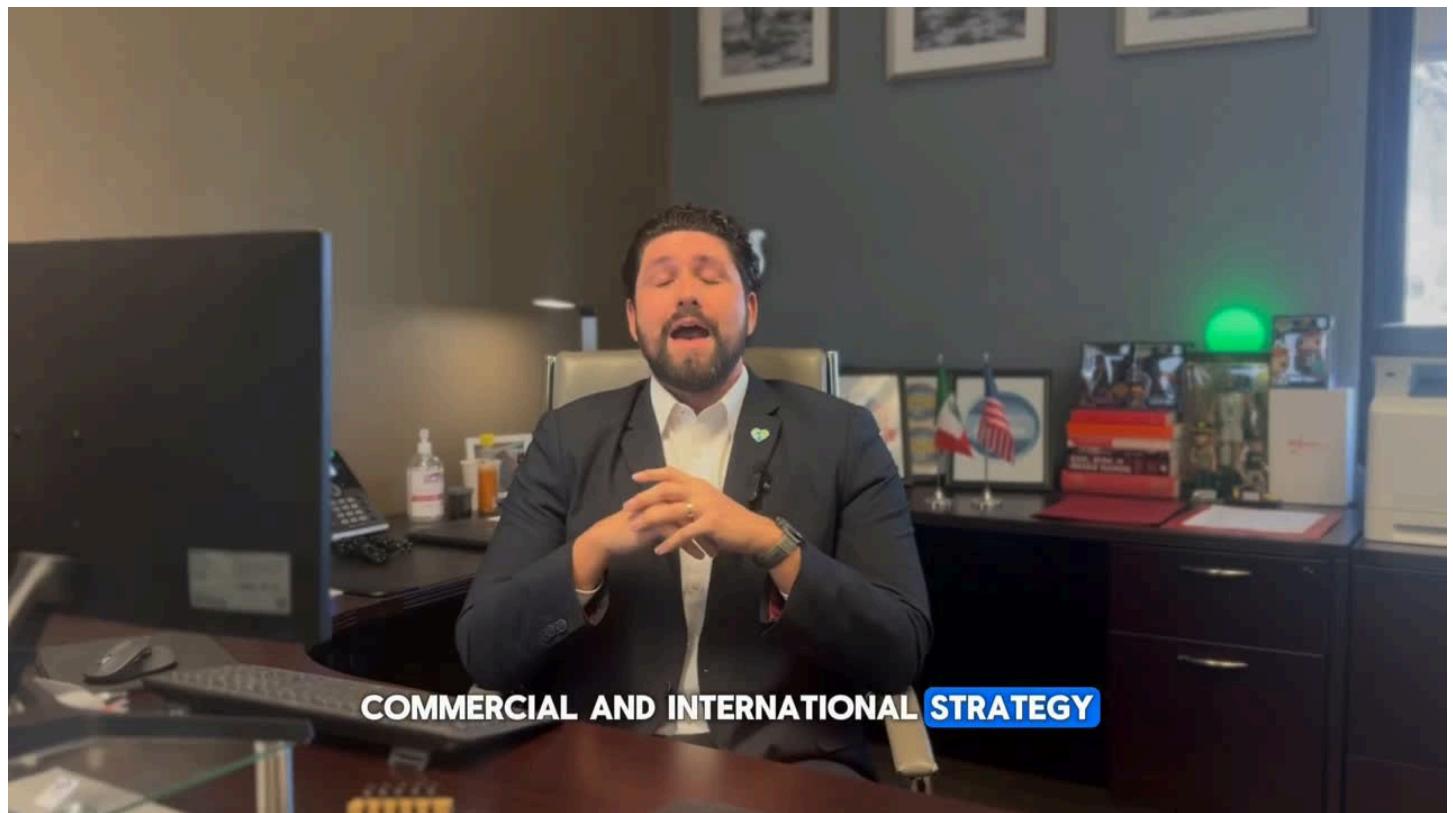
Thursday, January 16, 2025 | 8am - 3:30pm

DoubleTree Hotel, Mission Valley  
7450 Hazard Center Drive, San Diego, CA 92108

Register Here:



## Government Affairs



## Housing Opportunities



## International



## Young Professionals Networking



# COMMITTEE CORNER

## Membership



THE DIRECTOR OF MEMBERSHIP



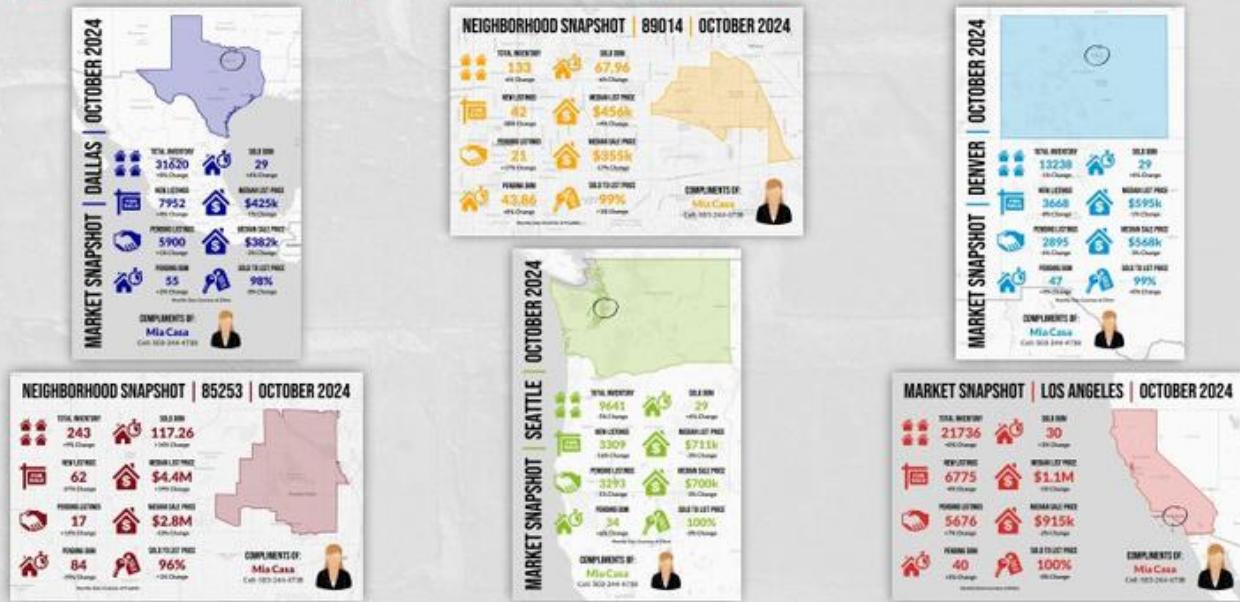
# HyperLocal. HyperPersonalized. HyperUnique.

## Hyperlocal Neighborhood Snapshots

Get detailed, up-to-date market insights down at the metro or zip code level, empowering you to provide personalized and precise information to your clients. Stay ahead with localized data, enhance your market expertise, and effectively connect with your community. Perfect for agents looking to deepen their engagement within their spheres and farms.



## HyperLocal Snapshots for any Major Metro or Zip Code



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# SAN DIEGO MLS

San Diego MLS is the official source of real estate listings for the Greater San Diego Association of REALTORS®, offering the latest tools and resources for real estate professionals.

# SAN DIEGO MLS

**Stay Connected on the Go with the San Diego MLS Mobile App: Paragon Connect**



Introducing:

Paragon Connect

**EMPOWER YOUR  
REAL ESTATE JOURNEY**

In today's fast-paced real estate market, having access to your MLS data anytime-anywhere is essential. That's why San Diego MLS offers Paragon Connect, the powerful mobile app designed to keep you productive while on the move. Whether you're in the office, at a showing, or meeting with clients, Paragon Connect ensures you have the tools you need right at your fingertips.

## Top 5 Features & Benefits of Paragon Connect

### Real-Time MLS Access

Instantly search, view, and share property listings with clients from your mobile device. Benefit: Stay ahead of the competition with up-to-the-minute listing information.

### Seamless Client Collaboration

Manage saved searches, update contacts, and communicate directly with clients. Benefit: Strengthen client relationships with easy and efficient communication.

## On-the-Go Listing Management

Edit your listings, upload photos, and update statuses directly from the app. Benefit: Keep your listings fresh and up to date without needing to be at a computer.

## Interactive Map Search

Use GPS-powered map search to find and filter listings in specific neighborhoods. Benefit: Provide instant property insights to buyers while out in the field.

## Integrated Showing Tools

Schedule and manage showings with just a few taps. Benefit: Save time and streamline your scheduling process.

## Download & Stay Ahead of Your Competition

With Paragon Connect, you have the power of San Diego MLS in your pocket, ensuring you never miss an opportunity. Download the app today and experience the convenience of mobile MLS access!

For more details, visit <https://www.info.paragonrels.com>

## MEET YOUR SDMLS TRAINERS

### Maximize Your MLS Knowledge with Expert Training

At San Diego MLS, we're committed to helping you succeed in today's competitive real estate market. That's why we're excited to introduce our expert trainers, who are here to provide you with the insights and skills you need to navigate the MLS system effectively. Whether you're a seasoned broker or a new agent, our trainers offer hands-on guidance to ensure you're leveraging all the powerful tools available to grow your business. Stay ahead of the curve—connect with our trainers and take your MLS expertise to the next level!



**Pamela J. Howard**, a San Diego native with 35 years of experience in the real estate industry, has made significant contributions to multiple organizations, specializing in consumer relations and the multiple listing service. She was honored as the Keynote Speaker for the San Diego County Assessor Group. Outside of work, Pamela enjoys exploring San Diego's parks and beaches, cooking, and spending time with her family. Guided by the belief "Each One-Teach One," she is dedicated to helping others grow. Prepare for an engaging, hands-on learning experience that will enhance your database management skills!

**Dimita Wilson** is our newest expert trainer with San Diego MLS. With years of experience in consumer relations and complex databases, Dimita is passionate about helping others succeed. A true jack of all trades, she balances her curiosity for learning with time spent with her two children. Whether you're a beginner or looking to refine your skills, Dimita will guide you every step of the way. Join us for an engaging, hands-on experience that will make mastering the database easier than ever!





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# MEMBER BENEFITS

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

Support for REALTORS® Affected by Southern California Wildfires

The devastating wildfires sweeping through Southern California are taking a heavy toll on communities, including our REALTOR® family. In response, the California Association of REALTORS® (C.A.R.) stands ready to assist those affected by offering critical resources and financial support.

## C.A.R.'s Disaster Relief Fund

### California Disaster Resources

Established in the wake of the 2003 California wildfires, C.A.R.'s Disaster Relief Fund provides grants to REALTORS®, their staff, and Association members and staff who have suffered substantial losses due to natural disasters. If you or someone you know has been impacted, financial assistance may be available to help navigate this challenging time.

### **How to Apply for Assistance**

If you are a member of the REALTOR® community affected by the recent wildfires and need support, visit [C.A.R.'s Disaster Relief Fund](#) to apply for aid. This resource will be updated regularly as new information and assistance programs become available.

At SDAR, we remain committed to supporting our members and our thoughts are with those impacted in Los Angeles during this difficult time.

## NAR Benefits: Protect Your Health & Well-Being with REALTORS® Insurance Place

As an NAR member, you have exclusive access to REALTORS® Insurance Place, a one-stop shop for health and wellness coverage tailored just for you.

Whether you're looking for health insurance, group dental or vision plans, life insurance, or even coverage for your pets, REALTORS® Insurance Place offers top-rated options to fit every stage of life. Plus, you can explore 24/7 telemedicine and other wellness solutions designed to keep you and your family covered. Get quotes, compare plans, and purchase directly online with confidence. Need help? Benefit specialists are available to guide you through your options and find the best plan for your needs.

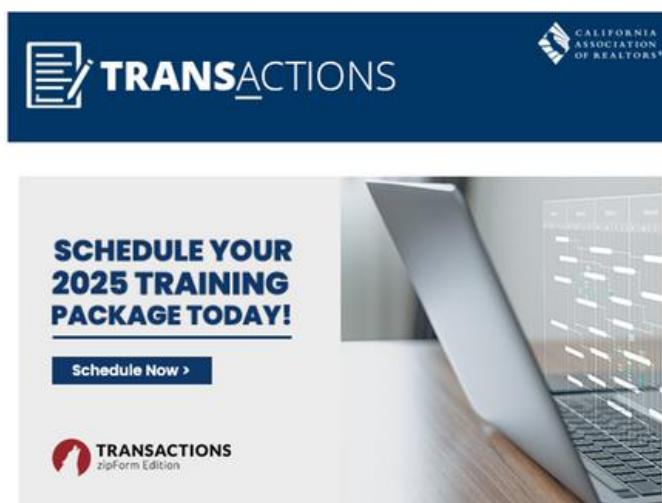
Visit [REALTORS® Insurance Place](#) today and take advantage of these exclusive NAR member benefits!

**ELEVATE  
YOUR GAME**

# ELEVATE YOUR GAME

## Schedule Your 2025 Lone Wolf Transactions – zipForm® Edition Training Package!

By Ed Charboneau, REALTOR® Training and Transaction Manager



The screenshot shows a dark blue header with the text 'TRANSACTIONS' in white. Below the header is a white section with a dark blue bar containing the text 'SCHEDULE YOUR 2025 TRAINING PACKAGE TODAY!' and a 'Schedule Now >' button. To the right of this text is a photograph of an open laptop displaying a digital document grid on its screen.

zipForms® are an essential tool for real estate professionals, streamlining transactions and ensuring compliance with California real estate laws. Training on zipForms® provides REALTORS® with:

- **Efficiency & Time-Saving** – Quickly create, edit, and manage real estate contracts with pre-loaded, legally compliant forms.
- **Compliance & Risk Reduction** – Stay up to date with legal and regulatory requirements, reducing errors and potential liabilities.
- **Seamless Digital Transactions** – Access e-signature integrations and cloud storage for secure, paperless transactions.
- **Customization & Automation** – Save templates, auto-populate fields, and streamline client communications.

- Competitive Advantage – Improve client service with faster, more accurate document handling.

To sign up for zipForms® training, email Edward Charboneau at [edwardc@car.org](mailto:edwardc@car.org).

Ed Charboneau  
REALTOR® Training and Transaction Manager  
Real Estate Business Services®, LLC  
a subsidiary of the CALIFORNIA  
ASSOCIATION OF REALTORS®

## The Role of the REALTOR in Disasters

A FREE Class from C.A.R. Education

In January, C.A.R. Education began to offer the “Role of the REALTOR® in Disasters” to C.A.R. Members at no cost and it’s still available this month and in March!

This course will cover valuable information that is helpful to anyone in disaster scenarios and counts towards your Disaster Preparedness and Knowledge Certification.

Members can use this information to be prepared in their homes, offices, and anywhere they practice and as a result, become a resource to their community. Here is how to take this FREE Course:

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](#).

# Unlock Powerful Imagery with C.A.R.'s Smart Zone Infographic Library

As a **San Diego REALTOR®**, staying informed about market trends, industry updates, and best practices is essential for success. The **California Association of REALTORS®** (C.A.R.) offers a **free, members-only resource** to help you communicate complex real estate topics with ease—**Smart Zone, the C.A.R. Infographic Library**.

## What is Smart Zone?

Smart Zone is a comprehensive collection of ready-to-use infographics covering a wide range of real estate topics. Whether you're looking for market statistics, legal updates, best practices, or consumer education, these professionally designed visuals make it easy to break down important information for your clients.

## Top Features & Benefits for REALTORS®

**Wide Variety of Topics** – Access infographics on housing market trends, mortgage rates, homeownership tips, new laws, and more.

**Visually Engaging & Easy to Share** – Use high-quality graphics to simplify complex data for your clients via email, social media, or listing presentations.

**Client Education Made Simple** – Help buyers and sellers understand key industry topics like pricing strategies, market conditions, and transaction timelines.

**Boost Your Marketing Efforts** – Strengthen your brand and credibility by integrating



expert insights into your newsletters, blogs, and online presence.

**Completely Free for C.A.R. Members** – Enjoy unlimited access to this valuable resource at no extra cost!

## How to Access Smart Zone

C.A.R. members can explore and download infographics from **Smart Zone** by visiting [Infographics | SMART ZONE](#) and navigating to the **Infographic Library**.

Stay ahead of the competition and elevate your client interactions with visually impactful, data-driven content. **Start using Smart Zone today and make real estate information more accessible and engaging!**

# Helping Navigate the Auto Buying Experience:

To offset the frustrations of **overwhelming choices and research overload**, the **trade-in process**, and **long wait times and delays** when buying a car, here are practical strategies that can help make the experience more enjoyable and efficient:

## 1. Overwhelming Choices and Research Overload

### **Narrow Down Your Options:**

Start by identifying your essential needs (e.g., size, fuel efficiency, features) to limit the number of cars you need to research. Focus on a few models or brands that fit your criteria, rather than trying to consider every possible car on the market.

### **Use Online Tools and Reviews:**

Leverage car-buying websites like Edmunds, Kelley Blue Book, and Consumer Reports, where you can read reviews, compare models, and check pricing. These sites often feature expert ratings and user reviews to help you make an informed decision. You can also filter by key features like price, safety, and reliability to further narrow down choices.

### **Test Drive Early:**

Test-driving a few different cars can be a game-changer. It gives you a better feel for each model and helps you decide which car suits your preferences, eliminating some of the guesswork.

### **Set a Budget:**

Having a clear budget in mind—both for purchase and ongoing expenses (like insurance and maintenance)—can help you rule out cars that don't meet your financial requirements. This can significantly reduce decision fatigue.

## 2. Trade-In Process

### **Do Your Research:**

Before you visit the dealership, research the trade-in value of your current car. Websites like Kelley Blue Book, Edmunds, and AutoTrader can give you an estimate based on your car's make, model, year, condition, and mileage. Having this knowledge beforehand will give you confidence and ensure you don't get lowballed by a dealership.

### **Get Multiple Offers:**

To increase your chances of getting a fair trade-in offer, consider visiting several dealerships or using online platforms like Carvana, Vroom, or Autotrader, which can offer a more competitive trade-in price. Sometimes, selling your car privately can even net you a better deal, so be sure to compare different avenues before making a decision.

### **Understand the Trade-in Process:**

Ask the dealer to be transparent about how they value your trade-in. This includes providing details on any inspection and how they arrive at the trade-in offer. If you have a clean car with minimal wear and tear, make sure to highlight its condition during negotiations.

**TEAM  
EL CAJON**



**KIA**



### **Negotiate Separately:**

Don't let the trade-in process be bundled into the price negotiations for the new car. Treat the two transactions separately to avoid confusion and ensure you get the best deal on both. Negotiate the trade-in price first, then move on to negotiating the price of the new car.

### **3. Long Wait Times and Delays**

#### **Set Realistic Expectations:**

In today's market, some car models can have long wait times due to global supply chain issues. Before committing to a new car, ask the dealership for an estimated delivery time and check for any potential delays. If waiting is an issue, consider a used car that's available for immediate purchase, as the inventory is often more readily available.

#### **Pre-Order or Custom Order Wisely:**

If you're ordering a car with specific features, don't wait until the last minute to place your order. Some dealers allow pre-ordering cars with a flexible wait time. Ask for regular updates on the status of your vehicle and confirm delivery timelines.

#### **Explore Dealer Inventory:**

Many dealerships have inventory available that may not be fully advertised online. Call ahead and inquire about any cars that match your preferences and are available for immediate delivery. Often, there are demo models or slightly used cars that may meet your needs without the long wait.

#### **Consider Certified Pre-Owned (CPO) Vehicles:**

If you're willing to compromise on "new," a Certified Pre-Owned vehicle could be a great option. These cars are often gently used, come with warranties, and are readily available—eliminating the long wait time that comes with ordering a new car.

#### **Use Technology for Updates:**

Many dealerships now provide updates on your order's status via apps or email. Stay in communication with your dealer to keep track of any unexpected delays and proactively manage your expectations. Some dealers also offer loaner cars or rental options during the waiting period if it's significantly delayed.

Regards,

**Chris George**

Team Kia Hyundai Mazda El Cajon

[c.george@goteamec.com](mailto:c.george@goteamec.com)

619-444-7200



# 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

## Unlock the Secrets of NAR's Advocacy Efforts with Advocacy Scoop!



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

Shannon and Patrick delve into the complicated world of tax reform. It's a new year and in Q1 2025, there are new policy priorities for NAR's advocacy team. Shannon and Patrick delve into the complicated world of tax reform and how Congress and the administration plan to tackle the expiring Tax Cuts and Jobs Act (TCJA). From Opportunity Zone incentives to the SALT deduction to protecting 1031 like-kind exchange, they discuss what's on the table this year and what's most important for REALTORS® and the fight for affordability, availability, and accessibility.

Listen here: [A Taxing Conversation](#)

## Your Voice, Your Vote: How RPAC Advocates for REALTORS®

Since 1969, the [REALTORS® Political Action Committee](#) (RPAC) has promoted the election of pro-REALTOR® candidates across the United States. The purpose of RPAC is clear: voluntary contributions made by REALTORS® are used to help elect candidates who understand and support their interests. These are not members' dues; this is money given freely by REALTORS® in recognition of the importance of the political process. The REALTORS® Political Action Committee and other political fundraising are the keys to protecting and promoting the real estate industry.

- [RPAC Disbursements](#)
- [RPAC Congressional Candidate Screening - Instructions for State and Local Associations](#)
- [Access all RPAC information at the REALTOR® Party site](#)

# 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

## Member Spotlight: Markus Feldman



**Markus Feldman**

Director, Pacific Real Estate Center

Email: [Markus@pacificrealestatesd.com](mailto:Markus@pacificrealestatesd.com)

Mobile: 619-851-8100

CalBRE# 01250179

### **Markus Feldman: Raising the Bar in Real Estate with Ethics, Education, and Expertise**

**Markus Feldman** is a dedicated and accomplished real estate professional, currently serving as a Board Member of the San Diego Association of REALTORS® (SDAR).

Born in Switzerland, Markus completed his education as a licensed Swiss Attorney-at-Law and earned a Master of Laws degree from the University of San Diego in 1996. He then transitioned to a successful career in real estate in San Diego.

Last year, while serving on the Professional Standards Committee, Markus created and submitted several Code of Ethics videos for a California Association of REALTORS® (C.A.R.) statewide competition. One of his videos won, showcasing his dedication to upholding the highest standards in the profession. This achievement reinforces the importance of ethics in real estate and highlights SDAR's commitment to integrity and excellence.



Markus founded Pacific Real Estate Center, a brokerage that offers agents more flexibility, freedom, and higher commission splits. He recognized the diminishing appeal of traditional "brick & mortar" real estate offices due to advancements in internet and home office technology. His legal background provides him with valuable skills and tools that he passes on to his agents, including:

- Consistent guidance and ongoing education on contract knowledge and interpretation
- Problem-solving assistance during tough negotiations or escrows
- Creative marketing ideas
- Insistence on the highest ethical standards

Markus believes that every home tells a story and deserves a unique marketing strategy. His approach involves thinking outside the box and tailoring marketing efforts to reveal the best features of each property, ensuring the best outcomes for clients.

#### **Memberships:**

- San Diego Association of REALTORS®
- Point Loma Ocean Beach Realty Association
- SDAR Grievance Committee Member since 2015, Vice Chair

#### **Awards:**

- 5 Star Real Estate Agent (2014, 2015, 2016)
- Top Ten Real Agents by the San Diego Union Tribune (2011)

#### **Designations:**

- Certified Distressed Property Expert (CDPE)
- Accredited Buyer's Representative (ABR)

Markus Feldman's commitment to excellence and ethical standards makes him a valuable asset to the real estate community in San Diego.

# SPOTLIGHT ON EXCELLENCE

## In Memorium: REALTOR® Paul Vadnais and SDAR Staff Member Paula Betz



### Remembering REALTOR® Paul Vadnais

**Paul D. Vadnais** was a distinguished REALTOR® and dedicated leader in the San Diego real estate community. As the broker and owner of Catalina Realty, Paul built a reputation for professionalism, integrity, and a deep commitment to his clients and colleagues.

Throughout his career, Paul earned prestigious designations, including:

- CRB (Certified Real Estate Brokerage Manager)
- CRS (Certified Residential Specialist)
- GRI (Graduate, REALTOR® Institute)

These designations reflected his dedication to excellence and continuous learning in the industry. Paul was a longtime member and valued leader of the San Diego Association of REALTORS® (SDAR), where he played an instrumental role in advocating for real estate professionals and property rights. He served on many committees and his contributions to SDAR helped shape the local real estate landscape, while his guidance and mentorship left a lasting impact on the REALTOR® community.

In recognition of his lifelong service and unwavering dedication, Paul was honored at the 2023 Circle of Excellence Awards with SDAR's first-ever Lifetime Achievement Award—a testament to his profound influence on the industry and the many lives he touched.

Paul's legacy extends beyond his professional achievements—he will be remembered for his kindness, wisdom, and unwavering support of those around him. His presence will be deeply missed, but his influence will live on in the many lives he inspired.

# SPOTLIGHT ON EXCELLENCE



## A Cherished Member of SDARs Staff: Paula Betz

**Paula** was a dedicated Member Care Outreach Associate at the Greater San Diego Association of REALTORS® (SDAR), and her kindness, warmth, and unwavering commitment to helping others left an indelible mark on our organization.

Paula took great pride in assisting our members, always going above and beyond to ensure they received the guidance and support they needed. Her passion for service and dedication to enhancing the experiences of both staff and members made a lasting impact on all who had the privilege of working with her.

Her passing leaves a profound void in our SDAR family, and we will deeply miss her presence, generosity, and dedication.



# The San Diego Association of REALTORS® VENDOR GUIDE

## DENTIST



Dr. Mark Richey DDS  
1442 University Avenue, San Diego, 92103  
PHONE: 619-297-6104  
WWW.DRMARKRICHLEY.COM

## FINANCIAL SERVICES



Jose A. Hernandez & Marisol Flores  
Teamhernandez@clearmortgagecapital.com  
PHONE: 619-279-7424

## FINANCIAL SERVICES



Ed Woolery - VP of Mortgage Lending  
ed.woolley@grarate.com | 858-922-3325  
888 Prospect Street, Suite 140, La Jolla, 92037

## FINANCIAL SERVICES



Cameron Oxberry  
PHONE: 858-779-0151  
coxberry@westcapitallending.com

## FINANCIAL SERVICES



Ted Przybylek  
ted@ranchoted.com  
PHONE: 619-647-1999  
www.RanchoTed.com

## HOME IMPROVEMENT



The Tailored Closet & Premier Garage  
Dana Nuesca - Owner  
760-546-8241





# The San Diego Association of REALTORS® VENDOR GUIDE

## HOME IMPROVEMENT



[www.TheRepairTech.net](http://www.TheRepairTech.net)  
PHONE: 858-863-7319  
[mail@therepairtech.net](mailto:mail@therepairtech.net)

## HOME IMPROVEMENT



PHONE: 619-401-9607  
[www.CHRISTIANROOFING.COM](http://www.CHRISTIANROOFING.COM)  
1226 Greenfield Drive, El Cajon, CA 92021

## HOME WARRANTY



Mona Cimental  
PHONE: 619-408-1144  
[Mona@ORHP.com](mailto:Mona@ORHP.com)

## HOUSEKEEPING



619 281-2532 office  
[Paul@CleanologySD.com](mailto:Paul@CleanologySD.com)  
[www.CleanologySD.com](http://www.CleanologySD.com)

## LEGAL



1124 Wall Street, La Jolla, CA 92037  
(858) 454-2500  
[jfk@jfkklatt.com](mailto:jfk@jfkklatt.com)  
[www.jfkklatt.com](http://www.jfkklatt.com)

## MEDIA

### The Daily Transcript

\$39 For the Year just for SDAR members.  
[www.sdtranscript.com/sdar](http://www.sdtranscript.com/sdar)





# The San Diego Association of REALTORS® VENDOR GUIDE

## MEDIA

### SAN DIEGO BUSINESS JOURNAL

\$49.95 For the Year just for SDAR Members.

PHONE: 847-504-8744

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Enter code: SDBJ49

## MOVERS

### **A SMART MOVE** *Calm The Chaos Of Moving*

858-790-8394

3525 Del Mar Heights

San Diego, CA 92130

[www.a-smart-move.com](http://www.a-smart-move.com)

## MOVERS



PHONE: 619-651-9687

[www.collegehunkshaulingjunk.com/san-diego/](http://www.collegehunkshaulingjunk.com/san-diego/)

## 1031 EXCHANGE

### **1031 Capital Solutions**

Jason McMurtry

[Jason@1031capitalsolutions.com](mailto:Jason@1031capitalsolutions.com)

Phone: 800-445-5908

[www.1031CapitalSolutions.com](http://www.1031CapitalSolutions.com)

## MOVERS



Pedro Gallegos

858-877-2100

[www.twomensandiego.com](http://www.twomensandiego.com)

[pedro.gallegos@twomen.com](mailto:pedro.gallegos@twomen.com)

## 1031 EXCHANGE



Laura Taylor

PHONE: 415-987-0255

[oldrepublicexchange.com](http://oldrepublicexchange.com)

[ltaylor@or1031.com](mailto:ltaylor@or1031.com)





# 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](mailto: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!