

# TODAY'S SAN DIEGO REALTOR<sup>®</sup>



Q1 2026 EDITION





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# Table of Contents

04 Leadership Message

06 Market Outlook

10 SDAR In the News

16 Main Events

22 Committee Corner

26 San Diego MLS

28 Member Benefits

31 Elevate Your Game

38 Industry News

42 Spotlight on Excellence

# Leadership Message

By Karen Van Ness, 2026 President, San Diego Association of REALTORS®

As we move through the first quarter of 2026, I'm reminded of the resilience, professionalism, and commitment that define the REALTORS® of San Diego. Even in a market that continues to evolve, our members remain at the center of one of the most important moments in people's lives — helping families find stability, opportunity, and the pride of property ownership.

The start of the year has brought both momentum and change to our local housing landscape. Inventory remains tight across much of the county, and buyers and sellers alike are navigating a market shaped by interest rate fluctuations, affordability pressures, and continued demand for homeownership. In this environment, the role of a trusted REALTOR® has never been more important. Your guidance, expertise, and ethical standards are what help consumers make confident decisions in complex conditions.

Here at the San Diego Association of REALTORS®, our focus remains clear: **Members First.** Every initiative we undertake is designed to strengthen your success and elevate the value you bring to the communities you serve.

In the first months of 2026, SDAR has already delivered several important programs and initiatives to support our members:

- **New Laws & Industry Outlook** brought together experts and practitioners to help REALTORS® understand the regulatory changes shaping our industry this year.
- Our **education and professional development programs** continue to equip members with the tools needed to stay competitive in a rapidly evolving market.
- Through SDAR's **Government Affairs** efforts, SDAR remains actively engaged in protecting private property rights and advocating for policies that support housing opportunity and responsible growth throughout the region. And as a reflection of the strength of our collective voice in policymaking and legislative relationship building, SDAR Members have exceeded our REALTOR® Action Fund (RAF) contribution goals, demonstrating our shared dedication to protecting the future of real estate and property rights in California.

Looking ahead, our strategic focus remains aligned with the pillars that guide our association: protecting property ownership, fostering professional growth, demonstrating integrity, and strengthening our communities. These principles are more than words—they shape how we serve our members and how REALTORS® serve San Diego.

I am continually inspired by the dedication of SDAR members. Every showing you host, every client you advise, and every transaction you guide contributes to the vitality of our housing market and the strength of our communities.

Thank you for your professionalism, your service, and your commitment to excellence. Together, we will continue to elevate the REALTOR® brand and ensure that SDAR remains a trusted voice for real estate in San Diego.

Here's to a strong year ahead.

Warm regards,  
**Karen Van Ness**

*Karen Van Ness is an accomplished REALTOR® and dedicated instructor with the Greater San Diego Association of REALTORS® (SDAR). With years of hands-on experience in San Diego's competitive real estate market, Karen brings a wealth of practical knowledge to her classes, helping REALTORS® navigate transactions with confidence and professionalism.*

*Karen is passionate about elevating REALTOR® success by equipping members with the tools, strategies, and industry insights needed to excel in today's market as she provides education classes for SDAR.*

*Whether guiding new agents or supporting seasoned professionals, Karen's commitment to real estate education and the industry overall, reflects her belief that knowledge is the key to building stronger client relationships and lasting real estate careers.*



**Karen Van Ness - 2026 President  
San Diego Association of REALTORS®  
DRE#01354837**

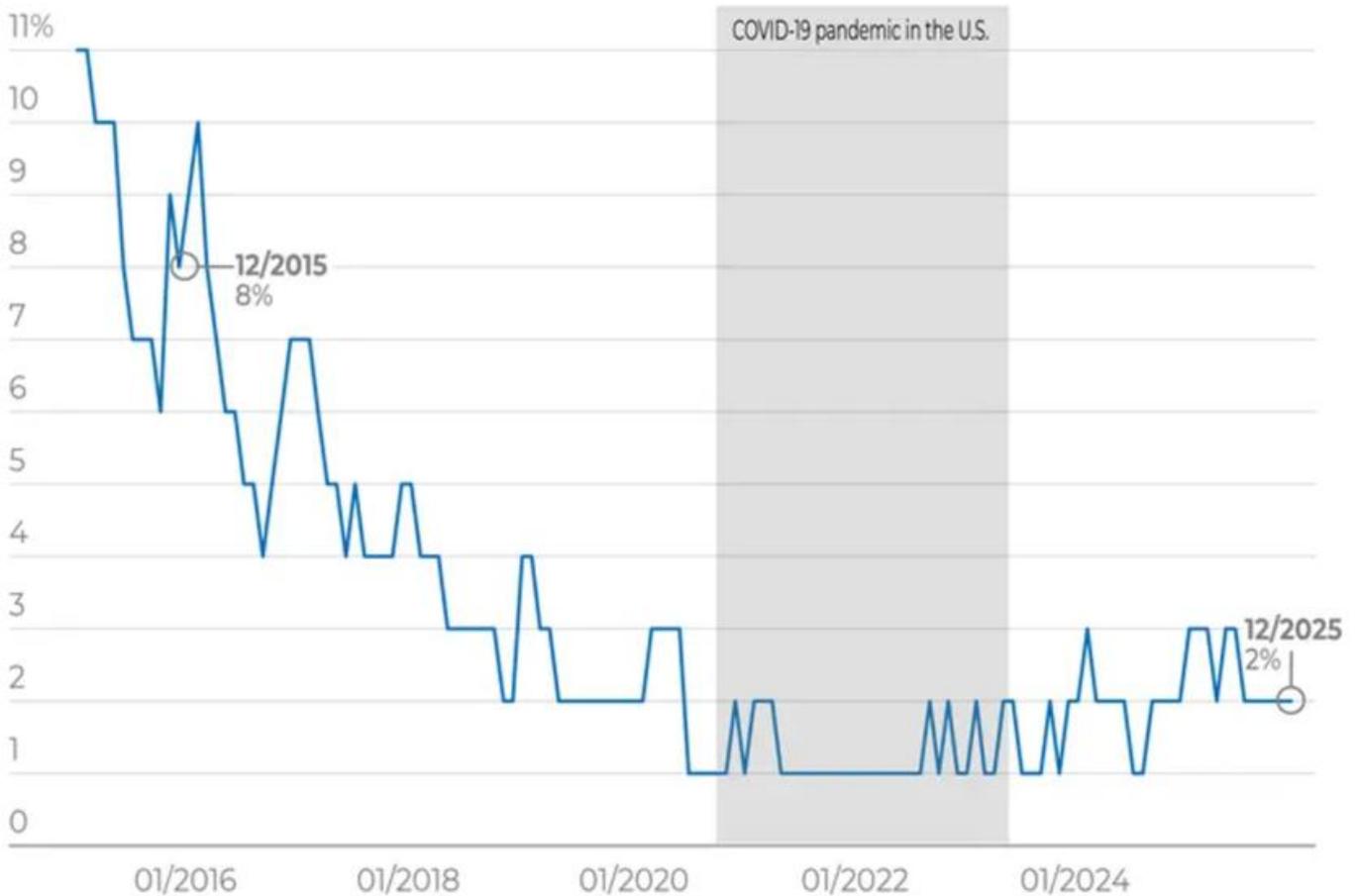
# MARKET OUTLOOK

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

# 2026 Market Trends

## Distressed sales as a percentage of total sales, 2015-2025

Distressed sales were still present in 2015 following the Global Financial Crisis. **Eight percent of sales** were distressed sales in December 2015 versus just **2 percent in the last six months**.



Source: NAR's 2025 Member Profile  
 Chart by Jovi Dai/National Association of REALTORS®



Over the past decade, the U.S. housing market has experienced dramatic changes that continue to shape the way REALTORS® serve their clients and operate their businesses. A new analysis from the National Association of REALTORS® compares key housing data from 2015 to 2025 and highlights how affordability pressures, inventory shortages, and demographic shifts have reshaped the housing landscape. While homeownership remains a cornerstone of the American Dream, the path to achieving it has become more complex for many buyers, particularly first-time purchasers.

# MARKET OUTLOOK

Key highlights from the report include:

- Fewer transaction sides per REALTOR®: The number of homes sold annually per REALTOR® has declined as the industry has grown and inventory has tightened.
- Rising home prices: Median home prices have increased significantly over the past decade, reflecting strong demand and constrained housing supply.
- Affordability challenges: Higher home prices and elevated mortgage rates have made affordability one of the most pressing issues facing buyers today.
- Inventory shortages: The supply of homes for sale remains well below historical norms, creating a more competitive marketplace.
- Changing buyer demographics: The age of first-time buyers has risen, and many households are taking longer to purchase their first home due to financial and market barriers.
- Technology and data evolution: The way REALTORS® access and use housing data has expanded dramatically, enabling more sophisticated market analysis and client service.

Together, these trends underscore how the real estate profession—and the housing market itself—has evolved over the past decade. Understanding these shifts can help REALTORS® better guide their clients, adapt their strategies, and

stay informed as the market continues to change. For a deeper dive into the data and analysis, read the full report from the National Association of REALTORS®.

Read the entire trends report, authored by Dr. Jessica Lautz, Deputy Chief Economist and VP of Research at the National Association of REALTORS® [here](#).



**JESSICA LAUTZ**

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# SDAR IN THE NEWS

## San Diego Police Crack Down on Illegal “Party House” Events Targeting Vacant Listings

San Diego police have referred multiple cases to prosecutors involving organizers of illegal “pay-to-enter” parties held at vacant homes listed for sale or rent. Investigators say organizers scout empty properties, promote the events through private social media groups, and charge admission to partygoers.

In just two months, more than a dozen such parties were identified across San Diego County, sometimes drawing hundreds of attendees and causing thousands of dollars in property damage.

Authorities say the cases signal a stronger effort to hold organizers accountable as the real estate community and police work together to prevent future incidents.

Watch the entire story and hear from Chris Anderson, 2026 SDAR President, and other local leaders on NBC San Diego Channel 7 News [here](#).

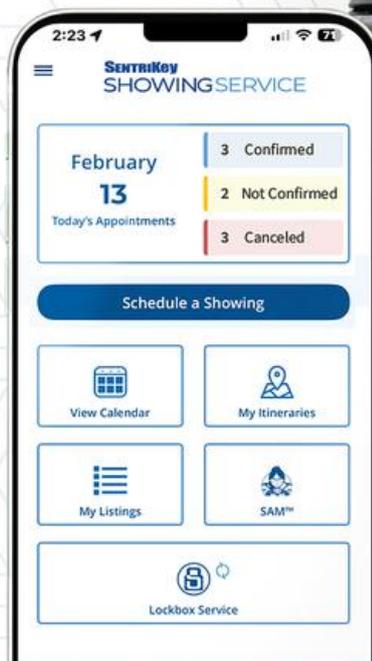
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# Supporters and opponents of the San Diego tax on second homes submit ballot arguments as the campaign fight gears up

By Lori Weisberg | [lori.weisberg@sduniontribune.com](mailto:lori.weisberg@sduniontribune.com) |

*The San Diego Union-Tribune*

*Published March 12, 2026*

Ballot arguments in favor of and against the June measure have been filed with the city, and both sides say they're confident they'll have the funds needed to mount robust campaigns.

Supporters and opponents of a June ballot measure that would heavily tax unoccupied second homes in the city of San Diego are gearing up for what promises to be an intense and potentially costly campaign. Ballot statements from both sides were submitted Wednesday to the San Diego City Clerk, one of several key steps required in advance of the June primary.

Lining up in support of the tax measure are Councilmember Sean Elo-Rivera's office, which authored the proposal, along with several community nonprofits and organized labor. Among those in the opposition camp are several local Realtor groups, as well as the San Diego County Taxpayers Association and the Latino American Political Association of San Diego.

It was only last week that the City Council endorsed placing the measure on the June 2 ballot after a previous broader measure that encompassed taxing

short-term rentals as well failed to gain traction.

The proposed empty homes tax, which will appear on the ballot as Measure A, calls for an initial annual levy of \$8,000 that would rise to \$10,000 in subsequent years for thousands of second homes that have been identified as unoccupied for more than 182 days out of the year. For corporate-owned dwellings, there would be a \$4,000 surcharge the first year that would jump to \$5,000 the following year. It's estimated that there are a total of 5,140 such homes in the city.

If approved by voters, the tax would become effective Jan. 1, 2027, with the first payments due by April 1.

"Measure A discourages corporations, out-of-state investors, and absentee owners from keeping homes vacant during a housing shortage and encourages vacant homes to be used as homes again," reads the ballot argument submitted by proponents. "Those who make their homes available for San Diego families to rent or buy pay nothing. Those who keep homes empty pay a tax, with the revenue funding services that benefit all San Diegans."

# SDAR IN THE NEWS

**Those signing the argument in favor** are Elo-Rivera; union leader Brigette Browning of the San Diego and Imperial Counties Labor Council; George Duardo, president of the San Diego City Firefighters union; Steve Russell, president of the San Diego Housing Federation; and Johanna Hester, a board member of Alliance San Diego Mobilization Fund.

Helping lead the opposition campaign are local Realtor groups, including the **San Diego Association of Realtors** and Pacific Southwest Association of Realtors, which together account for more than 13,000 members. While they are not among the signatories on the ballot argument, they will play an active role in getting the word out to voters, said Chris Anderson, current president of the San Diego association.

The opposition's ballot argument raises a number of points, among them that any new revenue generated is not guaranteed to go into a housing fund and the measure does not require any new housing to be built.

"A very similar tax in San Francisco was declared unconstitutional and unenforceable," states the argument. "Measure A is likely also illegal and will be challenged in court, costing hundreds of thousands of your tax dollars in lawyer fees and dragging out for years. Remember the trash fee? They told us it would be one amount — it ended up being double. Measure A is more of the same!"

Those signing the opposition ballot statement are Mark Kersey, president of the San Diego County Taxpayers Association; Delores "Dee" Chavez, past president of the Latino American Political Association; Andrew Banez, president of the Filipino American Chamber of Commerce of Greater San Diego; Rick Gentry, former president of the San Diego Housing Commission; and Chino Torres, a Navy veteran.

While neither side is willing to reveal just yet how much they plan to spend on their respective campaigns, they acknowledge that they're prepared to invest a decent amount of money toward getting their messaging out, whether it's via digital platforms, mailers or by canvassing neighborhoods.

"This is a priority race for us," said Browning, who leads the Labor Council. "We haven't finalized our budget yet, but it's a priority for the Labor Council to make sure this gets passed. We want our workers to be able to live where they work, and those who have the greatest wealth should be contributing their fair share, which is why we want to be a part of this coalition."

Among the unions supporting Measure A is the Municipal Employees Association, which has its own political action committee that goes by the name of Protect Neighborhood Services Now. It's likely that some of the funds in that PAC, which currently has about \$1.7 million, could also be available for the campaign.

# SDAR IN THE NEWS

Union general manager Michael Zucchet said Wednesday it was too soon to comment on specific financing and campaign strategy.

Anderson said she expects the San Diego Association of Realtors to apply to both the state and national Realtor associations in hopes of accessing some of their political action committee funds. The latest filing by the California association shows close to \$2 million at the end of 2025.

"They are extremely well-funded for things like this," Anderson said. "And whenever an issue touches our clients and their property rights like this, this is what we use it for. There are a lot of people who use their homes for six months or less out of the year, and they should not have to pay this charge. If they own their property, they should have the right to have exclusive use in any way they want."

According to an analysis prepared by the city's Independent Budget Analyst, the city could expect to see \$9.2 million to \$21.4 million in revenue from the second homes tax in the first year of implementation. That could rise to \$10.5 million to \$24.3 million in the second year. The city would be free to use the new general fund money in any way it pleases.

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# SDAR IN THE NEWS

In a previous analysis, the IBA estimated that far fewer than 5,100 homes would be taxed should the measure pass. It offered what it said was a more realistic estimate of 1,790 to 2,812 empty homes, which takes into consideration properties that would fall under a number of exemptions provided for in the measure, as well as those instances where owners opt to sell their properties or convert them to short- and long-term rentals.

A separate analysis by the City Attorney's office, which voters will see in their pamphlets, states that the tax does not apply to "owner-occupied primary residences, long-term residential leases, and other empty homes under certain exemptions, such as during periods of military service, certain natural disasters, and after an owner's death."

# 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.

# New Laws & Industry Outlook 2026 Brings Top Legal and Industry Experts to SDAR

Real estate professionals from across San Diego County gathered for SDAR's annual New Laws & Industry Outlook 2026, an essential event designed to help REALTORS® understand the legislative and regulatory changes shaping the year ahead. The program featured a distinguished lineup of industry leaders and legal experts who provided timely insights on the new laws, legal developments, and market conditions affecting California real estate.

This year's program included presentations from leading voices in the industry who walked attendees through key legislative updates, compliance requirements, and practical strategies REALTORS® can use to navigate the evolving regulatory landscape. The event continues to be one of SDAR's most important educational programs, ensuring members remain informed and prepared to serve their clients with confidence and professionalism.

Although attendees were looking forward to hearing directly from Gov Hutchinson, he was unfortunately unable to attend due to an unexpected illness. The California Association of REALTORS® (C.A.R.) has since appointed a proxy who will provide a make-up session, either in person or via Zoom, so members can still benefit from the insights that were originally planned for the program. Details on the

rescheduled session will be announced soon, and members are encouraged to stay tuned for updates.

SDAR thanks all of the speakers and members who participated in this year's event and remains committed to providing the education and resources REALTORS® need to stay ahead in a rapidly changing real estate environment.

# MAIN EVENTS



## REDS, WHITES AND BREWS

SIP, SAVOR AND SUPPORT



## COMING IN JULY

SDAR's Government Affairs Team will be hosting their next event a tad earlier than in years past. If you've attended in recent years, this event takes place on site at SDAR Headquarters in October, but due to the governor's race, it made more sense to hear from our local legislators in mid-July, so watch for the July date in our June edition of this eNewsletter and we hope to see you there!

Guests enjoy "ringside seats" for all the action — sampling local wines, craft beers, and hard ciders, savoring bites from food trucks, and cheering each other on in another Heaviest Hitter Punching Bag Competition.

This event is more than just a great time — it is a celebration of REALTOR® unity and the power of our collective voice in protecting private property rights.

# MAIN EVENTS

## NEW MEMBER ORIENTATION

Are you a newly licensed real estate agent? If you are fresh out of real estate school, you are probably thrilled that you passed the test and found a great broker, but have no idea what to do next!

Join us on the first Tuesday of the month for our New Member Orientation at our Kearny Mesa office, featuring training on what you need to know to get started, the benefits of your SDAR member products and services, and lunch provided by the top real estate affiliates. Arrive 15 minutes early for registration, bring your SDAR Member #, and a government-issued ID for verification.

Also, dress for success because you can get your FREE HEADSHOT during your lunch break - a great way to save money as you build out your professional marketing materials and bio.

\*THE DEADLINE TO SIGN UP FOR THIS CLASS IS 2 DAYS PRIOR\*



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# MAIN EVENTS



COUNTY OF  
SAN DIEGO

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El Cajon, CA 92020

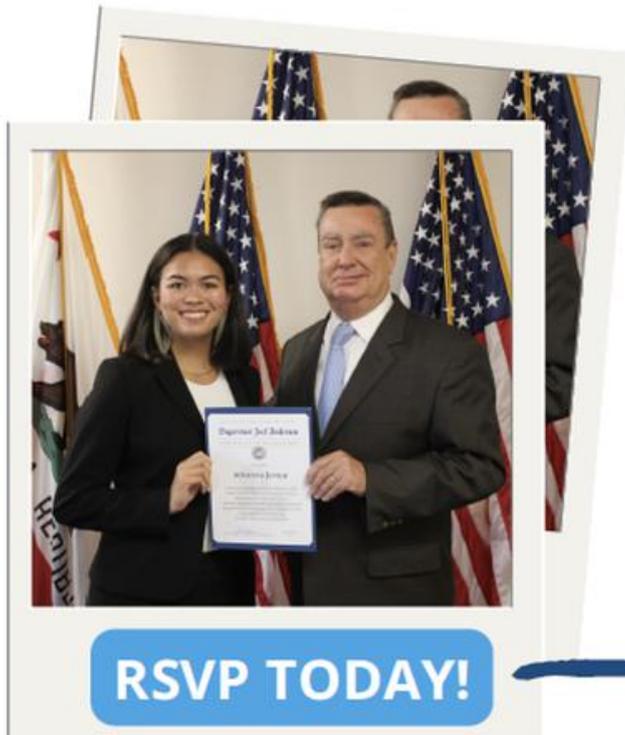
Thursday, April 2, 2026  
9:30 AM - 11:00 AM

## JOIN US FOR A PHOTO DAY!



If you are a recipient of a certificate or proclamation from County Supervisor Joel Anderson, join us at his upcoming Photo Day to meet the Supervisor & take a picture with him!

RSVP using the QR code below or at [www.bit.ly/SJAPhotoDay](http://www.bit.ly/SJAPhotoDay)



RSVP TODAY!



Scan QR Code



# Member Calendar

Key billing dates and upcoming events for SDAR members

## APRIL

### MLS Q2 Fees Due

Billed March 4 | Due April 6

### MLS Late Fee Billed

Billing: April 13 | Due: April 20

### Business Beyond Borders

April 16, 2026 | 4:00pm - 7:00pm | Novo Brazil Brewing Otay Ranch

### MLS Shutoff

Billing: April 20

## JUNE

### MLS Q3 Fees Due

Billing: June 04 | Due: July 02

## JULY

### MLS Q3 Fees Due

Billing: July 6

### MLS Late Fee Billed

Billing: July 13 | Due: July 20

### MLS Shutoff

Billing: July 20

**Reds, Whites  
and Brews**

Details  
coming soon

# 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®.

## Commercial Real Estate



## Member Spotlight - Chris Sohaey



## Membership

*Update Provided By: Amy Moloney, Membership Liaison*

As a member of C.A.R., you receive numerous resources and benefits designed to help you navigate every market cycle and meet each industry challenge with confidence.

From legislative advocacy that saves you an average of more than \$10,000 annually to exclusive offers and member-only discounts through C.A.R.'s Partner Program to complimentary professional web pages, zipForm access, updated C.A.R. Standard Forms, webinars, and legal Q&As, C.A.R. consistently delivers tools and innovations to support your success!

Check out the New MEMBER BENEFITS GUIDE [here](#).



## Marcom and Events

*Update Provided By: Carla Farley, Marcom Committee Chair*

SDAR's Government Affairs Team will host our 3rd annual Reds, Whites & Brews event mid-July this year at our Kearny Mesa campus, and it will be another "knockout" success!

We are lining up some great industry partners, VIP guests from N.A.R. and C.A.R., and superlative affiliate partners who will join you, our members for an evening that blends advocacy, community, and fun. Watch for more information coming your way!

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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.

## Get Paid Faster with Cosient Commission Advance

SDAR is excited to announce a partnership with Cosient that brings a Commission Advance service directly to your fingertips!

### What Is a Commission Advance?

A commission advance gives you access to your earned commission before closing, letting you tap into your income while a deal is still pending or even on an active listing. It's not a loan — you're simply getting your own money sooner, without credit checks, monthly payments, or debt.

### Why This Matters to You

Real estate income can be unpredictable. Commission checks don't always arrive when your bills or business expenses are due. With Cosient's program, you can:

- **Access commissions early** — often the same day funds are approved. [San Diego | MLS - Support](#)
- **Keep your credit clean** — no credit check is required. [cosient.com](#)
- **Manage cash flow with confidence** — use early funds for marketing, payroll, MLS dues, lead gen, or business growth. [cosient.com](#)
- **No personal liability** — if a sale falls through, repayment simply moves to your next transaction. [cosient.com](#)

Typical fees range from about 3%–7% — usually lower than credit card costs and without hidden charges. [cosient.com](#)

### How It Works

1. **Submit a request** for an advance on a pending sale or active listing. [San Diego | MLS - Support](#)
2. **Cosient reviews the deal** (no FICO or personal credit needed). [cosient.com](#)
3. **Receive your funds** — often same-day by wire transfer. [San Diego | MLS - Support](#)
4. **Repayment occurs at closing** — seamless and stress-free. [cosient.com](#)

### A Better Way to Bridge the Gap

So, whether you're planning marketing campaigns, covering operating expenses, or simply want smoother cash flow between closings, Cosient will put you in control of your paycheck. [cosient.com](#)

### Ready to get started?

Go to <https://cosient.com> to explore your commission advance options and unlock your commission when you need it most.

*Questions? Contact SDAR Member Services for help navigating the Cosient program at 858-715-8000.*

# 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

## Your C.A.R. 2026 Member Benefits Guide is HERE!



### *Your 2026 C.A.R. Leadership Team*

Dear C.A.R. Members,

As your Leadership Team, we take seriously our responsibility to anticipate, address, and lead on the issues that affect your business and the consumers you serve. Every initiative undertaken by C.A.R. is purposeful and guided by our three-year Strategic Plan. We encourage you to review the next two pages, which outline C.A.R.'s three-year Strategic Plan. This plan serves as the roadmap for our work and reflects how your Association is will deliver value to you and the communities you serve. Thank you for the trust you place in your Association and for the vital role you play in advancing the REALTOR® profession across California. Check out your new C.A.R. Member Benefits Guide [here](#).

## Are You Eligible for REALTOR® Emeritus Status?

Have you dedicated 40+ years to the REALTOR® profession and served at the national level with NAR? You may qualify for REALTOR® Emeritus Status — an honorary recognition that includes:

- Permanent waiver of NAR dues
- Exemption from Code of Ethics & Fair Housing training
- Recognition for a lifetime of service to the profession
- 

Application Deadline is THIS WEEK: April 2, 2026

(All applications must be submitted by SDAR on behalf of the member.)

If you think you may qualify, we encourage you to check your eligibility now.

Your years of service deserve recognition — and meaningful benefits.

Contact SDAR to get started: [awards@sdar.com](mailto:awards@sdar.com)

## Do You Qualify for C.A.R. Honorary Member-for-Life Status?

The California Association of REALTORS® Honorary Member-for-Life (HMFL) designation recognizes members who have dedicated decades to the profession — and it comes with meaningful benefits.

Eligible members who are approved receive:

- Permanent waiver of C.A.R. state dues
- Continued membership privileges
- Recognition for long-term service to real estate

You may qualify if you:

- Are 75 years of age or older
- Have 25+ years of C.A.R. membership

Applications **must** be submitted by your local association on your behalf.

If you think you may qualify, we encourage you to check your eligibility.

Contact SDAR to get started: [membership@sdar.com](mailto:membership@sdar.com)

Your long-term commitment to the profession deserves recognition.

**ELEVATE  
YOUR GAME**

## Protecting Sellers from Investor-Buyer Pitfalls

*By Robert Muir, Attorney, SDAR Risk Management Committee Member*

Investor—or “flipper”—buyers are increasingly common in today’s real estate market. While they can represent legitimate opportunities, these buyers often employ complex purchase structures, unusual contract language, or low earnest money deposits that may expose sellers to unnecessary risks. The following recent case study highlights the red flags agents and sellers should be aware of when evaluating an investor’s offer, particularly when no agent is representing the seller.

### Case Study: A Seller Approached by an Investor

A seller was referred to our office to review a purchase agreement from an “investor” buyer. No real estate agent was involved in the transaction. After reviewing the standard C.A.R. Residential Purchase Agreement (RPA) submitted, we advised the seller not to proceed due to several concerns that raised potential legal and financial risks.

#### Key Red Flags Identified

#### 1. Complex LLC Ownership Structure

The buyers presented themselves as purchasing through an LLC, which another LLC owned. This layering of entities is unusual and suggests an attempt to shield personal liability. Further investigation showed that the individual signing

on behalf of the LLC was not listed in the Secretary of State’s records.

#### 2. “Or Assignee” Language

The buyer’s name in the RPA was followed by “or assignee,” implying the right to transfer the contract to another party without the seller’s consent. This tactic is often used in “wholesale” contracts to assign the contract while in escrow, leaving sellers uncertain about the true buyer. While the RPA contains assignment rules, inserting “or assignee” creates ambiguity over whether the seller’s consent is needed. This should always be clarified in a counteroffer.

#### 3. Litigation History

A simple court record search revealed that the buyer had sued three sellers in recent months, apparently in disputes where sellers attempted to cancel contracts. While agents are not obligated to investigate a buyer’s background, advising clients to conduct basic due diligence—or referring them to legal counsel—can be prudent when red flags appear.

#### 4. Low Earnest Money Deposit

The earnest money deposit offered was only 1%, far below the typical 3%. An unrepresented seller may not recognize this as unusually low, but such a small deposit makes it easier for a buyer to walk away with little consequence.

## 5. Misunderstanding of “As Is”

The handwritten language in the RPA stated that the property was being purchased “As Is.” While this clause is already standard in the RPA, sellers often misinterpret it to mean they can skip mandatory disclosures. Even in “As Is” transactions, sellers remain obligated to comply with all disclosure requirements.

### Lessons for Agents and Sellers

This case ended well: the seller avoided entering into a potentially problematic deal and returned to the referring agent to list the property properly. However, many sellers mistakenly believe they can accept an offer and later rely on an attorney review period to cancel if issues arise. In reality, there is no automatic three-day right to cancel, as there is in some consumer contracts. If legal review is desired, it must happen before signing.

### Summary

Investor buyers and flippers will likely remain active participants in the market, but their tactics can create significant risks for unrepresented sellers. By helping clients identify potential warning signs—such as layered LLCs, assignment clauses, low deposits, or a buyer’s litigation history—agents can provide critical protection and guidance.

Encouraging sellers to seek legal review before committing to an agreement, especially when agents are not involved, helps ensure they avoid costly disputes and supports agents’ role as trusted advisors in an increasingly complex marketplace.

*Robert Muir is a long-time member of SDAR’s Risk Management Committee. He can be reached at [muirlaw.com](http://muirlaw.com)*

*Disclaimer: This article is designed to provide accurate and authoritative information regarding the subject matter covered. It is offered with the understanding that the author and publisher are not engaged in rendering professional advice. If legal advice or other expert assistance is required, the services of a competent professional should be sought. Articles that appear in this publication are an informational service to members. Their contents are the opinions of the authors alone and do not necessarily represent those of SDAR.*

# Rebuilding Trust in Real Estate: Why Transparency, Communication, and Value Matter More Than Ever

*By: Erica Christoffer, product manager for NAR REALTOR® News*

In a shifting real estate landscape, trust has become the industry's most valuable currency. In this recent National Association of REALTORS® [article](#), industry leaders emphasize that today's consumers are more informed—and more skeptical—than ever before. Agents are being called to lead with transparency, clearly communicate their value, and prioritize authentic client relationships over transactions.

The conversation highlights that trust isn't built in a single moment—it's earned through consistent actions, ethical practices, and open dialogue. As changes across the industry reshape expectations, REALTORS® who proactively educate clients, set clear expectations, and demonstrate their expertise will be best positioned to strengthen credibility, deepen relationships, and stand out in a competitive market.

Read all about it [here](#).



**AUTHOR: ERICA CHRISTOFFER**

ELEVATE YOUR GAME

# ICYMI, HOMEOWNERSHIP MATTERS

## HOMEOWNERSHIP MATTERS GUBERNATORIAL FORUM 2026

LIVESTREAM • MARCH 5 • 10–11:30 AM



**XAVIER BECERRA**

Former U.S. Secretary of Health and Human Services and former California Attorney General



**STEVE HILTON**

Political Commentator and Businessman



**MATT MAHAN**

Mayor of San Jose



**KATIE PORTER**

Former U.S. Congresswoman for CA District 47



**ERIC SWALWELL**

U.S. Congressman for CA District 14



**ANTONIO VILLARAIGOSA**

Former Mayor of Los Angeles

With the California governor's race wide open, the CALIFORNIA ASSOCIATION OF REALTORS® (C.A.R.) convened leading gubernatorial candidates for a timely discussion about the future of housing affordability, supply, and pathways to homeownership in California.

Moderated by C.A.R. CEO Phil Hawkins and joined by C.A.R. President Tamara Suminski, this exclusive members-only event offered a unique opportunity for REALTORS® to hear directly from those seeking to lead our state and to learn how their policies could shape market conditions for years to come. At a time when housing costs were straining families, communities, and our economy, this conversation couldn't have been more important. And the REALTOR® voice had never mattered more.

See the entire live stream [here](#).

# FREE for Members: Sharpen Your Fair Housing Skills and Meet NAR's New Requirement



Step into [Fairhaven 2.0](#)—NAR's dynamic online simulation where real estate professionals tackle fair housing challenges head-on. Through realistic scenarios, practical insights, and historical context, you'll explore key topics like steering, bias, disability accommodations, and standing up for clients facing discrimination.

This course helps ensure that your business practices comply with the letter and spirit of federal, state, and local law, as well as the Realtor Code of Ethics. It also meets the new NAR fair housing training requirement that took effect on January 1, 2025. Best of all, it's free for NAR members.

It's free to C.A.R. Members and \$50 for non-members

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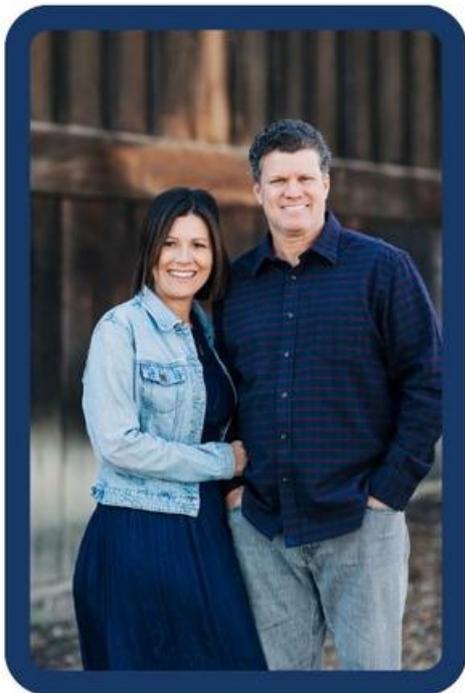
# INDUSTRY NEWS

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.

## Legislative Victory: Senate Moves Forward on Major Housing Supply Bill

On March 12, 2026, the U.S. Senate passed the bipartisan 21st Century Road to Housing Act, advancing one of the most significant federal efforts to address the nation's housing supply and affordability challenges in decades. The National Association of REALTORS® strongly supported the bill, launching a targeted call for action through its Federal Political Coordinator program to ensure its passage. NAR has spent years building the foundation for this moment, partnering with lawmakers on both sides of the aisle.

Read the Full Story here: [NAR REALTOR® News Now \(3/12\)](#)



*"Both transactions I sold to Mayfield Investments were completed in less than 15 Days and without any problems on their part. Brian & Emily always kept their word. They did not try to reduce the price after going into escrow and took the property as-is."*  
-Gary D., SDAR Member

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

April is [Fair Housing Month](#), and Shannon and Patrick take us inside NAR's 360-degree approach to the topic. Fair Housing isn't just a feel-good phrase—it's the law. And NAR's members are an army of Fair Housing advocates leading on this issue in every zip code in America. In this episode, you will get the scoop on new NAR data on the racial homeownership gap, the exciting launch of [Fairhaven 2.0](#), on how NAR advocates for Fair Housing every day, from our communities to the halls of Congress. The [REALTOR® Code of Ethics](#) sets NAR apart, and this primer on [Fair Housing](#) will bring you up to speed and make you proud to be a member of NAR.

Listen to the Podcast [here](#).

# NAR Legal Victory: Supreme Court Closes the Door on “No-Commingle” Case

*Authored by: NAR’s REALTOR® News.Business Writer, **Eliana Block***

The U.S. Supreme Court has officially ended a long-running antitrust case involving the National Association of REALTORS® by declining—again—to hear an appeal tied to its former “no-commingling” rule.

The lawsuit, originally filed in 2021 by brokerage REX, alleged the optional MLS policy unfairly restricted competition by requiring certain listings to be displayed separately. However, federal district and appellate courts consistently ruled in NAR’s favor, finding no antitrust violation—and the Supreme Court’s refusal to review or rehear the case leaves those decisions in place.

While the rule itself was repealed in 2025 due to declining relevance and industry feedback, the outcome underscores MLSs' role in supporting transparent, competitive housing markets. For REALTORS®, the decision provides legal clarity and underscores the continued importance of accurate, comprehensive listing data in serving consumers.

**Editor’s Note:** *This story was updated on Dec. 16 to include the Supreme Court’s denial of rehearing on Dec. 15.*

# 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.

## SDAR Service Award: Honoring Bob Kevane



The SDAR Service Award recognizes a REALTOR® whose dedication, leadership, and volunteer spirit have strengthened the San Diego Association of REALTORS® and the communities we serve.

This year, we are proud to recognize Bob Kevane, a longtime industry leader whose career reflects a deep commitment to both the real estate profession and the San Diego community. A real estate broker, Certified Public Accountant, and former President of the San Diego Association of REALTORS®, Bob has represented REALTORS® at the local, state, and national levels throughout his distinguished career.

Beyond his professional accomplishments, Bob's legacy of service is equally remarkable. He has been actively involved in numerous charitable and civic organizations, helping raise millions of dollars for community institutions and playing a key role in strengthening organizations such as the San Diego Blood Bank. His leadership has also supported affordable housing initiatives and nonprofit governance, reflecting his belief that REALTORS® have a responsibility to serve not only the industry, but the broader community.

Over decades in San Diego real estate, Bob has earned a reputation as a thoughtful leader, a dedicated volunteer, and a respected voice for the profession. SDAR is proud to honor his enduring contributions with this year's Service Award.

# 2026 Lifetime Achievement Award: Honoring Frances K. Jackson



The Lifetime Achievement Award is one of the highest honors presented by the San Diego Association of REALTORS®. It recognizes an individual whose career reflects exceptional dedication, perseverance, and lasting impact on the real estate profession and the community.

This year, SDAR is proud to honor Frances K. Jackson, whose remarkable career spans more than six decades. A REALTOR® for 64 years and a member of SDAR for just as long, Frances continues to inspire the profession at 95 years young through her unwavering commitment and enduring spirit.

Frances also holds a significant place in SDAR history as the association's first Black woman REALTOR® member. At a time when equal opportunity in the industry was far from guaranteed, her courage, professionalism, and determination helped open doors for those who would follow.

Throughout her distinguished career, Frances has served her clients and the REALTOR® community with grace, integrity, and strength. Her legacy is measured not only by the years she has devoted to the profession, but by the barriers she helped break and the lasting influence she has had on generations of real estate professionals.

SDAR is honored to recognize Frances K. Jackson as this year's recipient of the Lifetime Achievement Award, celebrating a true pioneer and an enduring inspiration.

# Meet SDAR's Circle of Excellence Award Recipients

Celebrate the very best of SDAR. From record-breaking producers to standout leaders in our community, this year's Circle of Excellence Award recipients represent the highest standard of achievement.

View the honorees and see who made the list [here](#).

## SDAR STAFF SPOTLIGHT



### **SDAR Welcomes a Marketing Coordinator, Haley Menton**

The San Diego Association of REALTORS® is pleased to welcome Haley Menton as our new Marketing Coordinator.

Haley earned her Bachelor's degree in Communications from California State University San Marcos, where she began working in digital marketing while still completing her studies. After graduation, she expanded her experience into a broader marketing role that included event planning, digital marketing, and sales support.

Originally from Thousand Oaks, California, Haley has called Pacific Beach home for the past five years. She enjoys being close to Mission Bay, where she spends time outdoors taking walks and enjoying the San Diego lifestyle. Outside of work, Haley enjoys trying new restaurants and wineries, joining friends for trivia nights, staying active, and spending as much time at the beach as possible. She also enjoys having her older brother living nearby, which makes San Diego feel even more like home.

In her role at SDAR, Haley will support the association's marketing initiatives under the leadership of Sr. Marketing Managers Tony Escalante and Janelle Morrow.



# The San Diego Association of REALTORS® VENDOR GUIDE

## DENTIST



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1442 University Avenue, San Diego, 92103  
PHONE: 619-297-6104  
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## FINANCIAL SERVICES



Jose A. Hernandez & Marisol Flores  
Teamhernandez@clearmortgagecapital.com  
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## FINANCIAL SERVICES



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

## FINANCIAL SERVICES



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## MEDIA

### The Daily Transcript

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[www.sdtranscript.com/sdar](http://www.sdtranscript.com/sdar)





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## 1031 EXCHANGE



Laura Taylor  
PHONE: 415-987-0255  
oldrepublicexchange.com  
ltaylor@or1031.com





# CARAVAN CONNECTIONS

## TUESDAY



### 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

## WEDNESDAY



### 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

## THURSDAY



### 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

PORTUGUESE 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

## THURSDAY

## FRIDAY



### RAMONA CARAVAN TOUR #G24/G25

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

FOR MORE INFO:  
[WWW.RREA.ORG/CARAVAN](http://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

ELJAH'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!