



The Home Finance Watch

A publication for our mortgage brokers

Trivia: During the 1940s Axel Erlandson's "Tree Circus" became a tourist attraction on Scotts Valley Drive. It was an eclectic collection of 55 trees that had been pruned and grafted and formed into unusual shapes. This collection went through a period of decline and operated as "Lost World" from 1967-1973. Finally, in 1987, nineteen trees were moved to the Bonfante Gardens in Gilroy, where they can be seen today.

Real Estate: Five homes sold in Santa Cruz County for over \$2 million in April of this year. It is the first time this many homes have sold for over \$2 million since last summer. 35 sales were for over \$1 million.

Sales Corner: Three top producing real estate agents spoke at last week's WCR meeting and offered their advice and insights. They all agreed that to succeed in these times, a commitment to the basics is required. Here is what Jim from Alain Pinel Realtors in Los Gatos has committed to doing three days a week: 5 phone calls (which can take up to two hours) and 3 hand written notes to his database plus he hands out 5 business cards to someone new.

Here is another idea: At the end of the month, just before their first mortgage payments, call your clients to remind them that their first payment is due and ask them if they have received their first payment letter.

Hot Tips: Our jumbo 30 year fixed rates are hot and can be arranged to allow up to a 15 year interest-only period. These loans can be done with minimal income documentation for self employed borrowers as long as the LTV is at or under 80%!



Call us at
(831) 425-1250



Diane@SantaCruzHomeFinance.com

Renee@SantaCruzHomeFinance.com

Call or email your scenario and let us source your deal, price it, approve it, doc it and fund it! We are your local mortgage bankers.

