



Gizelle & John Sipin

The Sereno Group Real Estate
30 years as Negotiation Specialist in every market.
Helping our clients get what they want!

Clients For Life
August 2017



SANTA CRUZ LOCAL EVENTS



FREE SUMMER CONCERTS AND MOVIES AT THE BEACH

Enjoy toe tapping music and box office hits this summer when Santa Cruz and Capitola host free concerts and movies the whole family can enjoy. Bring a picnic, low-back chairs, beach towels, and jackets for beachside entertainment at Main Beach fronting the Santa Cruz Beach Boardwalk and at Esplanade Park in Capitola Village. Smoking, dogs, and alcohol are not permitted at either location. www.beachboardwalk.com/concerts

SANTA CRUZ BEACH BOARDWALK FREE FRIDAY NIGHT BANDS ON THE BEACH

Famous headliners from the 70s to today rock the sound waves for two free shows on Friday night at the Santa Cruz Beach Boardwalk's concert stage on the sand. Shows are at 6:30pm and 8:30pm. Note that blankets are limited to one beach towel size per person. www.beachboardwalk.com

Aug 4: Y & T

Aug 11: Pablo Cruise

Aug 18: Gin Blossoms

Aug 25: To Be Announced by 6/18

Sept 1: Papa Doo Run Run "(Santa Cruz) Beach Party"

Continued on page 3

On Gizelle's Mind

Dear Friends - It's summer and my wish is that it slows down and it's not over before I get a chance to really let it sink in. I know I swore off the Giant Dipper at the Boardwalk a couple of years ago but I think it's time to try it again. Maybe a corndog and some Marini's candy to go with the wild ride too. That will definitely make me feel like it's summer in Santa Cruz. Swimming in the ocean is also another clear marker that summer is here. I know the odds of getting bit by a shark are miniscule but after all the local shark news coverage I'm sticking to the pool this summer. I am always up for a beach walk but my toes will be the only appendage going in. If you haven't checked out Abbots Square downtown next to The Museum of Art and History, the MAH, you really must. Go on a Friday or Saturday night; they have live music, a small food court Santa Cruz style type casual eateries and a cocktail and wine bar. You can purchase food and drink or just stop by to say hi to friends, no purchase required. It's a modern day american take on the old world european squares that everyone meets at on their way home from work to catch up. They are not serving any aperol spritzs yet but since I've finally weaned myself off my addiction to them after our italian trip last summer, it's all good! We're so lucky to be tourists in our own town. We just need to remember to slow down and enjoy the beauty. I know the traffic is terrible but there's still no place I'd rather be.



Real estate has been keeping us very busy with beautiful homes and wonderful clients. It's interesting because we've had many sellers selling for new chapters in their lives. The trend feels like a certain age group moving to get closer to their kids and grandkids. They will now get to enjoy grandkids birthdays and milestone celebrations without traveling to the events but it's also hard to leave such a beautiful place with so many memories, bittersweet. The buyers of many of these homes have been people with big dreams to move here and they are finally making it happen. I really get excited for buyers moving into our area because I know how much they're going to love living here.

I have so much to be thankful for. I am thankful for lunch with Mom on Tuesdays at Dominican Oaks. Mom makes me laugh, think and everything in between. I am thankful for John and our girls, Alisha and Kamala and their wonderful husbands Marcus and Anderson. I am thankful for our clients who put their trust in us, we take it very seriously and totally enjoy the fun we have along the way! And last but certainly not least or even last (so much more to be grateful for) I am thankful that I live in this special slice of PARADISE.

Have an epic rest of the SUMMER! Send me a picture of you riding the Giant Dipper:-) That will make my day.

Your Friend, Gizelle

Continued from page 1...

CAPITOLA TWILIGHT CONCERT SERIES

Popular local bands rouse fun-loving crowds in Capitola Village on Wednesday nights from 6–8pm at Esplanade Park. The free Twilight Concert Series features everything from classic rock to jazz to dance hits and Latin fusion. Enjoy the performance from your own low-back chair on the beach or grab an outside table at one of the Village restaurants. www.cityofcapitola.org

August 2: Johnny Mahalo & The Wild Coconuts

August 9: Sage

August 16: Robin Anderson Big Band

August 23: Delta Wires

August 30: Digbeats

SUNDAY ART & MUSIC AT THE BEACH

Live music, art, and a beautiful setting are neatly packaged for a leisurely summer afternoon in Capitola Village. The Sunday Art & Music at the Beach series features local artists from 11am to 5pm and free live music on the Esplanade Park stage from 2–4pm. www.cityofcapitola.org

August 6: Speak Easy 3 (Swing)

August 20: Kuzunga (World Music)

SANTA CRUZ BEACH BOARDWALK FREE MOVIES ON THE BEACH

Wednesday is free movie night at the Santa Cruz Beach Boardwalk all summer. The family-friendly show starts at 9pm and is projected onto a large screen on the beach. Bundle up. Summer nights can be cool in Santa Cruz. www.beachboardwalk.com

August 2: Ghostbusters (1984)

August 9: The Little Rascals

August 16: The Princess Bride

CAPITOLA MOVIES AT THE BEACH

Capitola wraps up summer with a few Fridays of free family movies outside at Esplanade Park. The show starts at 7:30pm or dusk. Bring low-back chairs, blankets, and an appetite for free popcorn. www.cityofcapitola.org

August 25: Finding Dory

September 2: Mary Poppins

September 8: Chasing Mavericks

September 15: Moana

“Live each day as if your life had just begun.”

Johann Wolfgang Von Goethe

Alisha & Kamala's Corner...

AUGUST = LEO BABIES! This month has always been one of the most fun months of the year. It is a combination of a ton of birthdays including **myself, my dad, my cousin Enzolini, my uncle Dave, my cousin Kristina, and my good friend Cara!** If you know me, you know I LOVE the holidays so August is like another holiday month for me, full of celebrations and family time. It also always seems to be the month that a short vacation to another beach has worked with our schedule, so Marcus and I will be off to Cabo again this month! We will be celebrating my 35th birthday and our 3 years of marriage. I don't know which one is more surprising, turning 35 or thinking that I have been married to my best friend for 3 years already!

Lately, I have been working tons of hours and trying to develop a healthy sense of work/life balance. At this point I am assuming the formula is a secret – but I will not give up in the quest for the balance, so if you have it please share it!!! The silver lining is that I have a husband who supports my career and understands this is not forever.

Marcus has been busy – he graduated from the volunteer fire fighter academy and is now working for Branciforte. He plans on taking the fire written test in the next couple months and then applying throughout the Bay for an opportunity to be a full-time fire fighter, something I am convinced he was made for.

Hope everyone is doing fantastic, enjoying this unreal weather, and terrible traffic – just kidding but seriously you cannot get anywhere these days. ;) Thankful we live on the Westside and have bikes!!! Taking full advantage these days.
XOXO Alisha and Marcus



Anderson and I have transitioned into deployment world and also been wrapping our minds around being pregnant. Yes, I said it, I'm pregnant. CRAZY!! We're focus on trusting God's plan. Between being pregnant and the amazing tech available, we're going to push through this deployment chapter. When he left I felt out of body for a few days. It was weird wrapping my mind around being separated from Anderson for such an extended amount of time, and in such a monumental time in our lives. It has

been nice to feel like I am rolling within my business projects. Even watering the plants and walking our dog Winston... Sometimes those little routines are the first thing you notice and appreciate when you're feeling off. That and great people around us making sure we're okay. I'm due on December 29th, my grandmother Alice and also Anderson's mother Margaret's birthday's. Please keep us all in your prayers. If anyone is interested in sending a card or care package to Anderson overseas, please let me know! Anderson always appreciates the encouragement and support.

Love the Liburds

kamalaliburd@gmail.com





Santa Cruz County Market Report

MED. SALES PRICE

CLOSED SALES

AVG. DOM

% LP REC'D

MO. TO SELL

JUN 2017

\$852K

193

35

100%

3.3

JUN 2016

\$800K

170

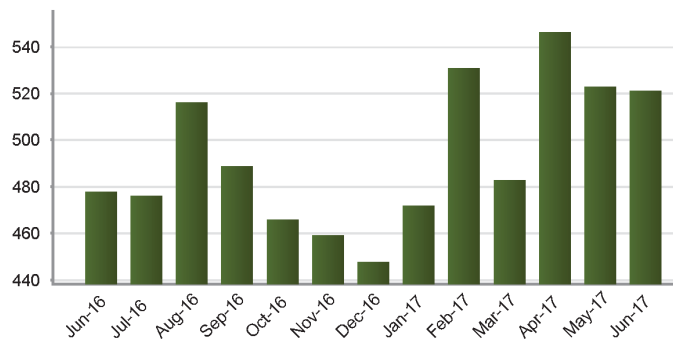
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100%

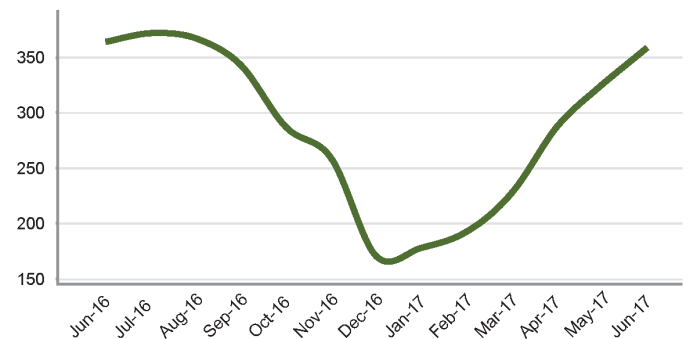
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QUARTILE	SOLD	MED SALE PRICE	MED DOM	AVG DOM	SQ.FT.	AVG. \$ SQ.FT.	LOT SQ.FT.
Top	49	\$1,335,000	18	47	2,469	\$578	95,630
Second	48	\$917,500	20	27	1,778	\$527	26,306
Third	48	\$778,000	16	37	1,523	\$509	110,490
Bottom	48	\$522,500	15	30	1,264	\$416	12,045

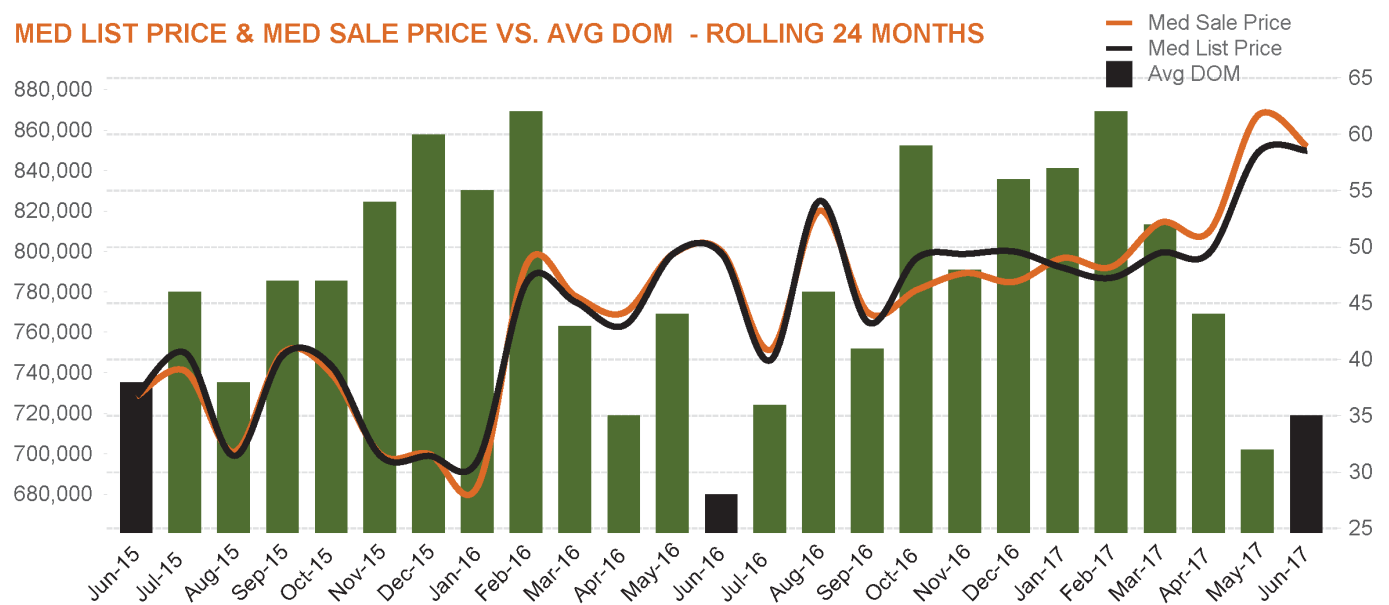
AVG. \$ PER SQ. FT. - 12 MONTHS



ACTIVE INVENTORY - 12 MONTHS



MED LIST PRICE & MED SALE PRICE VS. AVG DOM - ROLLING 24 MONTHS



John's dropping a line

If I blink a few more times I think summer will be over! We just walked the Wharf to Wharf with all the runners. It's fun seeing all the bands and friends along the way. We did it in just over an hour... stopped and said hello to many smiling faces. What an event, it's gotten so big. Gizelle and I were reminiscing about the Wharf to Wharf about 33 years ago when we just moved back to Santa Cruz from Tokyo Japan. We owned and remodeled a house at the beginning of East Cliff Drive near the cliff, across from the boardwalk. Just after moving in, about this time, one morning we heard a lot of people outside and opened the front door and whoa there were thousands of runners passing. We couldn't believe it! It was the Wharf to Wharf which at that time came up San Lorenzo Blvd took a right on East Cliff Dr. and followed the ocean all the way to Capitola. The course has changed, they don't run on East Cliff Dr. anymore. Over the years, they have streamed lined it and this year they even bypassed the Yacht Harbor. So, it looks like no one can really compare the times of the race over the years cause they keep changing the course.



Gizelle and I cannot fathom living anywhere else on earth, other than in Santa Cruz County. Traveling around the world it's always fun to come home. We marvel at being able to just get in the car or take a walk or bike ride and within minutes be at the ocean with that fresh smell of sea air. A couple weeks ago on Saturday, due to the fog, we took a drive to Monterey instead of taking our typical bike ride to the beach. One of our stops was the wharf to have lunch. I always want to get my caramel corn fix and the best caramel corn store on the wharf is the second candy store on the left... I'm shaking my head and my mouth's watering thinking about how good it is.

The trip to Monterey was only 45 minutes, through the artichoke, lettuce and strawberry fields, passed the sand dunes of Ft. Ord and bingo. Again, one of the thousands of reasons we say we live in paradise, it's so close to everything. We are so lucky we were born here, we thank our lucky stars that our parents and grandparents found this place for us to grow up in.

We know all of you have a million stories of why you love this place we all call home and hopefully your smiling and counting all of them right now.

Hope to see you on the beaches...

John

“The great thing in this world is not so much where you stand, as in what direction you are moving.”

Oliver Wendell Holmes

“You may find the worst enemy or best friend in yourself.”

English Proverb

We want to THANK ALL OF YOU for your continued business and referring your friends and family to us.

Welcome new clients:

Thao Mai and Robert Clark referred by their whole family:-)

Ann and Mark Roesner

Greg and Liz Moon referred by Vlatka Bathgate

Marlene and Greg Meadows

Sandy and Robert Long

Gerry and Ann Skulley referred by Ken and Darlene Dyer

Georgie and Andy Hildebrand referred by Donna DeGrande

Tim and Martha Collity referred by Dennis Hudspeth

Charles and Arlene Dolci

August Quiz Question

What did the person fall off/out of when the most recent shark decided to take a nibble off West Cliff? 1-surfboard, 2-paddle board, or 3-kayak?

The first to text me (831) 212-9800 the correct answer wins surfing lessons, just kidding...they win a gift certificate to **The Penny Creamery**.

Congrats **Linda Robinson** for winning the last quiz.

Yes, **Hula's** has the **BEST mai tais** and we need to get together to have one soon!

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PLEASE FRIEND ME ON FACEBOOK

www.facebook.com/GizelleandJohnSipin

I post fun information about Santa Cruz local events!



Friends: Would you rather receive this electronically???

If so please email Alisha at: alishahightower@gmail.com.

Call me with your real estate questions and check out our website.

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Find us at: www.sipinrealestate.com

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