

## California and Local Market Area

### **August Home Sales Show Signs of Improvement**

*Orange County Register, 8.19.11*

<http://lansner.ocregister.com/2011/08/19/121143/121143/>

### **Home Prices Down in 57 O.C. ZIP Codes**

*Orange County Register, 8.19.11*

<http://lansner.ocregister.com/2011/08/19/home-prices-down-in-57-o-c-zip-codes-yours/121151/>

### **State Says Lawyers Scammed Homeowners with Suit Against Banks**

*Mercury News, 8.18.11*

[http://www.mercurynews.com/rss/ci\\_18708491](http://www.mercurynews.com/rss/ci_18708491)

### **Builder Pessimism: 2 Years and Counting**

*Orange County Register, 8.19.11*

[http://articles.ocregister.com/2011-08-17/news/29897963\\_1\\_builder-confidence-home-builders-new-single-family-homes](http://articles.ocregister.com/2011-08-17/news/29897963_1_builder-confidence-home-builders-new-single-family-homes)

## National News, Trends and Analyses

### **Home Sales on Pace for Worst Year in More than a Decade**

*Mercury News, 8.18.11*

[http://www.mercurynews.com/rss/ci\\_18707447](http://www.mercurynews.com/rss/ci_18707447)

### **Forget the Market. Buy a House**

*Smart Money, 8.18.11*

<http://blogs.smartmoney.com/advice/2011/08/18/forget-the-market-buy-a-house/>

### **Housing Affordability Overwhelmed by Lack of Confidence**

*Wall Street Journal, 8.18.11*

<http://blogs.wsj.com/developments/2011/08/18/housing-affordability-overwhelmed-by-lack-of-confidence/>

### **Behind the Numbers: Sales of Existing Homes Down**

*Wall Street Journal, 8.18.11*

<http://blogs.wsj.com/developments/2011/08/18/behind-the-numbers-sales-of-existing-homes-down/>

## Research Headlines from REALTOR.org

### **Existing-Home Sales Down in July but Up Strongly From a Year Ago**

*REALTOR.org, 8.18.11*

[http://www.realtor.org/press\\_room/news\\_releases/2011/08/july\\_ehs](http://www.realtor.org/press_room/news_releases/2011/08/july_ehs)

## Social Media and Technology

### **QR Code Marketing: 5 Tips for a Successful Campaign**

*Mashable.com, 8.19.11*

<http://mashable.com/2011/08/19/qr-code-tips/>

### **Social Media and Real Estate**

*RealtyTimes, 8.18.11*

[http://realtytimes.com/newsfiles/realtimes2.nsf/rtpages5.1/20110818\\_socialmedia.htm](http://realtytimes.com/newsfiles/realtimes2.nsf/rtpages5.1/20110818_socialmedia.htm)

### **Managing Your Online Reputation**

*RISMedia, 8.18.11*

<http://rismedia.com/2011-08-17/managing-your-online-reputation/>

### **Mobile Apps Beat the Mobile Web Among US Android Smartphone Users**

*Nielsen Wire, 8.18.11*

[http://blog.nielsen.com/nielsenwire/online\\_mobile/mobile-apps-beat-the-mobile-web-among-us-android-smartphone-users/](http://blog.nielsen.com/nielsenwire/online_mobile/mobile-apps-beat-the-mobile-web-among-us-android-smartphone-users/)

## Your Clients, Your Business

### **Real Estate Agents: Get a Tax Break for Your Work Clothes**

*Inman News, 8.19.11*

<http://www.inman.com/buyers-sellers/columnists/stephenfishman/real-estate-agents-get-a-tax-break-your-work-clothes>