

Period Covered:  
 From 7/1/2011  
 To 9/30/2011

**CITY OF SAN DIEGO**

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 SAN DIEGO, CALIF.

**ORGANIZATION LOBBYIST  
 QUARTERLY DISCLOSURE REPORT**  
 [Form EC-604]

Total # of Pages: 4

Check Box if an Amendment (explain: \_\_\_\_\_)

Check Box if Terminating Status as Organization Lobbyist (see instructions)

**Identify the Name of the Organization.**

<u>San Diego Association of REALTORS</u>			
Name of Organization		Telephone Number	
<u>San Diego</u>		<u>CA 92111</u>	
Business Address (Number & Street)	(City)	(State)	(Zip)

Check box (and attach schedule) if the organization has activity to report on this schedule for the reporting period.

Check box (do not attach schedule) if the organization has no activity to report on this schedule for the reporting period.

YES	NO	You MUST check one box for each schedule.
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<b>Schedule A: City Decisions.</b> Decisions sought to be influenced during the reporting period
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<b>Schedule B: Activity Expenses.</b> Activity expenses made during the reporting period
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<b>Schedule C: Candidate Contributions.</b> Contributions of \$100 or more made to a City candidate by owners, compensated officers, and lobbyists of the organization during the reporting period
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<b>Schedule D: Ballot Measure Contributions.</b> Contributions of \$100 or more made by owners, compensated officers, and lobbyists of the organization during the reporting period to a City candidate-controlled ballot measure committee
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<b>Schedule E: Fundraising Activities.</b> Fundraising activities by owners, compensated officers, and lobbyists of the organization in the amount of \$2,000 or more during the reporting period
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<b>Schedule F: Campaign Services.</b> Paid campaign-related services personally provided by owners, compensated officers, and lobbyists of the organization during the reporting period
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<b>Schedule G: City Contract Services.</b> Paid services personally provided by owners, compensated officers, and lobbyists of the organization under a City contract during the reporting period

**VERIFICATION**

I have been authorized by the Organization Lobbyist identified above to make this verification. I have exercised reasonable diligence in the course of reviewing this Quarterly Disclosure Report for completeness and accuracy. I declare under penalty of perjury under the laws of the State of California that the contents of this Quarterly Disclosure Report, including all attached schedules, are true, correct, and complete, except as to those matters which are stated on information and belief, and as to those matters I believe them to be true.

Executed on 10/20/11 at San Diego, CA  
 (Date) (City and State)

By: [Signature] Michael Mercurio CEO  
 (Signature) (Print Name) (Title)

# SCHEDULE A: CITY DECISIONS

Name of Organization: San Diego Association of REALTORS

Fill out a separate sheet for EACH municipal decision for which the organization lobbied the City of San Diego during the reporting period.

**MUNICIPAL DECISION (BE SPECIFIC):** Point of Sale Mandate at Close of Escrow

A. Outcome Sought: No change to current city policy regarding point of sale.

B. Name of each owner, compensated officer, and employee in the organization who lobbied City Officials with regard to this municipal decision:

Michael Mercurio

Kimberlee Theis

C. Name and Department of each City Official lobbied:

Name: Todd Gloria

Department: Councilmen Gloria

Name: Stephen Hill

Department: Councilmen Gloria

Name: Matt Donnellan

Department: Councilmember Zapf

Name: \_\_\_\_\_

Department: \_\_\_\_\_

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Department: \_\_\_\_\_

D. Total number of lobbying "contacts" made by the organization's owners, compensated officers, and employees during the reporting period concerning this municipal decision: 2

Comments: \_\_\_\_\_

If more space is needed, check box and attach continuation sheet(s).

# SCHEDULE A: CITY DECISIONS

Name of Organization: San Diego Association of REALTORS

Fill out a separate sheet for EACH municipal decision for which the organization lobbied the City of San Diego during the reporting period.

**MUNICIPAL DECISION (BE SPECIFIC):** Transfer Taxes

A. Outcome Sought: No changes to municipal policy regarding transfer taxes.

B. Name of each owner, compensated officer, and employee in the organization who lobbied City Officials with regard to this municipal decision:

Michael Mercurio

Kimberlee Theis

C. Name and Department of each City Official lobbied:

Name: Lori Zapf

Department: Councilmember Zapf

Name: Job Nelson

Department: Councilmember Zapf

Name: Carl DeMaio

Department: Councilmen DeMaio

Name: Todd Gloria

Department: Councilmen Gloria

Name: Stephen Hill

Department: Councilmen Gloria

Name: \_\_\_\_\_

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Department: \_\_\_\_\_

D. Total number of lobbying "contacts" made by the organization's owners, compensated officers, and employees during the reporting period concerning this municipal decision: 3

Comments: \_\_\_\_\_

If more space is needed, check box and attach continuation sheet(s).

# SCHEDULE A: CITY DECISIONS

Name of Organization: San Diego Association of REALTORS

Fill out a separate sheet for EACH municipal decision for which the organization lobbied the City of San Diego during the reporting period.

**MUNICIPAL DECISION (BE SPECIFIC):** Business Tax on Real Estate Agents

A. Outcome Sought: return to previous business tax application to Real Estate Brokers and Agents

B. Name of each owner, compensated officer, and employee in the organization who lobbied City Officials with regard to this municipal decision:

Michael Mercurio

Kimberlee Theis

C. Name and Department of each City Official lobbied:

Name: Jan Goldsmith

Department: City Attorney Office

Name: Lori Zapf

Department: Councilmember Zapf

Name: Job Nelson

Department: Councilmember Zapf

Name: Carl DeMaio

Department: Councilmen DeMaio

Name: \_\_\_\_\_

Department: \_\_\_\_\_

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Department: \_\_\_\_\_

Name: \_\_\_\_\_

Department: \_\_\_\_\_

D. Total number of lobbying "contacts" made by the organization's owners, compensated officers, and employees during the reporting period concerning this municipal decision: 3

Comments: \_\_\_\_\_

If more space is needed, check box and attach continuation sheet(s).