



www.maar.org

## MAAR This Month

SEPTEMBER 2010

### Affiliate Council Kick-Off Party

The newly formed MAAR Affiliate Council cordially invites all affiliate members to join their free grand kick-off event on **Wednesday, September 22** at 5 pm in the MAAR Education Center. A lively networking session will be accompanied by a happy hour and refreshments, door prizes and a drawing. Come and enjoy your complementary 2011 introductory membership in the Affiliate Council by attending the kick-off event. No reservations necessary. Contact Taylor Hewgley at 901-747-0700 or [taylor.hewgley@gomst.com](mailto:taylor.hewgley@gomst.com) with questions.

### IREM Chapter Meeting

Mark your calendar for the IREM Memphis Chapter's first fall regular monthly membership meeting **Thursday, September 9**. Details TBD. Email [irem20@bellsouth.net](mailto:irem20@bellsouth.net) for more information.

### WCR Luncheon

Join the wonderful group of Women's Council of REALTORS® members at their luncheon on **Thursday, September 9** at 11:30 a.m. at Hilton Memphis. This month's luncheon discussion will be "Effective Meeting Strategy" featuring Bobbie Noreen, the 2010 WCR Tennessee Governor. Cost for the luncheon is \$18 per person, and anyone is welcome to attend. Reservations must be made in advance by contacting Christy Stokes at [cstokes@firstam.com](mailto:cstokes@firstam.com).



### Annual Meeting, Election and Wine Race

Yep, it's that time of year again! Save the date for **Thursday, September 2** at 4 p.m. for the Annual Meeting and Election. Vote on [Director candidates](#) by submitting an [absentee ballot](#) no later than 1 p.m. on September 2 or cast your vote in person beginning at 3:30 p.m. the same day. Prior to the meeting, review the 2010 [proposed amendments](#) to the MAAR Bylaws.

After the 4 p.m. Annual Meeting, join us for a picnic in the parking lot featuring Gus's Famous Fried Chicken, sundae bar, music, drinks—the WORKS! And, don't forget to gear up your most creative and athletic wine race team to benefit Habitat for Humanity ([team registration form](#)). It will be too much fun to miss!

### Memphis Metro CCIM

Memphis Metro CCIM will hold its Fall kickoff meeting at 11:45 a.m. **Tuesday, September 21** at the University of Memphis Holiday Inn. The meeting will feature a panel of marketing experts from the Memphis area to discuss individual marketing strategies and to outline current trends in marketing relevant for Memphis area commercial real estate professionals. Topics include effective integrated marketing strategies, advancements in marketing trends, utilization of social media in marketing strategies, and a sampling of successful advertising/marketing campaigns. Guest fee is \$25. Please RSVP to [memphisccim@comcast.net](mailto:memphisccim@comcast.net) by Thursday, Sept. 16.



# MAAR News and Events

## Rolling and Strolling Toward Increased Property Values: September MAAR FREE CE Course Series

In this class, you will learn the definition of a Neighborhood Center, elements of Memphis-Area Neighborhood Centers, the three basic elements of all Neighborhood Centers, elements of Neighborhood Center design, and emerging issues facing Neighborhood Centers. Additionally, the class will cover several Memphis-Area and Regional Neighborhood Centers, including the Fondren Renaissance in Jackson, MS; Legends Park, Binghamton, Collierville Downtown; Shelby Farms and the Memphis Greenline; and the Memphis and Shelby County Unified Development Code. Offered on **Wednesday, September 22** from 9 a.m. to noon, this course offers 3 hours of CE credit. [Register Online](#)

## Designation Scholarships Now Available

Fund the tuition of the Professional Designation course of your choice with a MAAR Education Foundation Scholarship. Three different scholarship levels exist: the Professional Designation Scholarship; the New Member Scholarship for Professional Designation, and the Newman Cross CCIM Scholarship. For details and an easy-to-fill-out application, visit [www.maar.org/scholarships](http://www.maar.org/scholarships). The deadline to submit an application is **Wednesday, September 15**.

## CCIM Technology Training

Memphis Metro CCIM will host a three-hour CCIMREDEX technology training session for local CCIM members in the MAAR Education Center **Wednesday, September 29** from 8:30 to 11:30 a.m. Cost is \$35. [Click here](#) for more information on CCIMREDEX and contact the Chapter office at [memphisccim@comcast.net](mailto:memphisccim@comcast.net) to register.

### MAAR In the News: July 15, 2010 through August 16

Each month we will recap all of the media coverage MAAR and/or MAAR members have received over the past month. We're working hard to get the word out to the public about the work that our members do every day and to provide opportunities for consumers to see the expertise REALTORS® bring to their work.

Date	Outlet	Headline (click to read/listen/view)
7/16/2010	Memphis Business Journal	<a href="#">Memphis home sales, prices continue rising</a>
7/17/2010	Payday-Nofax.com	<a href="#">Memphis home sales, prices continue rising</a>
7/31/2010	The Commercial Appeal	<a href="#">In-Rel says firm's rebranding is about improved service</a>
8/1/2010	The Commercial Appeal	<a href="#">In buyer's market, sellers must give maximum effort</a>
8/4/2010	Memphis Daily News	<a href="#">Don Wade Personnel Announcement</a>
8/4/2010	Memphis Business Journal	<a href="#">Memphis home sales get 11% boost in June</a>
8/4/2010	The Commercial Appeal	<a href="#">Realtors report Memphis area home sales rose 11 percent in June</a>
8/4/2010	The Commercial Appeal	<a href="#">Realtors embrace high-tech tools, social media to make sales happen</a>
8/6/2010	Memphis Daily News	<a href="#">Home Sales Up 11 Percent in June, MAAR Says</a>
8/10/2010	Memphis Daily News	<a href="#">MAAR's Commercial Council Election Set for Thursday</a>
8/10/2010	MainStreetJournal.com	<a href="#">MAAR's Commercial Council Election Set for Thursday</a>
8/10/2010	Memphis Daily News	<a href="#">Realtor Jobs Aren't Business as Usual</a>
8/16/2010	Memphis Daily News	<a href="#">MAAR Commercial Council Welcomes New Board Members</a>
8/16/2010	MainStreetJournal.com	<a href="#">The Memphis Area Association of Realtors announced new board members</a>



# MAAR News and Events

## EDUCATION SCHEDULE

To register for education courses or to view course descriptions, visit [www.maar.org/ce](http://www.maar.org/ce). All classes are held at MAAR unless otherwise noted. To receive CE credit, 100 percent attendance is required.

DATE	TIME	CLASS	COST	CREDIT
Wed., Sept. 1	1 to 5 p.m.	<a href="#">THDA First-Time Homebuyer</a>	FREE for members/ \$60 for non-members	4 hours
Wed., Sept. 8	9 to 11 a.m.	<a href="#">Real Estate Agent Safety Seminar</a> (morning session)	FREE for members/ \$40 for non-members	2 hours
Wed., Sept. 8	1 to 3 p.m.	<a href="#">Real Estate Agent Safety Seminar</a> (afternoon session)	FREE for members/ \$40 for non-members	2 hours
Thurs., Sept. 9	9 to noon	<a href="#">TransactionDesk Basics</a>	\$30 (members only)	3 hours
Thurs., Sept. 9	1 to 5 p.m.	<a href="#">2009-10 TREC Core Course</a>	\$40 for members/ \$60 non-members	4 hours
Tues., Sept. 21	1 to 3 p.m.	<a href="#">TREC Update Seminar</a>	FREE	2 hours
Tues., Sept. 21	5 to 7 p.m.	<a href="#">TREC Update Seminar</a>	FREE	2 hours
Wed., Sept. 22	9 to noon	<a href="#">Rolling and Strolling Toward Increased Property Values: MAAR FREE CE Course Series</a>	FREE for members/ \$50 for non-members	3 hours
Wed., Sept. 22	1 to 4 p.m.	<a href="#">Meth Lab Awareness</a>	\$30 for members/ \$50 for non-members	3 hours
Mon., Sept. and Tues. Sept. 28	8:30 a.m. to 5:30 p.m., both days	<a href="#">GRI 6: Sticky Situations</a>	\$190 before 9/21; \$210 after for members \$215 before 9/21; \$240 after for non-members	16 hours

\*A \$15 no-show fee applies for all classes, regardless of the cost.

## TECHNOLOGY SCHEDULE

To register for technology courses, visit [www.maar.org/tech/courses.asp](http://www.maar.org/tech/courses.asp) or call (901) 818-2455. Most classes are free, but no-shows will be billed \$15. Classes are held at MAAR unless otherwise noted.

DATE	CLASS	TIME
Wed., Sept. 1	<a href="#">MLS Refresher</a>	2 p.m.
Thurs., Sept. 2	<a href="#">One Line CMA's Made Easy</a>	2:30 p.m.
Wed., Sept. 8	<a href="#">Setting Up My Free Agent Web Page</a>	10 a.m.
Thurs., Sept. 9	<a href="#">Let the System Do the Searching for You</a>	10 a.m.
Fri., Sept. 10	<a href="#">Running the Numbers! Quick Statistical Reports</a> *Webinar*	10 a.m.
Mon., Sept. 13	<a href="#">Quick Ways to Make the Most of MAARdata</a>	1:30 p.m.
Wed., Sept. 15	<a href="#">MLS Refresher</a>	10 a.m.
Thurs., Sept. 16	<a href="#">One-Line CMAs</a>	2:30 p.m.
Fri., Sept. 17	<a href="#">Setting Up My Free Agent Web Page</a>	9:30 a.m.
Wed., Sept. 22	<a href="#">Running the Numbers! Quick Statistical Reports</a> *Webinar*	2:30 p.m.
Mon., Sept. 27	<a href="#">Quick Ways to Make the Most of MAARdata</a>	2 p.m.



# MAAR Calendar of Events

## September 2010

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
<p><b>August 30</b></p> <ul style="list-style-type: none"> <li>•Quarterly Market Update #2 (2 p.m.)</li> <li>•Make the Most of MAARdata (2 p.m.)</li> </ul>	<p><b>31</b></p> <ul style="list-style-type: none"> <li>•Quick Statistical Reports (3 p.m.)</li> </ul>	<p><b>1</b></p> <ul style="list-style-type: none"> <li>•Grievance Committee (9 a.m.)</li> <li>•MMDC Panel Event (9 a.m.)</li> <li>•MMDC Board of Governors (11:30)</li> <li>•THDA (1 p.m.)</li> <li>•Affiliate Council (1:30 p.m.)</li> <li>•MLS Refresher (2 p.m.)</li> </ul>	<p><b>2</b></p> <ul style="list-style-type: none"> <li>•MAARket Masters (7 a.m.)</li> <li>•MLS Committee (10 a.m.)</li> <li>•One-Line CMA's Made Easy (2:30 p.m.)</li> <li>•Annual Meeting &amp; Election (4 p.m.)</li> </ul>	<p><b>3</b></p> <ul style="list-style-type: none"> <li>•Governmental Affairs (9 a.m.)</li> </ul>
<p><b>MAAR office closed in observance of Labor Day 6</b></p>	<p><b>7</b></p> <ul style="list-style-type: none"> <li>•IREM Board of Directors (9:30 a.m.)</li> <li>•Member Survey Results Presentation (1 p.m.)</li> </ul>	<p><b>8</b></p> <ul style="list-style-type: none"> <li>•2011 Director Briefing (9 a.m.)</li> <li>•Real Estate Agent Safety (9 a.m.)</li> <li>•RPAC Calling (10 a.m.)</li> <li>•Setting Up My Free Agent Web Page (10 a.m.)</li> <li>•Real Estate Agent Safety (1 p.m.)</li> <li>•WCR Board Meeting (1:30 p.m.)</li> </ul>	<p><b>9</b></p> <ul style="list-style-type: none"> <li>•MAARket Masters (7 a.m.)</li> <li>•TransactionDesk Basics (9 a.m.)</li> <li>•Bylaws Committee (9 a.m.)</li> <li>•Let the System Do the Searching for You (10 a.m.)</li> <li>•WCR Luncheon (11:30 a.m.)</li> <li>•IREM Luncheon (12 p.m.)</li> <li>•TREC Core Course (1 p.m.)</li> <li>•Centennial Task Force (2 p.m.)</li> </ul>	<p><b>10</b></p> <ul style="list-style-type: none"> <li>•Running the Numbers! Quick Statistical Reports Webinar (10 a.m.)</li> </ul>
<p><b>13</b></p> <ul style="list-style-type: none"> <li>•CI 101(8 a.m.)</li> <li>•Quick Ways to Make the Most of MAARdata (1:30 p.m.)</li> </ul>	<p><b>14</b></p> <ul style="list-style-type: none"> <li>•CI 101(8 a.m.)</li> <li>•Millington Tipton Realty Group (8:30 a.m.)</li> <li>•SIOR Luncheon (12 p.m.)</li> </ul>	<p><b>15</b></p> <ul style="list-style-type: none"> <li>•CI 101(8 a.m.)</li> <li>•MLS Refresher (10 a.m.)</li> </ul>	<p><b>16</b></p> <ul style="list-style-type: none"> <li>•MAARket Masters (7 a.m.)</li> <li>•CI 101(8 a.m.)</li> <li>•Mid-South CRS Chapter (9 a.m.)</li> <li>•One-Line CMA's (2:30 p.m.)</li> </ul>	<p><b>17</b></p> <ul style="list-style-type: none"> <li>•CI 101(8 a.m.)</li> <li>•Setting Up My Free Agent Web Page (9:30 a.m.)</li> </ul>
<p><b>20</b></p> <ul style="list-style-type: none"> <li>•Owner Manager Forum (2 p.m.)</li> </ul>	<p><b>21</b></p> <ul style="list-style-type: none"> <li>•CCIM Luncheon (12 p.m.)</li> <li>•TREC Update Seminar (1 p.m.)</li> <li>•TREC Update Seminar (5 p.m.)</li> </ul>	<p><b>22</b></p> <ul style="list-style-type: none"> <li>•RPAC Committee (9 a.m.)</li> <li>•Rolling &amp; Strolling Toward Increased Property Values (9 a.m.)</li> <li>•Meth Lab Awareness (1 p.m.)</li> <li>•Benevolent Fund Committee (2 p.m.)</li> <li>•Running the Numbers! Quick Statistical Reports Webinar (2:30 p.m.)</li> <li>•Affiliate Council Reception (5 p.m.)</li> </ul>	<p><b>23</b></p> <ul style="list-style-type: none"> <li>•MAARket Masters (7 a.m.)</li> <li>•IREM Course (8:30 a.m.)</li> <li>•Board of Directors (8:45 a.m.)</li> </ul>	<p><b>24</b></p> <ul style="list-style-type: none"> <li>•Commercial Council Board of Directors (8:30 a.m.)</li> <li>•Mid-South CRS Breakfast (9 a.m.)</li> </ul>
<p><b>27</b></p> <ul style="list-style-type: none"> <li>•GRI 6: Sticky Situations (8:30 a.m.)</li> <li>•Quick Ways to Make the Most of MAARdata (2 p.m.)</li> </ul>	<p><b>28</b></p> <ul style="list-style-type: none"> <li>•GRI 6: Sticky Situations (8:30 a.m.)</li> </ul>	<p><b>29</b></p> <ul style="list-style-type: none"> <li>•CCIM REDEX (8 a.m.)</li> </ul>	<p><b>30</b></p> <ul style="list-style-type: none"> <li>•MAARket Masters (7 a.m.)</li> <li>•Section 8 Forum (3 p.m.)</li> <li>•MAHBA/MAAR Mixer (5 p.m.)</li> </ul>	<p><b>October 1</b></p>



# 2010 RPAC Contributors



## 2010 Goal: \$65,000 • Total Raised to Date: \$44,191

### Golden R (\$5,000)

Martin Edwards  
Rosemarie Fair  
Nick French  
Bobbi Gillis  
Fontaine Taylor

### Sterling R (\$1,000 - \$4,999)

Pat Beech  
Doug Collins  
Dick Leike  
John Snyder  
Sue Stinson Turner  
Jules Wade

### Bronze R (\$500 - \$999)

Dianne Milner

### Capitol Club (\$250 - \$499)

Jon Albright  
J. Walter Allen  
Frances Anderson  
Charles Askew  
Michael Browne  
Leon Dickson  
John Green  
Nancy Guy  
Jeremy Helton  
Joel Hobson  
Regina Hubbard  
Carol Lott  
Mark Miesse  
Glenn A. Moore  
Michael Mullis  
Terri Porter  
Patty Rainey  
Lisa Reid  
Irvin Skopp  
John Stamps  
Mary Ann Tapp  
R. Darnell Tate  
Grace Uhlhorn  
Steve Young

### \$99er Club (\$99 - \$249)

Barbara Acree  
Wyatt Aiken  
Kent Anderson  
Tammy Anderson  
Allyson Avera  
Mary Baker  
Cassandra Bell-Warren  
Vicki Blackwell  
Ceylon Blackwell  
Melanie Blakeney  
Floy Blustein  
Linda Boddie  
Steve Brown  
Susan Brubaker  
Tammy Bunnell  
Vickie Burgess  
Crystal Burnett  
Marilyn Butcher  
Ginger Coggins  
Mindy Creech

Harold Crye  
Gerre Currie  
Dave Dermon  
Elaine Dudley  
Arnold Engelberg  
Terry Fondren  
Maureen Fraser  
Gail French  
Diane George  
Pat Goldstein  
Jan Gordon

Marshall Gordon  
Rita Hallum  
Mark Halperin  
Carrie Hanlon  
Debbly Harris  
Harold Haskin  
Melissa Hayes  
Carole Hinely  
Shannon Hoff  
Jimmie Hopson  
Neil Hubbard  
Hilda Hutcherson  
Bill Irby  
Bill Ivey  
Sherman Johnson  
Mike Lawhead  
Camille LeMaster  
John Linthicum  
Amanda Lott  
Betsy Kelly  
Lewis Marshall  
Denise Martin  
Bill Maury  
Christie May  
Meredith McDonald  
Lewis McKee  
Joyce McKenzie  
Wendy McNeil  
Bebe McWaters  
Lee McWaters  
William Mitchell  
Rosiland Moore  
Keith Morris  
Dianne Murray  
Joyce Nussbaum  
Leslie O'Leary  
Alicestine Payne  
Yacqui Peete  
Ed Pierce  
Judy Piovarcy  
Ron Poe  
Carmen Prince  
Dare Pugh  
Dan Quinley  
Carolyn Randolph  
JoAnne Reinhardt  
Mike Ritz  
Connie Robertson  
Josie Robinson  
Mechele Rodgers  
Ray Rosas  
Laquita Rucker  
Marc Scheinberg  
Ed Sharp  
Bayard Snowden  
Joe Steffner  
Trae Sterling  
Bill Stewart  
Sarah Surratt

Karen Thompson  
Nancy Thompson  
Bob Turner  
Don Varner  
Steven Webster  
Dan Wilkinson  
Steve Wood  
Eugene Woods  
Judy Wooten  
Sam Zalowitz

### Contributing Member (\$25 - \$98)

Aljenaé Ajayi  
Helen Akin  
Jeanne Arthur  
Rick Baer  
Scott Barton  
Amy Batson  
Barbara Becker  
Joe D Bell  
Felix Bishop  
Bernie Black-Garwood  
Tina Black-Shears  
Harold Blockman  
Thomas Boyd  
J. Allen Brasfield  
Carrie Brody  
Juan Brooks  
Bennie Brooks-Reed  
Dana Brown  
Cissy Brown  
Fontaine Brown  
Paul Brown  
Jeannie Bruce  
Jeff Bures  
Rita Burgess  
Jim Burrow  
Chauncey Burton  
King Caldwell  
Elbert Carr  
Camilla Carr Brinner  
Jeanette Carter  
Andrew Cates  
Pam Chalmers  
Trina Chamberlain  
Robin Chandler  
Jean Childress  
Laura Clark  
Kelly Cobb  
Don Cockroft  
Jessica Collier  
DeVaughn Colvin  
Pat Cosby  
Elaine Creson  
Dave Curran  
Lee Davidson  
Carlie Davis  
Lisa Davis Wills  
Beverly Doring  
Bettie Dugger  
Mark Duke  
Wanda Dyas  
Laura Edmondson  
Susan Edwards  
Sharon Ellis  
Meg Escue  
Robert Farris  
Richard Faulk  
Debbie Fava

Gwen Flaniken  
Laura Flaniken  
Joyce Foster  
Neamo Foster-Woodfork  
Lanny Foy  
Danny Freeman  
Martin Fyer  
Phyllis Fryer  
Mary-Ann Gano  
Maureen Gillespie  
Pam Gillin  
Greg Glosson  
Joy Goodwin  
Debbie Gould  
Jenny Grehan  
Steve Guinn  
Esther Guy  
Pauline Guyton  
Michael Hall  
Brenda Hampton  
M. Michele Harris  
Michelle Hayes  
Kathy Hays  
Keith Hazlewood  
Sue Helmers  
Carol Helton  
Thomas Henze  
Lexie Hicks  
Cheryl Hobbs  
Stan Holmes  
Janie Hopkins  
Marcia Hughes  
John Hutcherson  
Pam Huxtable  
Carol Iverson  
George Johnson  
C. Lauren Jones  
Gordon Jones  
Lou Jones  
Robbie Jones  
Virginia Jones  
Cecil Jordan  
Meribeth LaBarreare  
Marguerite Lacy  
Amanda LaMountain  
Natalie Latham  
Marie Lewis  
Helen Lloyd  
Jim Maddox  
Nell Martin  
Linda Mather  
Becky Maury  
Scott May  
Marty McClatchy  
Douglas McPherson  
Shannan McWaters  
Penne McWaters  
John Mercer  
Joye Miller  
Brenda Mills  
Jimmie Mitchell  
Kathy Newsom  
Karen Newton  
Debbie Nixon  
Jeanne Nixon  
Peter Okhiria  
Janey Outlan  
Phyllis Owens  
Bonnie Patton  
Stacey Paulson

Binford Peebles  
Oliver Peyton  
Pam Phillips  
Pam Pierce  
Suzanne Plyler  
Sylvester Powell  
Billy Price  
Landra Pryor  
Lisa Putman  
James Rainer  
Ellis Rankin  
Arron Ray  
Brian Raycher  
Barbara Rea  
Jane Riggen  
Ron Riley  
Jing Chen Roachell  
Sherry Roberts  
Deborah Rodda  
Kathleen Sampson  
Robbin Sanders  
Elizabeth Scott  
Sherry Scott-Chambers  
Mary W. Sharp  
Martha Shipp  
Janet Slawson  
Fancher Smith  
Cherri Smith  
Steve Solomon  
Gordon Stark  
Karen Stephens  
Tracie Stephens  
Whit Stuart  
Frank Suddoth  
Candace Tate  
Diane Tate  
Annie Taylor  
Clay Templeton  
Catherine Thomas  
Darrell Thomas  
Mark Thomas  
Suzie Tidwell  
Bob Timm  
Deborah Vaughan  
Rhonda Walker  
Helen Wang  
Denise Ware  
Gloria Washington  
Leroy Watkins  
Pamela Watson  
Vivian Watson  
Peggy West  
Susan West  
Joan Whitaker  
John White  
Chet Whitsitt  
Katie Wiener  
Glenda Wilkerson  
Allen Wilkinson  
Bettye Williams  
Deborah Williams  
Cissy Willis  
Audrey Wood  
Joyce Woodard  
Michael Wooten  
Dennis Wozniak

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