



MEMPHIS  
AREA ASSOCIATION OF  
REALTORS®

www.maar.org

## MAAR This Month

### Senator Corker to Speak at MAAR

Want to know what's going on in D.C. and how it might affect you and your business? You have a rare opportunity to hear and participate in a Q&A with United States Senator Bob Corker (Tennessee). Do you have questions about the proposal from several federal agencies that would require many borrowers to come up with a 20 percent down payment? Do you have questions about threats to the Mortgage Interest Deduction (MID), new FHA loan limits, or the National Flood Insurance Program? The Senator will address those topics and many more on **Monday, August 22** at 2 p.m. in the MAAR Education Center. This is a free event, but seating is limited and registration is required. [Reserve your spot](#) before it's too late!

### Software Error Affects MAARdata Numbers

MAAR recently discovered some programming errors that have resulted in inconsistencies in the January-June 2011 Market Reports and the new MAAR Monitor reports. MAARdata's software vendor, RedPlus Innovations, is correcting the problem and over the next few weeks MAAR will recalculate the 2011 reports to ensure that MAAR continues to provide a clear picture of the market. Questions? Contact MAAR Information & Research Director [Don Wade](#), 901.818.2434.



### The POWER Within: Committee Work, Community Involvement & the MAAR Benevolent Fund

Committee work is the backbone of MAAR. Through participation and leadership roles, members have the opportunity to be heard within the Association.

By the nature of your jobs, REALTORS® are involved in the communities you work in, and it is important to MAAR and our members that the outreach programs within our community remain charged up and POWERed on.

Sometimes, it's our members who need support. Established in 1994, the MAAR Benevolent Fund provides financial assistance to MAAR members and their families due to a prolonged illness, catastrophic occurrence or an accident. The fund received its nonprofit status last month, which means contributions to the fund are now tax deductible. Our Benevolent Fund is one of only 15 of its kind at REALTOR® Associations nationwide.

AUGUST 2011



# MAAR News and Events

## Politics with a Twist

Your annual opportunity to mix and mingle with elected officials and candidates running for office. Get to know the candidates before you vote. Show your REALTOR® party pride and our strength in numbers! Join us on **Thursday, August 25** from 5 – 7 p.m. in the MAAR Education Center for this free reception. [Register now!](#) If you have questions or need more information, contact [Aubrie Kobernus](#), 901.818.2423.

## MAARdata Enhancements and Expansion

MAARdata users have probably noticed several handy new enhancements to the software. These updates are designed to not only make the MAARdata system better, but also in anticipation of the expansion of MAARdata into an MLS system. It was anticipated that the complete system would roll out in parallel use by August 1. Due to unforeseen events, the rollout of the parallel system has been delayed. MAAR leadership and staff hope you continue to enjoy the enhancements to the MAARdata system. Watch for more updates on system progress.

## MMDC New Qualifying Amount

The MAAR Multi Million Dollar Club has a new qualifying amount. It is now \$3 million instead of \$3.5 to qualify. Applications will be available in September or October. The MMDC made this change because they are trying to stay in tune with the market and know how tough it is for agents.

Questions? Contact the [MMDC Board of Governors](#).

## Redbirds August Ticket Deals Are Hot!

The Memphis Redbirds are offering MAAR members, your friends and families special ticket prices this season! Attend three great games in August – on the 1st, 13th and 19th – with great tickets at discounted prices. To reserve seats, contact [Alex Pelletier](#), 901.722.0271 and tell him you're a MAAR member! [Get the flyer](#) with ticket prices.



## IMPORTANT MESSAGE for Mac Users

The IDS Mac client is not currently compatible with the new Apple release of Lion (Mac OS X 10.7). If you use MLXchange on your Macintosh computer, then you are most likely using IDS to do so. If members upgrade to Lion or purchase new Macs with Lion pre-installed, please be aware that IDS will not be operational until an IDS fix is installed to address the compatibility issue. MarketLinx is working to deliver an updated version that will be compatible, in the shortest amount of time possible. As soon as the update is available, MAAR members will be notified.

## NAR Chief Economist Yun to Speak in Nashville

The Williamson County Association of REALTORS® (WCAR) is hosting an Economic Outlook luncheon on **Tuesday, August 16** at 11 a.m. NAR Chief Economist Lawrence Yun is the featured speaker. WCAR has reserved a large space and is welcoming all REALTORS® in the area to attend. Location is the Brentwood United Methodist Church, Franklin Road in Brentwood, TN. Cost is \$25 per guest. Please call the WCAR office at 615.771.6875 to make your reservation.

## Preferred Partner Spotlight: THDA

The Tennessee Housing Development Agency was established by the Tennessee General Assembly in 1973. Their mission is "Leading Tennessee Home by creating safe, sound, affordable housing opportunities." THDA has a broad portfolio of housing assistance programs and is vigorously developing a network of industry and municipal partners for their delivery.



Tennessee Housing Development Agency is able to make mortgage payments for eligible homeowners through the U.S. Treasury's Hardest Hit Fund. The Hardest Hit Fund is helping our neighbors and our communities as we work our way out of the current financial situation. Please reference this [news release](#) encouraging people to assess their eligibility. Contact [Patricia Smith](#) at THDA with any questions, 615.815.2185.



# MAAR News and Events

## EDUCATION SCHEDULE

To register for education courses or to view course descriptions, visit [www.maar.org/calendar](http://www.maar.org/calendar).

DATE	TIME	CLASS	COST	CREDIT
Thur, August 4 & Fri, August 5	8:30 a.m. – 5:30 p.m.	<a href="#">GRI 4: From Offer to Contract to Closing</a>	\$210 REALTOR members / \$240 non-REALTOR members	16 hours
Thur, August 18	9 a.m. – 1 p.m.	<a href="#">VA Home Loan Program</a>	FREE	4 hours
Mon, August 22	9 a.m. - noon	<a href="#">Transaction Desk Basic Training</a>	\$30	3 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/calendar](http://www.maar.org/calendar).

DATE	CLASS	TIME
Wed, August 3	<a href="#">MLS Refresher</a>	10 a.m.
Fri, August 5	<a href="#">Setting Up My Free Agent Web Page</a>	1:30 p.m.
Tue, August 9	<a href="#">Running the Numbers! Quick Statistical Reports WEBINAR</a>	3 p.m.
Tue, August 16	<a href="#">Quick Ways to Make the Most of MAARdata WEBINAR</a>	2 p.m.
Wed, August 17	<a href="#">MAARdata Basics for Beginners</a>	2 p.m.
Thur, August 18	<a href="#">MLS Refresher</a>	3 p.m.
Fri, August 19	<a href="#">Setting Up My Free Agent Web Page</a>	1:30 p.m.
Wed, August 24	<a href="#">Let the System Do the Searching For You</a>	10 a.m.
Thur, August 25	<a href="#">Running the Numbers! Quick Statistical Reports WEBINAR</a>	1:30 p.m.
Fri, August 26	<a href="#">Quick Ways to Make the Most of MAARdata WEBINAR</a>	2 p.m.
Mon, August 29	<a href="#">MAARdata Basics for Beginners</a>	10 a.m.
Wed, August 31	<a href="#">Let the System Do the Searching For You</a>	10 a.m.

Have you stopped by our CE Shop yet? TREC Core courses and many others are offered [online!](#)

## MAAR In the News – June 10, 2011 through July 29, 2011

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.

6/16/2011	Memphis Business Journal	<a href="#">Memphis 3rd most affordable housing market in Tennessee, 86th nationally</a>
6/20/2011	The Commercial Appeal	<a href="#">Crye-Leike REALTORS® to close its Midtown Memphis Office</a>
6/28/2011	The Daily News	<a href="#">Revid Rebrands Sales Division as incity Realty</a>
6/29/2011	The Commercial Appeal	<a href="#">Cranking up: Long-vacant home development reborn as Collierville project gets a fresh start</a>
6/30/2011	Real Estate Rama Tennessee	<a href="#">WCR Memphis Chapter Receives National Honor</a>
7/4/2011	The Daily News	<a href="#">Open Houses Create Leads, Networking Opportunities</a>
7/6/2011	Real Estate Rama Tennessee	<a href="#">MAAR Donates to REALTORS® Relief Foundation</a>
7/8/2011	The Commercial Appeal	<a href="#">Memphis condo developer refuses to give up despite economy</a>
7/18/2011	The Daily News	<a href="#">Selling on the Airwaves</a>

[Get the full media recap report.](#)



# MAAR News and Events

## CHAPTER EVENTS & NEWS:

### AI: The Makings of a Good House

On **Tuesday, August 2**, the Appraisal Institute's Memphis Chapter will present the Residential Design: The Makings of a Good House. Have you ever wondered why some houses have more buyer appeal than others? Or why some architects get it right and others don't? If so, this seminar will prove enlightening as it was developed to answer just those questions and more! Students learn how to assess residential design in terms of how it relates to different market segments and current market preferences. Because buyers are in the driver's seat today, you don't want to miss out on gaining the new skills this new seminar will provide! Danny Wiley is the instructor for the 7-hour appraiser CE class to be held in the MAAR Education Center from 8:30 a.m. – 5 p.m. [Click here](#) to register for the class. Email [aimemphis@comcast.net](mailto:aimemphis@comcast.net) for more information.

The Women's Council of REALTORS® (WCR) is back at Hilton Memphis this month for a luncheon. The luncheon is on **Thursday, August 11** at 11:30 a.m. The featured speaker is Charlotte Branson, the Tennessee WCR State Governor. Reservations must be made in advance by contacting April McDowell, [april@closetrak.com](mailto:april@closetrak.com).

**WCR Bunco Blast!** The Women's Council of REALTORS® (WCR) is putting together another fun night out! This is social networking – the old school way: live and in person! Come and play and hang with your friends and colleagues. Italian dinner, bunco, prizes and fun on **Thursday, August 11** beginning at 5:30 p.m. in the MAAR Education Center at 5:30 p.m.

Play ball! The **Memphis Young Professionals Network (MYPN)** monthly event is **Thursday, August 18**. We're going to the Memphis Redbirds game at 7:05 p.m. Bring a friend in the real estate industry, and meet new people! We'll cover your ticket, you cover your ballpark food and drinks. Get more info at [www.maar.org/myypn](http://www.maar.org/myypn).



# MAAR Calendar of Events

## August 2011

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
<b>August 1</b>	<b>2</b>	<b>3</b> <ul style="list-style-type: none"> <li>•Grievance Committee (9 a.m.)</li> <li>•MLS Refresher (10 a.m.)</li> <li>•MMDC Board of Governors (11:30 a.m.)</li> </ul>	<b>4</b> <ul style="list-style-type: none"> <li>•MLS Committee (9 a.m.)</li> <li>•Benevolent Fund Fundraising Committee (10 a.m.)</li> <li>•Bylaws Committee (1:30 p.m.)</li> <li>•Commercial Council Election Party (4:30 p.m., Fleming's)</li> </ul>	<b>5</b> <ul style="list-style-type: none"> <li>•Governmental Affairs Political Involvement Sub-Committee (9 a.m.)</li> <li>•Setting Up My Free Agent Web Page (1:30 p.m.)</li> </ul>
<b>8</b>	<b>9</b> <ul style="list-style-type: none"> <li>•Millington Tipton Realty Group (Wells Country Kitchen, 8:30 a.m.)</li> <li>•Quick Statistical Reports (webinar, 3 p.m.)</li> </ul>	<b>10</b> <ul style="list-style-type: none"> <li>•WCR Board (1:30 p.m.)</li> </ul>	<b>11</b> <ul style="list-style-type: none"> <li>•CCIM/IREM Joint Breakfast (8 a.m.)</li> <li>•WCR Luncheon (Hilton, 11:30 a.m.)</li> <li>•WCR Bunco Blast (5:30 p.m.)</li> </ul>	<b>12</b> <ul style="list-style-type: none"> <li>•Governmental Affairs Committee (9 a.m.)</li> </ul>
<b>15</b>	<b>16</b> <ul style="list-style-type: none"> <li>•Make the Most of MAARdata (webinar, 2 p.m.)</li> </ul>	<b>17</b> <ul style="list-style-type: none"> <li>•Benevolent Fund (10:30 a.m.)</li> <li>•Education Foundation (11:30 a.m.)</li> <li>•MAARdata Basic Training (2 p.m.)</li> </ul>	<b>18</b> <ul style="list-style-type: none"> <li>•VA Class (9 a.m.)</li> <li>•Mid-South CRS Chapter Meeting (9 a.m.)</li> <li>•MLS Refresher (3 p.m.)</li> <li>•MYPN Redbirds Game (Autozone Park 7:05 p.m.)</li> </ul>	<b>19</b> <ul style="list-style-type: none"> <li>•Setting Up My Free Agent Web Page (1:30 p.m.)</li> </ul>
<ul style="list-style-type: none"> <li>•Senator Corker Q&amp;A (2 p.m.)</li> </ul> <b>22</b>	<b>23</b>	<b>24</b> <ul style="list-style-type: none"> <li>•RPAC Committee (9 a.m.)</li> <li>•Let the System Do the Searching For You (10 a.m.)</li> </ul>	<b>25</b> <ul style="list-style-type: none"> <li>•Board of Directors (8:30 a.m.)</li> <li>•Quick Statistical Reports (webinar, 1:30 p.m.)</li> <li>•Political Soiree (5 p.m.)</li> </ul>	<b>26</b> <ul style="list-style-type: none"> <li>•Commercial Council Board of Directors (8:30 a.m.)</li> <li>•Make the Most of MAARdata (webinar, 2 p.m.)</li> </ul>
<ul style="list-style-type: none"> <li>•MAARdata Basics for Beginners (10 a.m.)</li> </ul> <b>29</b>	<b>30</b>	<b>31</b> <ul style="list-style-type: none"> <li>•Let the System Do the Searching For You (10 a.m.)</li> </ul>	<b>September 1</b> <ul style="list-style-type: none"> <li>•Benevolent Fund Fundraising Committee (10 a.m.)</li> </ul>	<b>2</b> <ul style="list-style-type: none"> <li>•Governmental Affairs Political Involvement Sub-Committee (9 a.m.)</li> </ul>



# 2011 RPAC Contributors



2011 Goal: \$58,000 • Total Raised to Date: \$44,189

## Golden R (\$5,000)

Martin Edwards  
Rosemarie Fair  
Bobbi Gillis  
Fontaine Taylor

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

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Doug Collins  
Nick French  
Greg Glosson  
Carol Lott  
Sue Stinson-Turner  
Bob Turner  
Jules Wade

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

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

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J. Walter Allen  
Frances Anderson  
Charles Askew  
Steve Brown  
Tommie Criswell-Jones  
Leon Dickson  
Jason Gaia  
Nancy Guy  
Neil Hubbard  
Mark Miesse  
Terri Porter  
Judy Skinta  
Irvin Skopp  
John Snyder  
Mary Ann Tapp  
Shorty Watkins  
Steve Young

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

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Tammy Anderson  
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Harry Baker  
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Cyndi Craft  
Lee Davidson  
Judy Deming  
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Barbara Fletcher  
Micki Foshee  
Maureen Fraser  
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Mary-Ann Gano  
Maureen Gillespie  
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Joy Goodwin  
Charlotte Green  
Esther Guy  
Dot Hairrell  
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Thomas Henze  
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Mack Holt  
Janie Hopkins  
Charles House  
Hattie Howard  
Jane Hubbard  
Marcia Hughes  
Sherry Hulen  
Earnestine Hull  
Kathy Hurley  
Hilda Hutcherson  
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Lou Jones  
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Mary Singer  
Steve Solomon  
Debbie Sowell  
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Diane Tate  
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Betty Sue Werne  
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Joanie Whitaker  
Katie Wiener  
Melissa Wilbanks

Bettye Williams  
Cissy Willis  
Michael Wooten  
B.J. Worthy  
Dennis Wozniak  
Gay Young

\*\*Party Winners\*\*

## 100% Participation

Arlena Enos  
CD Askew Co.  
Coleman-Etter, Fontaine  
Edwards Management, Inc.  
Integra Realty Resources  
Investec Realty Services  
Office Locators  
One Source Commercial  
Uhlhorn, REALTORS

## 100% Goal

Belz Realty  
Benchmark at Southwind  
Crye-Leike, Arlington  
Crye-Leike, East Memphis  
Crye-Leike, Germantown  
Crye-Leike, Forest Hill  
Irene  
Crye-Leike, Hickory Hill  
Fast Track Realty  
Faxon Gillis Homes  
Keller Williams,  
Germantown  
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Prudential Collins-Maury,  
Collierville  
Prudential Collins-Maury,  
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Germantown  
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Southern Properties

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