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MAAR This Month

JANUARY 2011

Take the Journey: 2011 Inaugural Reception

Follow us on the right path as we start the beginning of a new century for MAAR under the leadership of President Leon Dickson and the Board of Directors. A reception will be held on **Friday, January 14** in the Tennessee Ballrooms at the Hilton Memphis (939 Ridge Lake Blvd., at Poplar and I-240). The reception begins at 6 p.m. with cocktails, hors d'oeuvres and mingling, followed by the program at 7 p.m. This event is free for MAAR members, \$25 for non-members. [Register now.](#)

The Weekly REALTOR® has Moved to Monday

Monday is the New Friday! The Weekly REALTOR® is now being distributed on Mondays instead of Fridays. After your busy weekend has passed, we hope you'll have more time to find out what's going on at MAAR. Brokers, this will also give you a chance to arm yourself for your Tuesday meeting!



Mary W. Sharp Named REALTOR® of the Year & Other Recipients

Congratulations to Crye-Leike's **Mary W. Sharp** for being named 2010 MAAR REALTOR® of the Year. Other recipients, who were presented with their awards at the December 15 Honors & Awards Luncheon were: REALTOR-ASSOCIATE® of the Year: **Gerre Currie**, Crye-Leike; Affiliate of the Year: **Christy Stokes**, First American Home Buyers Protection; Outstanding Leadership Award: **Neil Hubbard**, Prudential Collins-Maury; Community Service Award: **Rosiland Moore**, American Elite Realty. [Find out more.](#)

Membership Dues Deadline Extended to January 31

The MAAR Board of Directors took action to extend the due date of 2011 membership dues until January 31, 2011 and the MLS fees for the term beginning March 1, 2011 until March 15, 2011. At this time of year especially, President Glenn Moore & the Directors would rather members focus on family and fellowship than worry about financial deadlines. [Read the letter to membership from President Glenn Moore.](#)



MAAR News and Events

Nothin' But Net: January Grizzlies Discount for MLK, Jr. Game

Martin and the Grizzlies have another great offer just for MAAR members! Get tickets to the Monday, January 17 game versus the Chicago bulls at a discounted rate. This special game is their annual Martin Luther King, Jr. Celebration game, and is always well-attended. To order your tickets and avoid Ticketmaster fees, contact Martin Taggart, mtaggart@grizzlies.com, 901.205.1459. [Find out more.](#)

A New Year Brings Revisions to the REALTOR® Code of Ethics

Over the course of 2010, national leadership voted on the following amendments to the REALTOR® Code of Ethics, which are effective January 1, 2011, if not sooner. Review the [2011 Code of Ethics](#) in its entirety, and familiarize yourself with [this document](#), outlining the recent changes. Get the code in [another language](#). Should you have any questions, contact MAAR's Director of Industry Practices and Procedures, Carol Culpepper, carol.culpepper@maar.org.

MAAR In the News: November 16, 2010 through December 10, 2010

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)
11/16/2010	The Commercial Appeal online	Memphis area home sales dropped nearly 21 percent in third quarter
11/16/2010	The Daily News blog	Today's Weather Didn't Rain On MAAR's Q3 Parade
11/16/2010	The Daily News	Guinn Receives Nat'l Commercial Award
11/23/2010	The Daily News	FHA Program Encourages Home Improvement
11/24/2010	The Commercial Appeal	Home sales drop in October, but prices are up
11/26/2010	Memphis Business Journal	Benchmark Realtors cut costs, bought into national franchise to stabilize company
11/28/2010	The Commercial Appeal	In difficult housing market, real-estate agents find new ways to motivate one another
11/29/2010	The Daily News	Shadows of Doubt
11/30/2010	The Daily News	Cautious Optimism Marks CRE Market
11/30/2010	Memphis Real Estate Buzz Blog	It's time we come to grips with the Memphis Real Estate Market
12/2/2010	Memphis Business Journal	MAAR: Home sales down, prices stabilizing
12/2/2010	The Commercial Appeal	Memphis area home sales fell in October, prices rose slightly
12/3/2010	The Commercial Appeal	In real estate, less may be the new more
12/3/2010	Memphis Area Real Estate Blog	November Area home sale report
12/3/2010	The Daily News	Aces Increases Presence With Two Leases
12/6/2010	The Daily News	October Home Sales Dip 29 Percent
12/7/2010	The Daily News	Keller Williams, Kendall Haney Realty Merge
12/7/2010	Memphis Real Estate Buzz Blog	MID, pending sales, condos, and October home sales
12/8/2010	The Commercial Appeal	Economist: 2011 shaping up to be an 'excellent year' for Memphis
12/9/2010	The Commercial Appeal	Spotlight on Mom: Aubrie Kobernus
12/9/2010	The Daily News	ULL: Recovery to Begin in 2011
12/10/2010	The Daily News	Skyline Grows Local Footprint on Vantech Dr.
12/10/2010	The Daily News	November Home Sales Slide 24 Percent



MAAR News and Events



Tennessee Association of REALTORS®
...Helping Our Members SUCCEED!

TAR & NAR Assessments

The \$15 TAR Issues Mobilization assessment was originally passed in March 2008 as a dues increase beginning in 2009 that was specifically earmarked for the issues mobilization fund. In 2009, it was decided that an assessment was more appropriate than a dues increase to raise the balance of the issues mobilization fund. [This article](#) was written by the TAR Presidential Advisory Group (PAG) to explain why the dues increase/ assessment was necessary.

The \$35 Public Image Campaign Assessment goes towards NAR's efforts to educate consumers about the value a REALTOR® brings to a real estate transaction. In 2010, the campaign had an increased presence on prime time TV programs such as Dancing with the Stars, Two and a Half Men, NCIS and many others. Radio placement included such top-rated programs as the Major League Baseball playoffs and NFL football. NAR's website provides more information on the [Public Awareness Campaign](#) and the [Media Campaign](#).

TAR Seeks NAR Director Applicants for 2012

The TAR Nominating Committee will meet in the TAR office in Nashville on February 17, 2011 to interview candidates and make their recommendations for new NAR Directors for a term beginning in January 2012. The committee's recommendations will be submitted to the TAR Directors for approval at the March Directors' Meeting and then recommended to the NAR Nominating Committee for nomination. The appropriate forms and applications must be completed and sent in time to be received in the TAR office **no later than February 7, 2011**. Should you have any questions, please contact Linda Woods, linda.woods@tarnet.com, or 615.440.5033.

Chapter News

IREM Memphis Chapter will hold its first 2011 meeting at noon on **Thursday, January 13** at the University of Memphis Holiday Inn. Program TBD. RSVP to irem20@bellsouth.net. Guest fee is \$25.

The Memphis Metro CCIM Chapter will kick-off 2011 on **Tuesday, January 18** at 11:45 a.m. with Bridget DiCello speaking on High Impact Networking. Location TBD. RSVP to memphisccim@comcast.net. Guest fee is \$25.

The Memphis Chapter of the Appraisal Institute will hold its first quarterly meeting at noon on **Wednesday, January 26** at Chickasaw Country Club. Program TBD. RSVP to aimemphis@comcast.net. Guest fee is \$25.

WCR Luncheon



Join the wonderful group of Women's Council of REALTORS® members at their luncheon on **Thursday, January 13** at 11:30 a.m. at Hilton Memphis. Shirley Raines, University of Memphis President, will be the speaker. Cost for the luncheon is \$18 per person, and all are welcome to attend. Reservations must be made in advance by contacting April McDowell, april@closetrack.com.

Y(PN) Not?!

Jump-start your 2011 with a resolution you can keep – a commitment to making your business stronger! The brand new Memphis Young Professionals Network is hosting a Kick-off Event **Thursday, January 20** from 5:30 p.m. – 7:30 p.m., location TBA. All MYPN meetings will be after hours on the third Thursday of the month. Want to know more? Contact Amada Lott, Amada@TheLottTeam.com, 901.461.9246.



MAAR News and Events

MMDC Kick-off Seminar with Don Hutson

Join the MMDC at their first event of the new year! This is a joint event with the brand new Memphis Young Professionals Network (MYPN). Make sure you plan to be at the Playhouse on the Square (66 South Cooper St., 38104) on **Thursday, January 27** from 10 a.m. – 11:30 a.m. Author and trainer Don Hutson will be the speaker and will be selling his most recent book, *The One Minute Negotiator*, for 50% off at the event. Attendees are invited and encouraged to bring a client with them! *This event is open to MMDC and MYPN members ONLY.* [Register now.](#)



\$99 Education Express Card

Take a ride on the value track to education by purchasing your \$99 Education Express Card! Purchasers of the card can attend ANY 2- to 4-hour continuing education course offered in 2011, unlimited! Perfect for obtaining your broker license requirements or general CE. For additional information, or to purchase your card, please fill out our [REQUEST FORM.](#)

\$99 EDUCATION EXPRESS CARD
All Aboard the Value Track to Continuing Education!

Purchase your \$99 Education Express Card and attend ANY 2- to 4-hour continuing education course in 2011.

Perfect for Obtaining your Continuing Education Requirements and Pre- and Post-Broker Licensing Hours!

To purchase your \$99 Education Express Card, please fill out the form below and return with payment to:
MAAR Education Department
6393 Poplar Avenue, Memphis, TN 38119
Fax: 901-763-4863
E-mail: info@maar.org

Terms and Conditions:
Available to MAAR Members only. Applies to continuing education courses 2- to 4 hours in duration offered in 2011. Not applicable to annual ethics classes. Purchase of the card and either the "Agent's Choice" link and your \$99 Education Card credit will be shown. No other fees will apply. Card will not expire until 12/31/11. The card is not redeemable and will not apply to courses taken prior to purchase. **CLIP AND KEEP THIS CARD!**

Please present this card for thought registration. **EXP. 12/31/11**

MAAR is a not-for-profit organization and does not discriminate in its programs. *A \$15 no-show fee applies for all classes, regardless of the cost.

EDUCATION SCHEDULE		To register for education courses or to view course descriptions, visit www.maar.org/calendar .		
DATE	TIME	CLASS	COST	CREDIT
Mon., January 10	1 to 4 p.m.	Opportunities and Advantages of Home Warranty	FREE	3 hours
Fri., January 14	1 to 4 p.m.	TransactionDesk Basic Training	\$30 members	3 hours
Wed., January 19	9 a.m. to noon	Renovation Finance	FREE for members/ \$30 non-members	3 hours
Thurs., January 27	9 a.m. to 5 p.m.	NAR At Home With Diversity Certification	\$70 members/	7 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 .
DATE	CLASS	TIME
Thurs., January 6	Running the Numbers! Quick Statistical Reports WEBINAR	3 p.m.
Fri., January 7	MLS Refresher	9:30 a.m.
Mon., January 10	Setting Up My Free Agent Web Page	10 a.m.
Thurs., January 13	Let the System Do the Searching for You	3 p.m.
Tues., January 18	Running the Numbers! Quick Statistical Reports WEBINAR	3 p.m.
Wed., January 19	MLS Refresher	3 p.m.
Thurs., January 20	Setting Up My Free Agent Web Page	3 p.m.
Fri., January 21	Quick Ways to Make the Most of MAARdata WEBINAR	10 a.m.
Mon., January 24	Setting Up My Free Agent Web Page	3 p.m.
Tues., January 25	Running the Numbers! Quick Statistical Reports WEBINAR	3 p.m.
Wed., January 26	Let the System Do the Searching for You	10 a.m.
Fri., January 28	Quick Ways to Make the Most of MAARdata WEBINAR	10 a.m.



MAAR Calendar of Events

January 2011

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
December 27	28	29	30	31 <i>MAAR office closed in observance of New Year's</i>
3	4	<ul style="list-style-type: none"> •Grievance Committee (9 a.m.) 5	<ul style="list-style-type: none"> •MAARket Masters (7 a.m.) •Running the Numbers! Quick Statistical Reports WEBINAR (3 p.m.) 6	<ul style="list-style-type: none"> •MLS Refresher (9:30 a.m.) 7
<ul style="list-style-type: none"> •Setting Up My Free Agent Web Page (10 a.m.) •Opportunities and Advantages of Home Warranty (1 p.m.) 10	<ul style="list-style-type: none"> •Commercial Council Education Committee (3 p.m.) 11	<ul style="list-style-type: none"> •New Member Code of Ethics (9 a.m.) •RPAC Committee (9 a.m.) •New Member Code of Ethics (9 a.m.) •Benevolent Fund Committee (11 a.m.) •WCR Board (1:30 p.m.) 12	<ul style="list-style-type: none"> •MAARket Masters (7 a.m.) •MLS Committee (9 a.m.) •WCR Luncheon, Hilton (11:30 a.m.) •IREM Monthly Meeting, U of M Holiday Inn (12 p.m.) •Let the System Do the Searching for You (3 p.m.) 13	<ul style="list-style-type: none"> •Commercial Council Board of Directors (8:30 a.m.) •Governmental Affairs (9 a.m.) •TransactionDesk Basic Training (1 p.m.) •Inaugural Reception, Hilton (6 p.m.) 14
17	<ul style="list-style-type: none"> •CCIM Monthly Meeting, location TBD (11:45 a.m.) •Running the Numbers! Quick Statistical Reports WEBINAR (3 p.m.) •Affiliate Council Movie Night (5:30 p.m.) 18	<ul style="list-style-type: none"> •Renovation Finance (9 a.m.) •Education Foundation, Crescent Club (9 a.m.) •Commercial Orientation (9 a.m.) •MLS Refresher (3 p.m.) 19	<ul style="list-style-type: none"> •MAARket Masters (7 a.m.) •Board of Directors (8:30 a.m.) •Mid-South CRS Chapter (9 a.m.) •Setting Up My Free Agent Web Page (3 p.m.) •MYPN Kick-off (5:30 p.m.) 20	<ul style="list-style-type: none"> •Quick Ways to Make the Most of MAARdata WEBINAR (10 a.m.) 21
<ul style="list-style-type: none"> •Setting Up My Free Agent Web Page (3 p.m.) 24	<ul style="list-style-type: none"> •Running the Numbers! Quick Statistical Reports WEBINAR (3 p.m.) 25	<ul style="list-style-type: none"> •Let the System Do the Searching for You (10 a.m.) •AI Quarterly Meeting, Chickasaw Country Club (12 p.m.) 26	<ul style="list-style-type: none"> •MAARket Masters (7 a.m.) •NAR At Home with Diversity Certification (9 a.m.) •FAAH Meeting (10 a.m.) •MMDC Kick-off, Playhouse on the Square (10 a.m.) 27	<ul style="list-style-type: none"> •Quick Ways to Make the Most of MAARdata WEBINAR (10 a.m.) 28



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THANK YOU TO MAAR's 100% COMPANIES IN 2010!

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