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MAAR This Month

NAR e-PRO Certification

Improve your social media and technology skills with NAR's e-PRO Certification. The e-PRO Certification gives you a roadmap to build your business and serve the hyper-connected consumers of today and tomorrow. e-PRO (formerly an online only class) is now available in two part.



Take day 1 at MAAR on **Wednesday, November 16** from 8:30 a.m. – 5:30 p.m., and day 2 online with NAR. Students who are current members of the National Association of REALTORS® and have completed both days of coursework are eligible for the e-PRO Certification. The course is approved for 8 hours CE credit. \$90 MAAR members/\$110 non-MAAR members. [Register Online](#). For more information on the e-PRO Certification and Day 2, visit www.epronar.com.

RLI's Bob Turner to Present at NAR Conference & Expo

The REALTORS® Land Institute Tennessee Chapter is pleased to announce that member **Bob Turner**, ALC, is a speaker at the upcoming National Association of REALTORS® conference and expo in Anaheim, CA. His session, entitled "Seize the Opportunity: Add Land to Your Product Mix," will be held at the Convention Center from 3 - 4 p.m. on **Friday, November 11**. Bob is a RLI Tennessee Chapter Board Member, Memphis Land Sales Broker of the Year, and member of the NAR Executive Committee.

Third Quarter Market Update

MAAR Information & Research Director Don Wade will give a brief summary of the 3rd Quarter Market Report on **Monday, November 21** at 2 p.m. in the MAAR Martin Edwards, Jr. Education Center. Our guest speaker is Mark Herbison, Greater Memphis Chamber Senior VP of Economic Development, who will offer an early look at what might be in store for the local economy in 2012. The Quarterly Market Update series is generously sponsored by the Tennessee Housing Development Agency (THDA). [Register here](#)

Balance of POWER

Throughout 2011 we have been spotlighting a different aspect of your MAAR membership. We know that you, as MAAR members, ARE MAAR. It takes each of you, your involvement, commitment, determination and ideas, to fuel our Association and keep it thriving. We're always here to support you, with MAARdata & the MLS, member communications, Professional Standards, networking, education, volunteer opportunities, political advocacy and market reports. If you're plugged into the [MAAR POWERhouse](#), you already know that we are all better together!



IREM Memphis will hold its Annual IREM Bucks Silent Auction at 12 p.m. on **Thursday, November 10**. Location TBD. RSVP to irem20@bellsouth.net.

NOVEMBER 2011



MAAR News and Events

Trivia Night Returns on November 4!

Everybody knows too much about something, which is the beauty of MAAR's Annual Trivia Night. This is your chance to put your rare knowledge to good, even prize-winning, use. Best of all, the 5th Annual Trivia Night on **Friday, November 4**, in the MAAR Martin Edwards, Jr. Education Center, benefits our partner schools – Southwind Elementary and Springdale Elementary. We will provide free light snacks, non-alcoholic beverages and a cash bar. You're also welcome to bring your own food and non-alcoholic beverages. Don't miss what is always a fun-filled night and don't delay registering, as we expect a sellout! As always, Steve and Cathy Anderson of Anderson AmeriSpec are the proud sponsors of Trivia Night. [Click here to enter your team of six!](#)



MAAR This Month is the Biggest Loser

Our MAAR This Month is going to be trimming down! We've changed the newsletter's diet and have whipped it into shape. Look for its newer, more streamlined look beginning in January 2012. MAAR This Month will arrive at the start of each month in your e-mail inbox, as always. Who says you can't get in shape over the holidays?!

Profile of New MAAR Executive Vice President

The *Commercial Appeal* wrote a profile of Melanie Blakeney, new MAAR executive vice president, in September and snapped a picture of Blakeney on her front porch. The story ran on the front of the business section. Blakeney told the CA: "The best thing we can do is ... do everything we can to be a resource for our members." Bayard Snowden, vice president of Colliers International/Memphis, and a past president of the Commercial Council, said Blakeney is "the kind of person that anyone would want working for them."

Chapter News

WCR Luncheon

The [Women's Council of REALTORS®](#) (WCR) monthly luncheon is on **Thursday, November 3** at 11:30 a.m. at Hilton Memphis, 939 Ridge Lake Blvd. The special guest speaker is Estella Mayhue-Greer, President & CEO of the Mid-South Food Bank. WCR is asking attendees to bring non-perishable food items or a monetary donation for the Mid-South Food Bank. If you cannot attend the luncheon, monetary donations will also be collected at MAAR during the week of October 31 – November 4. The luncheon is \$18, and reservations for the luncheon must be made in advance by contacting [April McDowell](#).

SIOR/CCIM Joint Luncheon

The annual joint SIOR/CCIM luncheon will be held **Wednesday, November 9** at 12 p.m. at the University of Memphis Holiday Inn. The featured speaker is William Adair, who will give a presentation on his major Piperton Hills development in southwest Fayette County. [Click here](#) to read about Adair's planned mixed-use community development and the expected impact of Norfolk Southern locating its \$112 million Memphis Regional Intermodal Terminal on his property in Fayette County. The event is free to SIOR and CCIM chapter members; guest fee is \$25.

Please RSVP to www.chapterservices@comcast.net by November 3 to secure your spot. For more information, call 901.218.0782.

MYPN - Social Networking.

Relax; have fun; build relationships. The November meeting takes a more social stance in a relaxed environment to promote networking without a lot of pressure. Get to know your fellow Memphis Young Professionals Networkers in a friendly environment. This event is on **Thursday, November 17** from 5:30 – 7:30 p.m. at Dan McGuinness, and is a 21 and up event only. Dan McGuinness is located at 4698 Spottswood by the Williams Sonoma/Pottery Barn outlets. You are encouraged to bring guests! Thank you so much to our fabulous sponsor of this event: Wendy Thompson with Patriot Bank! Want to sponsor, or have questions? Contact [Stephanie Steele](#), 901.480.0790. RSVP to this event on our Facebook Page: facebook.com/memphisypn.



MAAR News and Events

EDUCATION SCHEDULE

To register for education courses or to view course descriptions, visit www.maar.org/calendar.

DATE	TIME	CLASS	COST	CREDIT
Wed, Nov 2	12 p.m. – 4 p.m.	Commercial Real Estate Basics for Residential Agents	\$40 MAAR members / \$60 non-MAAR members	4 hours
Thur, Nov 3	9 a.m. – 4 p.m.	'11 – '12 TREC Core: Commercial Transactions	\$60 MAAR members / \$80 non-MAAR members	6 hours
Fri, Nov 4	12 p.m. – 4 p.m.	Commercial Contracts & Leases for Residential Agents	\$40 MAAR members / \$60 non-MAAR members	4 hours
Tue, Nov 15	1 p.m. – 4 p.m.	New Member Code of Ethics & Standards of Practice	\$30 members / \$50 non-members / FREE for new members satisfying COE req.	3 hours
Wed, Nov 16	8:30 a.m. – 5:30 p.m.	NAR e-PRO Certification	\$90 MAAR members / \$110 non- MAAR members	8 hours
Wed, Nov 16	1 p.m. – 4 p.m.	Transaction Desk Basic Training	\$30	3 hours
Mon, Nov 21	8:30 a.m. – 12:30 p.m.	THDA First-Time Homebuyer Program	FREE for MAAR members / \$40 non-MAAR members	4 hours
Mon, Nov 28	9 a.m. – 4 p.m.	'11 – '12 TREC Core Course	\$60 MAAR members / \$80 non-MAAR members	6 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
Mon, Nov 7	MLS Refresher	10 a.m.
Wed, Nov 9	Let the System Do the Searching For You	2 p.m.
Wed, Nov 11	Running the Numbers! Quick Statistical Reports WEBINAR	1:30 p.m.
Tue, Nov 15	Setting Up My Free Agent Web Page	9:30 a.m.
Fri, Nov 18	Let the System Do the Searching For You	2 p.m.
Wed, Nov 23	MLS Refresher	11:30 a.m.
Mon, Nov 28	Setting Up My Free Agent Web Page	10 a.m.
Tue, Nov 29	Quick Ways to Make the Most of MAARdata WEBINAR	2:30 p.m.

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



THANK YOU FOR CHOOSING US.

We want you to value your membership.

MAAR is your Association. The Board of Directors and staff are focused on making MAAR your one-stop shop by providing education, MAARdata & MLS, networking events, leadership opportunities, political advocacy & more. Thanks to you, we are all better together!

WORKING TO KEEP MEMBERS PROFITABLE & PROFESSIONAL.



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MAAR Calendar of Events

November 2011

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
October 31 <ul style="list-style-type: none"> •NWMAR/MAAR Executive Committees (11:30 a.m.) 	<ul style="list-style-type: none"> •Chandler Reports Training Session (3:30 p.m.) 	<ul style="list-style-type: none"> •Grievance Committee (9 a.m.) •REALTOR® University Task Force (10 a.m.) •Benevolent Fund (10:30 a.m.) •MMDC Board of Governors (11:30 a.m.) •Commercial Real Estate Basics for Residential Agents (12 p.m.) •WCR Board (1:30 p.m.) 	<ul style="list-style-type: none"> •TREC Core: Commercial Transactions (9 a.m.) •MLS Committee (9 a.m.) •Benevolent Fund Fundraising (10 a.m.) •WCR Luncheon (Hilton, 11:30 a.m.) 	<ul style="list-style-type: none"> •Governmental Affairs (9 a.m.) •Commercial Contracts & Leases for Residential Agents (12 p.m.) •MAAR Trivia Night (6 p.m.)
<ul style="list-style-type: none"> •Mid-South CRS Chapter Breakfast (9 a.m.) •MLS Refresher (10 a.m.) 	<ul style="list-style-type: none"> •Millington Tipton Realty Association (Old Timer's, 8:30 a.m.) 	<ul style="list-style-type: none"> •SIOR/CCIM Luncheon (U of M Holiday Inn, 12 p.m.) •Let the System Do the Searching For You (2 p.m.) 	<ul style="list-style-type: none"> •Contracts 102 (9 a.m.) •Mid-South CRS Chapter Meeting (9 a.m.) •IREM Luncheon (location TBD, 12 p.m.) 	<ul style="list-style-type: none"> •Running the Numbers! Quick Statistical Reports WEBINAR (1:30 p.m.)
NAR Annual Conference & Expo (Anaheim, Calif.)				
<ul style="list-style-type: none"> •Setting Up My Free Agent Web Page (9:30 a.m.) •New Member Code of Ethics (1 p.m.) 	<ul style="list-style-type: none"> •e-PRO (8:30 a.m.) •Transaction Desk (1 p.m.) 	<ul style="list-style-type: none"> •Board of Directors (8:30 a.m.) •MYPN Social Networking (Dan McGuiness, 5:30 p.m.) 	<ul style="list-style-type: none"> •Governmental Affairs Political Involvement Committee (9 a.m.) •Youth Villages 5k Committee (12 p.m.) •Let the System Do the Searching For You (2 p.m.) 	
NAR Annual Conference & Expo (Anaheim, Calif.)				
<ul style="list-style-type: none"> •THDA First-time Homebuyer Class (8:30 a.m.) •3rd Quarter Market Update (2 p.m.) 	<ul style="list-style-type: none"> •MLS Refresher (11:30 a.m.) 	<ul style="list-style-type: none"> •MAAR Office Closed for Thanksgiving 	<ul style="list-style-type: none"> •MAAR Office Closed for Thanksgiving 	
<ul style="list-style-type: none"> •TREC Core Course (9 a.m.) •Setting Up My Free Agent Web Page (10 a.m.) 	<ul style="list-style-type: none"> •Diversity Task Force (1:30 p.m.) •Quick Ways to Make the Most of MAARdata WEBINAR (2:30 p.m.) 	<ul style="list-style-type: none"> •MLS Committee (9 a.m.) •Benevolent Fund Fundraising (10 a.m.) •Mid-South CRS Chapter Holiday Luncheon (Germantown CC, 11:30 a.m.) •How to List & Sell Multi-Fam (1 p.m.) 	<ul style="list-style-type: none"> •Commercial Council Board of Directors (8:30 a.m.) 	



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2011 Goal: \$58,000 • Total Raised to Date: \$58,025

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