



MEMPHIS
AREA ASSOCIATION OF
REALTORS®

www.maar.org

MAAR This Month

SEPTEMBER 2011



Continue the Journey: 2011 Annual Meeting

The most important business meeting of the year is on Thursday, September 8. [Absentee ballots](#) are available now in the MAAR office for voting for your [2012-2013 Board of Directors](#). These ballots are accepted up until 1:00 p.m. on the day of the meeting. Polls open for in-person voting at 3 p.m. at the Annual Meeting. The meeting begins at 4 p.m. Prior to the meeting, you are encouraged to review the 2011 Proposed Bylaws Amendments.

Directly following the meeting, we've got a whole lot of fun planned for the party in the MAAR parking lot! Enjoy a fiesta fajita throw down, complete with margaritas y cerveza and live music.

Melanie Blakeney Selected as MAAR's New EVP

Earlier this year MAAR Executive Vice President Jules Wade [announced he is leaving](#) MAAR after serving for 30 years. A [committee](#) conducted a nationwide search for this very important position and found the best choice among many well-qualified candidates. Melanie Blakeney, who is currently MAAR Executive Vice President of the Commercial Council and MLS, was selected. This exciting transition will be formally recognized at the Annual Meeting September 8, and Melanie will assume duties December 1. [Get the full story.](#)

Bring a team out to compete in our annual **Wine Race!** Proceeds benefit MAAR's partner schools, Southwind Elementary & Springdale Elementary. The race starts at 5:30 p.m. in the parking lot. [Register your team!](#) Get the [Wine Race flyer!](#)

Mingle with our Preferred Partner & 5-Star Sponsors, who are committed to your success. The RPAC committee will have a silent auction, and the Political Involvement Committee will help you respond to Calls for Action. You will also be able to record a video farewell message for Jules Wade, MAAR Executive Vice President.



MAAR News and Events

September is REALTOR® Safety Month

As real estate industry professionals, you are sometimes in risky situations due to the large number of strangers you may have to meet

alone. By being aware of basic safety guidelines, you can improve your chances of not becoming a victim. Keep your daily business activities fun, profitable and safe. Find tips, videos, hand outs and more at www.realtor.org/safety.



Safety matters

A Word of Warning From the FBI & Where to Find MAAR Scam Alerts

MAAR has received numerous reports from members over the past few weeks about a scam involving fraudulent foreign earnest money. We've also heard about burglaries of two listed properties and a report from a member whose listing is posted as a rental on Craigslist. The [FBI has offered information](#) on how to report a scam and tips on how to avoid being the victim of a scam. We've created a page at www.maar.org/safetyscamalerts that will have postings for the safety and scam alerts we receive based on reports from members. Please refer to the page if you encounter a suspicious situation. You may find that other members have encountered the same scenario and what to do to keep yourself protected.

CPR/First Aid for REALTORS®

Celebrate REALTOR® Safety Month by getting certified in CPR and standard first aid. This training meets OSHA Guidelines for First Aid Programs and combines lecture, interactive video demonstrations featuring emergency scenarios that are likely to occur in a variety of environments, and hands-on training to show a realistic encounter of an actual emergency. The training costs \$45 and includes all training material. \$45 class fee is due the day of class (cash, check, American Express). Class size is limited to 20 students. Please RSVP to [Katie Shotts](#), 901.818.2435 to reserve your spot!

POWERS That Be: Political Advocacy & RPAC

If real estate is your profession, then politics is your business. Strength in numbers is one of MAAR's greatest benefits. RPAC is one of the nation's largest and most influential political action committees and supports candidates at every level.



Bid on items like a Regions Bank green bicycle and golf for four at Windyke Country Club at the RPAC silent auction at the Annual Meeting on September 8. For every \$25 contribution made to RPAC in 2011, you receive [one entry to a drawing](#) including an iPad! We saw first-hand this summer what flooding can do to our communities. Help home owners protect their property by supporting the [Flood Insurance CFA](#). Ensure your clients have access to affordable mortgages. Act now on the [affordable mortgage CFA](#). Encourage your family, friends and clients to check out [NAR's Homeowner Action Center](#) to stay up-to-date on important legislative issues that will affect their pocketbook.

MAAR/MAHBA Golf Tournament

Get your teams together and play the world-class, breath-taking Mirimichi Golf



Course on Tuesday, September 20! This first annual tournament brings together the MAAR Affiliate Council and MAHBA Associates Council to celebrate and promote the American Dream of home ownership, with portions of the proceeds benefiting the MAAR Benevolent Fund and MAHBA's Home Builders Care. This will be a two-start (8 a.m. & 1 p.m.), shotgun, four-man scramble tournament with an exciting total prize package of \$33,000! You can enter to win one of four \$500 Mirimichi Gift Shop Certificates (in addition to purchasing mulligans!) at the [Mortgage Bankers Mulligan Kick-Off Party](#) on Thursday, September 15 at 5 p.m. in the MAAR Education Center.

The single entry fee for golfers is \$150, with a four-man team fee of \$600. Breakfast, lunch, hors d'oeuvres and beverages will be served throughout the day. Free Golf Digest subscriptions are available with online registration. Visit www.maar-mahbagolf.com for additional information and registration. This is your chance to play in one of the greatest golfing events of 2011!



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
Tue., Sept. 6	9 a.m. – 4:30 p.m.	HAFA Short Sales GAR Convention, Peabody Hotel	\$220 MAAR members	6 hours
Wed., Sept. 7	9 a.m. – 11 a.m.	Commercial Purchase & Sale Agreements	\$15 Commercial Council members / \$25 non-members	2 hours
Fri., Sept. 9	1 p.m. – 4 p.m.	Transaction Desk Advanced	\$30	3 hours
Fri., Sept. 23	9 a.m. – 12 p.m.	New Member Code of Ethics & Standards of Practice	\$30 members / \$50 non-members / FREE for new members satisfying COE req.	3 hours
Mon., Sept. 26 – Fri., Sept. 30	8:30 a.m. – 5:30 p.m.	CI 102: Market Analysis for Commercial Investment Real Estate	Varies	18 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
Thur, September 1	MLS Refresher	2 p.m.
Tue, September 6	Setting Up My Free Agent Web Page	3 p.m.
Wed, September 7	Let the System Do the Searching For You	3 p.m.
Fri, September 9	Running the Numbers! Quick Statistical Reports WEBINAR	10 a.m.
Mon, September 19	Let the System Do the Searching For You	10 a.m.
Tue, September 20	Running the Numbers! Quick Statistical Reports WEBINAR	3 p.m.
Wed, September 21	REALTOR® Property Resource Training	(click on class time to register) 2 p.m. & 4 p.m.
Thur, September 22	REALTOR® Property Resource Training	(click on class time to register) 12 p.m. & 2 p.m. & 4 p.m.

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



MAAR News and Events

Market Reports Reissued

The software glitch that caused some data to move forward from one month to another has been corrected by MAAR's software vendor, RedPlus Innovations. The January through June 2011 Market Reports have been recalculated and reposted at www.maar.org/marketreports.

Win a Prize by Contributing to RPAC!

You have two opportunities to win a prize when you contribute to RPAC. There will be a silent auction at the Annual Meeting on September 8 where you can bid on items like a Regions Bank green bicycle and golf for four at Windyke Country Club. Also, for every \$25 contribution made to RPAC in 2011, you receive one entry to a drawing that will be held on **September 30** (the last day to contribute to RPAC for 2011). Many prizes will be given away, including the grand prize... an iPad! [get the flyer](#)

CRS 201: The Listing Course

The quality of an individual's listing skills can give him or her a strong competitive edge. Only those professionals who learn proven listing strategies will win over the client and increase their conversion rate. Listing Strategies provides students with the important skills necessary to conduct successful listing presentations, price a home to sell, close the transaction and market and promote effectively. The course takes students through an actual listing presentation that helps them understand the key steps in this process and create a system for success. Join instructor Gee Dunsten on **Thursday, October 6 & Friday, October 7** in the MAAR Education Center for this 16 hour CE course. [Get more details and watch the promo video.](#)

IDS Mac Client Now Compatible with OS X 10.7 (Lion)

The IDS Mac client is now compatible with the new Apple release of Lion (Mac OS X 10.7). If you have installed the upgrade to Lion or purchased a new Mac with Lion pre-installed, [get the fix](#) and begin using MLXchange on your Mac.

NAR Home Ownership Matters Bus Tour Covered by Local Media

Important real estate issues, such as affordable down payments and government-backed loans, were put before the public in late July as three newspapers and TV and radio stations covered the National Association of REALTORS® Home Ownership Matters Bus Tour that rolled into Memphis. Moe Veissi, NAR's president-elect, speaking on the aforementioned topics, told reporters: "It's not a local issue only. It's an American issue." Said MAAR President Leon Dickson, "If Congress pursues the laws they're talking about, people will only be able to achieve part of the American dream."



WCR Casino Royale Returns!

This was THE event of 2010, and we expect it to be just as fabulous this year! Buy your ticket today for just \$35 and gamble your heart out with the Women's Council of REALTORS® on Friday, October 14 at Bridges. A portion of the proceeds will go to Methodist Women's Healthcare for breast cancer research. Cocktail attire is suggested for this swanky night out including tasty food and drink, gaming and an auction. For more details or to sponsor, contact [Jo Shaner](#).

MYPN Haunted Halloween Costume Party & Fundraiser

BOO! The Memphis Young Professionals Network (MYPN) is having a costume party! This fun, connected group is hosting a Haunted Halloween costume party and fundraiser. The event is on **Thursday, October 27 from 7 – 11 p.m.** at Earnestine & Hazel's (531 South Main). There is a \$10 cover. Costume contest begins at 9 p.m. There is a \$10 fee to enter the costume contest, and the winner will receive a CASH prize! For more information, or to sponsor, contact [Stephanie Steele](#).



MAAR News and Events

CHAPTER EVENTS & NEWS:

The Women's Council of REALTORS® (WCR) monthly luncheon is on **Thursday, September 8** at 11:30 a.m. The topic of discussion is the current lending climate and changes. Reservations must be made in advance by contacting [April McDowell](mailto:April.McDowell).

IREM Memphis Chapter 20 will hold their monthly chapter meeting on **Thursday, September 8** at 11:45 a.m. at the Racquet Club. Memphis Mayor A C Wharton is the featured speaker at this event. No charge for IREM members; \$25 guest fee. RSVP to irem20@bellsouth.net.

MYPN Night Out With Georgia YPN

The Georgia State Association of REALTORS® is coming to Memphis for their state convention. The Georgia Young Professionals have invited our Memphis Young Professionals to network and show them a night out on the town in the Bluff City. Help us make them feel welcome, and let's show off our great city! Snacks provided and the event is free of charge. Many thanks to Nick Huber with Memphis Wells Fargo for sponsoring! **Thursday, September 9** from 7:30 – 9:30 p.m. at Rum Boogie on Beale (upstairs).

Memphis Metro CCIM will feature the EDGE

Presentation by Dexter Muller, Sr. VP of Community Development with the Greater Memphis Chamber at their monthly chapter meeting on **Tuesday, September 20** at 11:30 a.m. at the University of Memphis Holiday Inn. No charge for CCIM members; \$25 guest fee. RSVP to CCIMMemphis@gmail.com.

Bowling with MYPN

We'll set 'em up; you knock 'em down. The Memphis Young Professionals Network (MYPN) had such a good time bowling together this Spring, we thought we'd head back to the lanes. Bring your real estate industry friends and enjoy meeting new ones in this fun and laid-

back atmosphere. We'll cover your bowling and shoes. Just show up with socks and a good attitude! **Thursday, September 22** from 5:30 – 7:30 p.m. at Cordova Bowling Center. Get more info at www.maar.org/mypn.

CI 102 Market Analysis for Commercial Investment Real Estate

You can't make intelligent real estate decisions without learning about the CCIM Strategic Analysis Model for investors, lenders, developers, brokers and other real estate professionals. Learn how financial analysis and market analysis are two separate, yet completely interrelated components of the strategic analysis process. The class is being offered **Monday, September 26** through **Friday, September 30** in the MAAR Education Center. [Click here](#) to register today for this designation course being offered locally by the Memphis Metro CCIM Chapter. Email questions to chapterservices@comcast.net.

Annual IREM Golf Tournament

The 2011 tournament that supports Youth Villages will be held **Thursday, September 29** at Quail Ridge Golf Course, in Bartlett. Lunch begins at 11 a.m., followed by a shotgun start at 12 p.m. [Click here](#) for the event flyer. "Fore" more information, contact Linda Mills at 901.759.7284 or Bill Patton at 901.767.6500.

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](#).



MAAR Calendar of Events

September 2011

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
			September 1 •Benevolent Fund Fundraising Committee (10 a.m.) •MLS Refresher (2 p.m.)	•Governmental Affairs 2 Political Involvement Sub-Committee (9 a.m.)
MAAR office closed for Labor Day 5	6 •NAREB Short Sale Class (9 a.m.) •Setting Up My Free Agent Web Page (3 p.m.)	7 •Grievance Committee (9 a.m.) •Benevolent Fund (10:30 a.m.) •MMDC Board of Governors (11:30 a.m.) •WCR Board (1:30 p.m.) •Let the System Do the Searching for You (3 p.m.)	8 •MLS Committee (9 a.m.) •WCR Luncheon (Hilton, 11:30 a.m.) •IREM Luncheon (Racquet Club, 11:45 a.m.) •Annual Meeting & Election (4 p.m.)	9 •Governmental Affairs Committee (9 a.m.) •Quick Statistical Reports (webinar, 3 p.m.) •MYPN Night Out With Georgia YPN (Rum Boogie, 7:30 p.m.)
12	13 •Millington Tipton Realty Group (Old Timer's Restaurant, 8:30 a.m.)	14	15 •Mid-South CRS Chapter Meeting (9 a.m.) •MAAR/MAHBA Golf Tourney Kick-Off Party (5 p.m.)	16 •Commercial Council Board of Directors (8:30 a.m.)
TAR Annual Convention, Savannah, GA				
19 •Let the System Do the Searching for You (10 a.m.)	20 •MAAR/MAHBA Golf Tournament (Mirimichi, 8 a.m.) •CCIM Luncheon (U of M Holiday Inn, 11:30 a.m.) •Quick Statistical Reports (webinar, 3 p.m.)	21 •CPR/First Aid Training (9 a.m.) •REALTOR® Property Resource Training (2 p.m. & 4 p.m.)	22 •Board of Directors (8:30 a.m.) •Mid-South CRS Chapter Breakfast (9 a.m.) •REALTOR® Property Resource Training (12 p.m. & 2 p.m. & 4 p.m.) •MYPN Bowling (Cordova Bowling Center, 5:30 p.m.)	23
26	27	28 •RPAC Committee (9 a.m.)	29 •IREM Golf Tournament (Quail Ridge Golf Course, 11 a.m.)	30
CI 102: Market Analysis for Commercial Investment Real Estate (8:30 a.m.)				



2011 RPAC Contributors



2011 Goal: \$58,000 • Total Raised to Date: \$47,649

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100% Participation

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Crye-Leike, East Memphis
Crye-Leike, Germantown
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Crye-Leike, Hickory Hill
Crye-Leike, Quail Hollow
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EZR Management
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