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MAAR This Month

FEBRUARY 2010

FHA Makes Policy Changes to Strengthen Finances

In January, Federal Housing Administration (FHA) Commissioner David Stevens announced a set of policy changes to strengthen the FHA's capital reserves, while enabling the agency to continue to fulfill its mission to provide access to homeownership for underserved communities.

The FHA will propose to take the following steps:

- Increase the mortgage insurance premium (MIP)
- Update the combination of FICO scores and down payments for new borrowers
- Reduce seller concessions to three percent, from six percent
- Implement a series of significant measures aimed at increasing lender enforcement

U.S. Housing and Urban Development Secretary Shaun Donovan previewed the changes in December of last year, noting that the FHA would announce additional details before the end of January. In addition to the changes proposed, the FHA is continuing to review its overall response to housing market conditions, and continuing to evaluate its mortgage insurance underwriting standards and its measures to help distressed and underwater borrowers through FHA/HAMP and other FHA initiatives going forward. To get a more detailed account of the policy changes listed above, please [click here](#).

MAAR Time Capsule Discovered

A time capsule from 1910 was discovered recently in a building downtown that housed MAAR's first offices. The founding members of the Memphis Real Estate Association, established November 1, 1910, placed items in a time capsule and buried them in December 1910, to be opened 100 years later, in 2010. Neil Hubbard was sent to investigate and unearth the time capsule. It is now in the care of a conservator, who will assist us in opening it and preserving the contents so we can inspect them. Stay tuned for more—until then, [watch this video](#) to witness the discovery of the time capsule for yourself!



WCR Luncheon

Join the wonderful group of WCR members at their luncheon on **Thursday, February 11**, at 11:30 a.m. at Hilton Memphis. MAAR President Glenn Moore will be the featured speaker, presenting "Leadership: Finding Your Path." Cost for the luncheon is \$18 per person, and anyone is welcome to attend. Reservations should be made in advance by contacting Christy Stokes at cstokes@firstam.com.



MAAR News and Events

Mastery of the Game of Selling

This presentation at the U of M Holiday Inn puts the fun back in selling and shows you how to use your own natural selling style to increase your income. The theme is: Don't take it so seriously...it's just a game! Remove self-imposed pressure and 'try hard' selling that actually decreases results. An attitude of relaxed surrender, coupled with a clear focus on the objective will produce a magnificent performance. This seminar shows how the masters achieve their success. Breakfast will be available at 8:30 a.m. and the class will be held from 9 a.m. to noon on Wednesday, February 10. Free for MMDC members and \$25 for non-MMDC members, with a portion of the proceeds to benefit the MAAR Benevolent Fund. [Register Online](#), fill out this [mail-in registration form](#), or e-mail nicci.lundquist@maar.org with your registration information. For a more detailed overview of this seminar, [watch this video](#) from David Knox, the instructor.

Sponsored by Grant & Co. and Community Mortgage.

Action is the Missing Link Between Zeal and Reward

Do you ever wonder what makes top CEOs, such as Bill Gates, Charles Schwab and Oprah Winfrey, shine as speakers? Fortune 500 CEOs regularly deliver speeches with a polish and poise that can impress even the most experienced individual. Their skills have been acquired through time and dedication – and this is something MAARket Masters do each Thursday.

By connecting with MAARket Masters, you will gain the experience and knowledge to deliver your listing and buyer presentations with pure confidence, all in a friendly and supportive environment among a group who have the same goals as you: to become better presenters. No longer will you fumble over the right words to use and walk out of the appointment wishing you had said something differently. MAARket Masters will help give you the support for the confidence you've desired.

Every professional within the real estate industry would love to have the ability to express themselves in the best light, causing a customer to choose him or her and not their competitor. Whether you are a mortgage loan officer, home inspector or REALTOR®, come join us on **Thursday mornings at MAAR at 7 a.m.** to build confidence and skills in these areas. Understand today that zeal without skill and knowledge will not get you to where you desire to be.

MAAR In the News: December 16, 2009 through January 13, 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) |
|------------|--------------------------|---|
| 12/17/2009 | Commercial Appeal | Coffee Break: Regina Hubbard is Realtor of the Year |
| 12/18/2009 | Memphis Daily News | Aiken's Love of Profession Radiates in Commercial Realty Work |
| 12/18/2009 | Memphis Daily News | Commercial Real Estate Hits Doldrums |
| 12/18/2009 | Memphis Daily News | Hubbard Named MAAR Realtor of the Year |
| 12/23/2009 | WREG Live at 9 | Jon Albright: Home Buyer Tax Credit Extension |
| 12/23/2009 | Commercial Appeal | Tax Credit, Low Mortgage Rates Help Sale of Homes |
| 01/04/2010 | Germantown News | MAAR Honors Members at Annual Awards Ceremony |
| 01/05/2010 | Memphis Daily News | Moore Ascends to MAAR Presidency |
| 01/05/2010 | Memphis Business Journal | MAAR: November Home Sales up 8.1% from 2008 |
| 01/07/2010 | Memphis Flyer | House Warming: Federal Tax Credit for Home Buyers Extended to April |
| 01/10/2010 | Commercial Appeal | Green House Effect: Realtors Find Success Answering Demand for Eco-Friendly Homes |
| 01/11/2010 | Memphis Daily News | MAAR Prez: Stage Set for Better Home Sales |
| 01/11/2010 | Memphis Business Journal | Report: Memphis Home Prices Could Rise 1% in 2010 |
| 01/12/2010 | Germantown News | Realtor who Enjoys Helping People Achieve Dream of Home Ownership Elected to Statewide TAR Office |
| 01/13/2010 | Memphis Daily News | Claire Owen: MAAR Realtor Associate of the Year 2009 |



MAAR News and Events

Chandler Reports Breakfast & Seminar

Chandler Reports, a MAAR Preferred Partner, is presenting a 2009 Market Overview and new features training seminar. They will show a presentation and perform an online demonstration to show you new tools and features including Foreclosure Effect Report, Market Conditions Analysis, Hand Selected Mapped Comps and their new Market Trend reports. Complimentary breakfast is provided and the seminar is free to all MAAR members. This event will be held on **Thursday, February 4**, from 9:30 to 10:30 a.m. in the MAAR Education Center. To register, please contact Wendy Greenlaw at (901)528-5273 or wendy@chandlerreports.com. *This is not a MAAR event.*

WCR Chili Cook off

Make plans to join WCR for one of the hottest events of the year on **Friday, February 5**, from 6 to 9 p.m. in the MAAR Education Center. Whether you want to cook and compete or just want to eat, you're bound to have a whole lot of fun! Enjoy live entertainment, good eats, and chili entries in three category and prizes for the winners. The event and entry in the chili cook-off are free. For more information and a chili cook-off entry form, contact Carmen Price at (901) 848-2277 or carmen@carmenprince.com.

MAAR Night with the Memphis Grizzlies

Buy tickets to the **February 19** Grizzlies game at 7 p.m. versus Dwayne Wade and the Miami Heat and help MAAR's partner schools - Southwind Elementary and Springdale Elementary! If your company purchases a block of at least 15 tickets, you will have the opportunity to recognize someone - such as a top performer - on court, receive complimentary club tickets, have your company name displayed on the video board, as well as raise money for our two partner schools. Can't round up 15 people? Don't worry! We can still work toward the same benefits when MAAR members buy tickets. For questions or to purchase tickets, contact Martin Taggart at (901) 205-1459 or mtaggart@grizzlies.com to get your discount, as well as to avoid paying Ticketmaster fees.

Affiliate Council Meeting

If you are a MAAR Affiliate member, we would like to invite you to attend the first Affiliate Council meeting on **Wednesday, February 24**, at 10 a.m. in the MAAR Education Center. The purpose for the council is to provide valuable industry-related information to all MAAR members, to support MAAR programs and events, and to serve as a means for Affiliates to cooperate with each other. This meeting will be an opportunity for the council to organize itself and set its goals. If you plan to attend, please contact Katie Shotts at (901) 818-2435 or katie.shotts@maar.org.

Youth Villages Kick-off Party

How can you tell its spring? Not by what the groundhog says, or the first daffodil bloom, but the announcement of the Youth Villages Kick-off Party! Make plans to join us on **Thursday, March 4**, from 5 until 7 p.m. in the MAAR Education Center. We'll be celebrating the beginning of Youth Villages season and the campaign to have the most successful race ever on April 17. Food, drink, live entertainment, presentation of the Lionheart award, 5K promotions and much more—all for free!

Chapter News

The Memphis Chapter of the Appraisal Institute will hold its 2010 Officer Installation at the **Wednesday, February 10**, Luncheon at noon at the University of Memphis Holiday Inn. The Appraisal Institute's National President, Leslie Sellers, MAI, will conduct the installation ceremony. Please call the Chapter Office at (901) 218-0782 by Friday, February 5, if you plan to attend this meeting. Guest fee is \$25

IREM Memphis will hold its monthly membership meeting on **Thursday, February 11**, at noon at Windyke Country Club. The program will feature Ron Goss, IREM 2010 National Vice President-Elect, who will provide an IREM update focused on the strategic issues of workforce development, business competition, and troubled assets. Guest fee is \$25. Please RSVP to irem20@bellsouth.net or call (901) 515-8221 for more information.



MAAR News and Events

EDUCATION SCHEDULE

To register for education courses or to view course descriptions, visit 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., Feb. 10 | 9 a.m. to noon | Mastery of the Game of Selling | Free for MMDC members/ \$25 for non-MMDC members | N/A |
| Wed., Feb. 10 | 1 to 5 p.m. | THDA First-Time Homebuyer Class | Free/ a \$15 no-show fee applies | 4 hours |
| Thurs., Feb. 11 and Fri., Feb. 12 | 9 a.m. to 4:30 p.m. both days | Seller Representative Specialist (SRS) Designation Course | Members: \$235 until Feb. 4 /\$285 after Non-members: \$255 until Feb. 4/ \$305 after | 12 hours |
| Tues., Feb. 16 | 8:30 a.m. to 5 p.m. | CRS 111: Short Sales and Foreclosures | Members: \$110 Non-members: \$130 | 8 hours |
| Wed., Feb. 17 | 1 to 5 p.m. | RESPA Really Matters | Free for members/ \$60 for non-members | 4 hours |
| Fri., Feb. 19 | 8:30 a.m. to 12:30 p.m. | Basics for Building a Better Business | \$40 for members/ \$60 for non-members | 4 hours |
| Mon., Feb. 22 | 1 to 4 p.m. | 2010 Tax Write Offs for the Self-Employed | \$30 for members/ \$50 for non-members | 3 hours |
| Wed., Feb. 24 | 1 to 3 p.m. | WHM: Home Maintenance and Repair | \$20 for members/ \$40 for non-members | 2 hours |

TECHNOLOGY SCHEDULE

To register for technology courses, visit 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 |
|--------------------|---|---|
| Wednesday, Feb. 3 | MLS Refresher | 2:30 to 4 p.m. |
| Friday, Feb. 5 | Setting Up My Free Agent Web Page | 9:30 to 10:30 a.m. |
| Tuesday, Feb. 9 | Running the Numbers! Quick Statistical Reports | 1:30 to 2:30 p.m. |
| Tuesday, Feb. 9 | Setting Up My Free Agent Web Page (Webinar) Call Melanie at 818-2428 to register. | Sign on at 5:50 p.m., Class begins at 6. |
| Wednesday, Feb. 10 | Working with Clients & Custom Searches in MLXchange | 9:30 to 10:30 a.m. |
| Wednesday, Feb. 10 | Quick Ways to Make the Most of MAARdata (Webinar) Call Melanie at 818-2428 to register. | Sign on at 5:50 p.m., Class begins at 6. |
| Thursday, Feb. 11 | One Line CMAs Made Easy | 1:30 to 2:30 p.m. |
| Thursday, Feb. 18 | One Line CMAs Made Easy | 10 to 11 a.m. |
| Thursday, Feb. 18 | Quick Ways to Make the Most of MAARdata | 1:30 to 2:30 p.m. |
| Friday, Feb. 19 | Setting Up My Free Agent Web Page | 9:30 to 10:30 a.m. |
| Tuesday, Feb. 23 | MLS Refresher | 1:30 to 3 p.m. |
| Thursday, Feb. 25 | Working with Clients & Custom Searches in MLXchange | 2:30 to 3:30 p.m. |
| Friday, Feb. 26 | Running the Numbers! Quick Statistical Reports | 9:30 to 10:30 a.m. |



MAAR Calendar of Events

February 2010

| MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY |
|--|---|--|--|---|
| 1 | 2 | 3 <ul style="list-style-type: none"> •New Member Orientation (8:30 a.m.) •Grievance Committee (8:30 a.m.) •MMDC Board of Governors (11:30 a.m.) •Professional Standards Annual Training (1:30 p.m.) •Benevolent Fund Committee (2 p.m.) •MLS Refresher (2:30 p.m.) | 4 <ul style="list-style-type: none"> •MAARket Masters (7 a.m.) •Chandler Reports Training Event (9:30 a.m.) •MLS Committee (10 a.m.) | 5 <ul style="list-style-type: none"> •Governmental Affairs Committee (9 a.m.) •Setting Up My Free Agent Web Page (9:30 a.m.) •Free RESPA Update Forum (10 a.m.) •WCR Membership Drive (5:30 p.m.) |
| <ul style="list-style-type: none"> •MLS Orientation (8:30 a.m.) 8 | <ul style="list-style-type: none"> •Running The Numbers! Quick Statistical Reports (1:30 p.m.) •WCR Board Meeting (1:30 p.m.) •Setting Up My Free Agent Web Page (Webinar, Sign on at 5:50 p.m.) 9 | <ul style="list-style-type: none"> •Mastery of the Game of Selling (9 a.m. – University Holiday Inn) •Working with Clients & Custom Searches in MLXchange (9:30 a.m.) •THDA (1 p.m.) •Making the Most of MAARdata (Webinar, Sign on at 5:50 p.m.) 10 | <ul style="list-style-type: none"> •MAARket Masters (7 a.m.) •Bylaws Committee (9 a.m.) •WCR Luncheon (11:30 a.m. – Hilton) •IREM Luncheon (noon – Windyke Country Club) •One Line CMAs (1:30 p.m.) •Centennial Task Force (2 p.m.) 11 | <ul style="list-style-type: none"> •Commercial Council Board of Directors (8:30 a.m.) •Fair Housing Committee (10:30 a.m.) 12 |
| | | | SRS: Sellers Representative Specialist (9 a.m. to 4:30 p.m. both days) | |
| <ul style="list-style-type: none"> •MAAR Office Closed – Staff Training 15 | <ul style="list-style-type: none"> •CRS 111 Short Sales and Foreclosures (8:30 a.m.) 16 | <ul style="list-style-type: none"> •Commercial Property Forecast Summit (8:30 a.m. – GPAC) •RPAC Committee (9 a.m.) •Free CE Series: RESPA Really Matters (1p.m.) •YV5K Committee (4:30 p.m.) 17 | <ul style="list-style-type: none"> •MAARket Masters (7 a.m.) •Mid-South CRS Chapter (9 a.m.) •One Line CMAs Made Easy (10 a.m.) •Rookie Resource: Basics for Building a Better Business (1 p.m.) •Making the Most of MAARdata (1:30 p.m.) 18 | <ul style="list-style-type: none"> •Basics for Building a Better Business (8:30 a.m.) •Education Foundation Trustees (9 a.m.) •Setting Up My Free Agent Web Page (9:30 a.m.) 19 |
| <ul style="list-style-type: none"> •2009 Tax Write-offs for the Self Employed (1 p.m.) 22 | <ul style="list-style-type: none"> •MLS Refresher (1:30 p.m.) 23 | <ul style="list-style-type: none"> •Affiliate Council (10 a.m.) •WHM: Home Maintenance (1 p.m.) 24 | <ul style="list-style-type: none"> •MAARket Masters (7 a.m.) •Board of Directors (8:45 a.m.) •Working with Clients & Custom Searches (2:30 p.m.) 25 | <ul style="list-style-type: none"> •Running the Numbers! Quick Statistical Reports (9:30 a.m.) •MMDC Awards Gala (6 p.m. – University Holiday Inn) 26 |
| March 1 | 2 | 3 <ul style="list-style-type: none"> •Grievance Committee (9 a.m.) •MMDC Board of Governors (11:30 a.m.) •Benevolent Fund (2 p.m.) | 4 <ul style="list-style-type: none"> •MAARket Masters (7 a.m.) •TREC Core Course (8:30 a.m.) •MLS Committee (10 a.m.) •YV5K Kick-off Party (5 p.m.) | 5 <ul style="list-style-type: none"> •Governmental Affairs (9 a.m.) |