



www.maar.org

MAAR This Month

REALTOR® Nationwide Open House Weekend

MAAR has teamed up with associations across the country for the first REALTOR® Nationwide Open House Weekend April 10 and 11. The purpose is to encourage those who are thinking of buying a home to take advantage of the unique factors in place now and the federal home buyer tax credit that requires a contract be in place by April 30. This is the first event of its kind on this scale and MAAR will be promoting the weekend through local advertising and media outreach.



We have more information and materials available for you at www.maar.org/openhouse.asp. Don't miss out on this opportunity – schedule your open house today!

To participate, all you need to do is determine which of your listings you wish to hold open during this weekend – there's no set time, just schedule your open house(s) when convenient for you and your sellers. Be sure to schedule them in MLXchange so they automatically appear on MAAR's public open house search site at midsouthopenhouses.com. All of our advertising will be directing consumers to this site to find open houses scheduled for this weekend.

In our advertising promoting the open house weekend, MAAR will tell consumers to look for the blue REALTOR® balloons signaling those homes participating in the nationwide open house. MAAR has a large quantity of these balloons available for members at the MAAR office and you can pick these up at any time between now and the open house weekend. We will provide helium and ribbon at MAAR on both Saturday, April 10, and Sunday, April 11.

To encourage consumer participation, we will be conducting a drawing for a \$1,000 Ashley Furniture HomeStore gift card. At every participating open house they visit over this weekend, consumers can enter their name into the drawing. All you need to do is download these [entry forms](#) and make them available at your open house(s).

Youth Villages 5k Race

The 28th Annual YV5k is Saturday, April 17 beginning at 9 a.m. at Ridgeway Center. We need your support, and there are lots of ways to help! You can run or walk in the event



or even sign up as a Spirit Runner, meaning you will be there in spirit only. Shirts are for sale in the MAAR REALTOR® Store and will be available for purchase the day of the race. You can also volunteer to help the day of the race, as it takes a lot of man-power to produce what has become one of the biggest races in Memphis! To register or volunteer, visit www.youthvillages5k.com. Pre-registration and race packet pick-up is Friday, April 16 from 9 a.m. until 7 p.m. at MAAR. For more information, contact Harold Blockman at (901) 734-8006 or Jo Shaner at (901) 848-5962.

APRIL 2010



MAAR News and Events

Speak Creative Introduces New Real Estate Web Solution

Join Memphis based website development firm, Speak Creative, a MAAR Preferred Partner, for breakfast as they introduce SiteWrench® Real Estate Edition from 9:30 to 11 a.m. on **Thursday, April 15**, at MAAR. This revolutionary website solution gives agents and agencies the tools you need to win in today's web-driven market.

Learn how SiteWrench Real Estate Edition can help you with :

- Getting referrals
- Gathering leads
- Connecting with clients
- Search Engine Optimization
- Social networking
- Mobile-friendly websites
- Maintaining a professional image
- Advanced MLS search integration

The session includes free breakfast from Panera Bread. Space is limited so [register online](#) today. This is not a MAAR event.

Fair Housing Issues: April FREE CE Course Series

Learn how to list, market and show property without violating federal, state and local Fair Housing laws. Through instruction and case studies, you will be able to implement risk management strategies and maintain anti-discrimination practices to promote homeownership for all Americans. This course is offered on **Thursday, April 22** from 1 to 4 p.m. and is worth 3 hours of CE credit. FREE for all MAAR members and \$50 for non-members. *Free CE Course Series sponsored by the Tennessee Housing Development Agency.*

100 Hours of Service



As part of our centennial year celebration, we're offering members an opportunity to volunteer in the community with our 100 Hours of Service program. We'll offer a different project or projects each month for you to participate in, and give back to the community. This month's project is one you're likely already involved with- the Youth Villages 5k! So sign up to run or walk, participate as a spirit runner, or even volunteer to work the event! It's a great way to give back to an organization that started in Memphis and has expanded to several states.

MAAR In the News: February 14, 2010 through March 14, 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)
02/16/2010	Memphis Daily News	Housing Slump Won't Hinder MAAR Centennial
02/16/2010	Memphis Daily News	A Subtle Improvement: Realtor Rosters Highlight Industry Dip, but All Not Lost
02/18/2010	Memphis Daily News	Questions Abound for Commercial Real Estate's Future
02/24/2010	Memphis Daily News	Commercial Real Estate Raises Red Flags for Bankers
02/25/2010	Commercial Appeal	New Home Sales Plummet in January in Memphis, U.S.
02/26/2010	Memphis Business Journal	Crye-Leike Expands Downtown
03/03/2010	Memphis Business Journal	MAAR: Memphis Area January Home Sales Fall 24%
03/04/2010	Commercial Appeal	Coffee Break: Pending Home Sales Offer Hope
03/07/2010	MBQ Online	Memphis Residential Home Sales: Will Spring Bring Thaw?
03/09/2010	Memphis Daily News	MAAR's January Sales Show Decline
03/09/2010	Memphis Daily News	Home Sales Rebound Despite Weather Obstacles
03/10/2010	Commercial Appeal	Memphis Realtors Group Threatens to Suspend First National
03/10/2010	Memphis Daily News	Realtor Seeks Injunction Against MAAR's Attempt to Block MLS Access
03/11/2010	Commercial Appeal	Memphis Judge Blocks Realtors Group from Suspending Firm



MAAR News and Events

Chapter News & Events

IREM Memphis will hold its monthly Chapter membership meeting at noon on **Thursday, April 8**. Details TBD. Guest fee is \$25. Please call 515-8221 or email irem20@bellsouth.net for more information.

The Memphis Chapter of the Appraisal Institute will offer the 7-Hour USPAP Update Course for appraiser continuing education credit on **Tuesday, April 13**, at the MAAR Education Center. [Click here](#) to register. For more information, email the Chapter office at aimemphis@comcast.net.

Memphis Metro CCIM will hold its monthly Chapter membership meeting at 11:45 on **Tuesday, April 20**, at the University of Memphis Holiday Inn. Julie Ellis, Partner at Butler Snow and Chairwoman of the Aerotropolis Transportation and Access Task Force of the Board of Directors for the Greater Memphis Chamber, will present the Economic Development Outlook and discuss the Memphis Area Infrastructure Development. Guest fee is \$25. RSVP to memphisccim@comcast.net. Call 218-0782 for more information.

On **April 26 through 30**, Memphis Metro CCIM will host the CI 104 Investment Analysis for Commercial Real Estate in the MAAR Education Center. For more information call James Rasberry at 722-8234 or email the Chapter Office at memphisccim@comcast.net. [Click here](#) to register for this class.

Chandler Reports Breakfast & Seminar

Chandler Reports, a MAAR Preferred Partner, is presenting a residential market overview and new features training seminar. They will review the latest market trend reports and perform an online demonstration to show you new tools and primary features including Custom Comps, Foreclosure Effect Reports, 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, April 22** 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 Luncheon

Join the wonderful group of Women's Council of REALTORS® members at their luncheon on **Thursday, April 8**, at 11:30 a.m. at Hilton Memphis. Shelia Terrell from the Rise Foundation will be the featured speaker, helping us to recognize Fair Housing month. Cost for the luncheon is \$18 per person, and anyone is welcome to attend. Reservations must be made in advance by contacting Christy Stokes at cstokes@firsttam.com.

Women's Council of REALTORS® Night at the Races

Get primed for the Kentucky Derby by picking your pony at the 3rd Annual WCR Night at the Races! This year's event promises to be the best yet. Make plans to attend on **Friday, April 30** at 6 p.m. in the MAAR Education Center. Buy your \$10 ticket (available in advance from any WCR Line Officer or that night at the door), and you'll get you a full Italian dinner and two betting tickets. Wear your fancy derby hat and enter the hat contest- it gets more competitive each year! All MAAR members are welcome to attend. For more information, or to sponsor, contact Mary Baker at (901) 634-7277 or Baker.Team@realtor.com or Mindy Creech at (901) 216-5750 or mindy@aol.com.



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
Tues., April 6	2 to 4 p.m.	Introduction to Blogging for Real Estate	\$20 for members/ \$40 for non-members	2 hours
Wed., April 7	9 a.m. to noon	Code of Ethics & Standards of Practice	\$30 for members/ \$50 for non-members	3 hours
Thurs., April 8	9 a.m. to 4 p.m.	How to Build a FREE Web Site	\$60 for members/ \$80 for non-members	4 hours
Fri., April 9	1 to 4 p.m.	TransactionDesk Advanced	\$30 (members only course)	3 hours
Mon., April 12	8:30 a.m. to 5 p.m.	How to List and Sell Multi-Family Property Successfully	\$129 for members/ \$149 for non-members	8 hours
Thurs., April 22	1 to 4 p.m.	Fair Housing Issues	FREE for members/ \$50 for non-members	3 hours
Fri., April 23	8:30 a.m. to 5 p.m.	Making the Money Connection: Unraveling the Confusion of Real Estate Finance	\$70 for members/ \$90 for non-members	7 hours
Mon., April 26 through Fri., April 30	8:30 a.m. to 5 p.m. each day	CI 104: Investment Analysis for Commercial Investment Real Estate	\$1140 CCIM Candidates/ \$1395 non-CCIM candidates	43 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
Friday, April 2	MLS Refresher	9 to 10:30 a.m.
Monday, April 5	One-Line CMA's	2 to 3 p.m.
Wednesday, April 7	Setting Up My Free Agent Web Page	3 to 4 p.m.
Thursday, April 8	Working with Clients & Client Web Pages	10 to 11:30 a.m.
Friday, April 9	Let the System Do the Searching for You	2 to 3 p.m.
Monday, April 12	MLS Refresher WEBINAR	Sign on at 9:50 a.m., Class begins at 10
Tuesday, April 13	Running the Numbers! Quick Statistical Reports WEBINAR	Sign on at 1:50 p.m., Class begins at 2
Wednesday, April 14	Quick Ways to Make the Most of MAARdata	3 to 4 p.m.
Thursday, April 15	MLS Refresher	9:30 to 11 a.m.
Wednesday, April 21	One-Line CMA's	1:30 to 2:30 p.m.
Thursday, April 22	Setting Up My Free Agent Web Page	2 to 3 p.m.
Friday, April 23	Working with Clients & Client Web Pages	2 to 3:30 p.m.
Tuesday, April 27	Let the System Do the Searching for You WEBINAR	Sign on at 1:50 p.m., Class begins at 2
Wednesday, April 28	Running the Numbers! Quick Statistical Reports	10 to 11 a.m.
Thursday, April 29	Quick Ways to Make the Most of MAARdata	10 to 11 a.m.
Friday, April 30	One-Line CMA's	9:30 to 10:30 a.m.



MAAR Calendar of Events

April 2010

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
			<ul style="list-style-type: none"> •MLS Committee (10 a.m.) 1 •Centennial Task Force (2 p.m.) •YV5K Committee (4:30 p.m.) 	<ul style="list-style-type: none"> •MLS Refresher (9 a.m.) 2 •Free Forum: Tax Information for You and Your Clients (10 a.m.) •Commercial Education Committee (1:30 p.m.)
<ul style="list-style-type: none"> •One Line CMAs (2 p.m.) 5 	<ul style="list-style-type: none"> •New Member Orientation (9 a.m.) 6 •Affiliate Council Steering Committee (11:30 a.m.) •Introduction to Blogging (2 p.m.) 	<ul style="list-style-type: none"> •The Code of Ethics & Standards of Practice (9 a.m.) 7 •Grievance Committee (9 a.m.) •MMDC Board of Governors (11:30 a.m.) •WCR Board Meeting (1:30 p.m.) •Setting Up My Free Agent Web Page (3 p.m.) 	<ul style="list-style-type: none"> •MAARket Masters (7 a.m.) 8 •How to Build a Free Web Site (9 a.m.) •Bylaws Committee (9 a.m.) •Working with Clients & Client Web Pages (10 a.m.) •WCR Luncheon (11:30 a.m. – Hilton) •IREM Luncheon (noon) •Commercial Council Pinnacle Awards (5:30 p.m. – University Holiday Inn) 	<ul style="list-style-type: none"> •Governmental Affairs Forum (9 a.m.) 9 •TransactionDesk Advanced (1 p.m.) •Owner/Manager Forum (1 p.m.) •Scholarship Committee (2 p.m.) •Let the System Do the Searching (2 p.m.)
<ul style="list-style-type: none"> •How to List and Sell Multi-Family Property Successfully (8:30 a.m.) 12 •MLS Refresher (10 a.m.) •Professional Development Committee (10:30 a.m.) 	<ul style="list-style-type: none"> •Millington Tipton Realty Group (8:30 a.m. – Old Timer's) 13 •Running the Numbers! Quick Statistical Reports (2 p.m.) 	<ul style="list-style-type: none"> •Commercial New Member Orientation (9 a.m.) 14 •RPAC (9 a.m.) •RLI (11:30 a.m.) •New Member Orientation (1 p.m.) •Benevolent Fund Committee (2 p.m.) •Making the Most of MAARdata (3 p.m.) 	<ul style="list-style-type: none"> •MAARket Masters (7 a.m.) 15 •Mid-South CRS Chapter (9 a.m.) •MLS Refresher (9:30 a.m.) •Speak Creative Event (9:30 a.m.) 	<ul style="list-style-type: none"> •YV5K Packet Pick-up and Pre-registration (all day) 16
<ul style="list-style-type: none"> •MLS Orientation (8 a.m.) 19 •Budget & Finance Committee (1 p.m.) 	<ul style="list-style-type: none"> •CCIM Luncheon (12 p.m.) 20 	<ul style="list-style-type: none"> •Education Foundation Trustees (9 a.m.) 21 •ePro Workshop (9:30 a.m.) •FAAH Housing Fair (1 p.m.) •One-Line CMAs (1:30 p.m.) 	<ul style="list-style-type: none"> •MAARket Masters (7 a.m.) 22 •Board of Directors (8:45 a.m.) •Chandler Reports Event (9:30 a.m.) •Fair Housing (1 p.m.) •Corporate Sponsorship Task Force Meeting (1 p.m.) •Setting Up My Free Agent Web Page (2 p.m.) •New Member Orientation (6 p.m.) 	<ul style="list-style-type: none"> •Making the Money Connection: Unraveling the Confusion of Real Estate Finance (8:30 a.m.) 23 •Working with Clients & Client Web Pages (2 p.m.)
<p style="text-align: right;">26</p>	<ul style="list-style-type: none"> •New Member Orientation (9 a.m.) 27 •Let the System Do the Searching for You (2 p.m.) 	<ul style="list-style-type: none"> •Running the Numbers! Quick Statistical Reports (10 a.m.) 28 	<ul style="list-style-type: none"> •MAARket Masters (7 a.m.) 29 •Making the Most of MAARdata (10 a.m.) 	<ul style="list-style-type: none"> •Commercial Council Board of Directors (8:30 a.m.) 30 •One-Line CMAs (9:30 a.m.) •WCR Night at the Races (6 p.m.)
CI 104 (8:30 a.m. to 5 p.m. each day)				



2010 RPAC Contributors



2010 Goal: \$65,000 • Total Raised to Date: \$24,797

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