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MAAR This Month

AUGUST 2010

Learn About Hot Topics for Residential Appraisers

Following the Chapter membership luncheon on **Wednesday, August 4** at the Fogelman Executive Conference Center, the Memphis Chapter of the Appraisal Institute will offer a four-hour seminar "Hot Topics in Residential Appraisal" from 1 – 5 p.m. with Danny Wiley, SRA, as instructor. Wiley, a reviewer for the Tennessee RE Appraiser Commission, developed this material for the Tennessee Appraiser Coalition to help appraisers recognize 20 common errors found in the Commission's review process, as well as to provide timely information on market analysis. Appraisal Institute members will be awarded four hours of continuing education for completing this seminar; four CE credits are pending with both the Tennessee RE Appraiser Commission and the Mississippi Appraisal Board. [Click here](#) to register; fee is \$75.

AI Memphis Chapter Meeting

The Memphis Chapter of the Appraisal Institute will hold its third quarterly membership luncheon **Wednesday, August 4** at noon in the Fogelman Executive Conference Center on the University of Memphis campus. The program will include an update on newly implemented Appraisal Institute continuing education requirements and the online Leadership Resource Directory available to AI members. Guest fee is \$25. RSVP to aimemphis@comcast.net by July 29 to reserve your spot.

MAAR Quarterly Update

Join us for the second of three market updates in 2010 reviewing the local residential real estate market on **Tuesday, August 17** at 2 p.m. in the Education Center. These updates will review the past quarter's sales and what those numbers mean for the coming months. There is no cost for this event but space is limited so be sure to [register early](#).

ALC Designation Courses Offered in Memphis

The TN Realtors Land Institute Chapter has two upcoming RLI LandU classes this month in the MAAR Education Center: Land Development - Ned Massie, ALC, will be offered **Monday, August 9** and **Wednesday, August 10**. Practical Navigation for Land Professionals – Rick Hood, ALC, will also be offered on **Wednesday, August 11** and **Thursday, August 12**. Both classes will meet from 8 a.m. – 5 p.m. and will include breakfast and lunch. Each class offers 16 hours of continuing education credit in Tennessee. Cost is \$395 per class, or \$690 if registering for both. Please contact Susan Evans at chapterservices@comcast.net for registration information.

Annual Meeting, Election & Wine Race!

It's that time of year already! This year's Annual Meeting is at 4 p.m. on **Thursday, September 2**. Polls open for voting at 3 p.m. and close when the meeting begins, but re-open after until 6 p.m. The Picnic in the Parking Lot will feature Gus's Famous Fried Chicken and a build your own sundae bar- yum! This year we're also holding the Wine Race fundraiser for Habitat for Humanity at this event, beginning at 6 p.m. Get your Wine Race team ready to run! For more information, contact Katie Shotts at 818-2435 or katie.shotts@maar.org.



MAAR News and Events

WCR Luncheon

Join the wonderful group of Women's Council of REALTORS® members at their luncheon on **Thursday, August 12** at 11:30 a.m. at Hilton Memphis. Daniel Wade with Obsidian Public Relations will present "Being a Positive Ambassador for the Real Estate Community." 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@firstam.com.



How Will You Make a Difference This Month?

August 100 Hours of Service Project: School Supply Drive

Our Centennial Task Force is coordinating a school supply drive to benefit our two partner schools- Springdale Elementary and Southwind Elementary. The kids need things like folders, pencils, pens, markers, crayons, notebook paper, spiral notebooks, scissors and glue sticks. Do your shopping when school supplies are on sale and bring them in to your office. Monetary donations are also accepted. Task Force members will coordinate getting the supplies from your office to the schools. Help these wonderful students make the most of their 2010-2011 school year!



MAAR In the News: June 15, 2010 through July 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)
6/15/2010	Memphis Daily News	Browder Bets on Market Recovery
6/17/2010	The Commercial Appeal	Coffee Break: Home sales rise in May
6/18/2010	Memphis Business Journal	MAAR: MLS home sales rise in May
6/19/2010	ActiveRain.com	Memphis Area Home Sales rise for May 2010
6/21/2010	Main Street Journal	MAAR: MLS home sales rise in May
6/22/2010	Memphis Business Journal	Existing home sales numbers mixed
6/23/2010	The Commercial Appeal	Coffee Break: Realtors freshen up website
6/23/2010	Main Street Journal	Realtors freshen up website
6/23/2010	MyFox.OneSpot.com	Coffee Break: Realtors freshen up website
6/24/2010	Memphis Daily News	MAAR Launches Redesigned Website
6/24/2010	Main Street Journal	MAAR Launches Redesigned Website
6/24/2010	Memphis Daily News	US Home Sales Tumble as Tax Credit Expires
6/27/2010	The Commercial Appeal	Memphis Area Association of Realtors marks century: Group raised standards, professionalism of sales
6/27/2010	HoopsGround.com	Memphis Area Association of Realtors marks century
7/1/2010	The Commercial Appeal	People in Business: Don Wade has joined MAAR
7/1/2010	Memphis Business Journal	Tax credit deadline extended for homebuyers to close deals
7/2/2010	Memphis Business Journal	Memphis home sales jump 18% in May
7/3/2010	The Commercial Appeal	Local housing shows life
7/6/2010	Memphis Daily News	MAAR: Memphis Home Sales Rise 18.3 percent in May
7/6/2010	Memphis Daily News	Remodeling: Cost vs. Value
7/6/2010	Memphis Daily News	Bobbi Gillis Chosen to Lead CCC Board
7/8/2010	Memphis Business Journal	Memphis No. 1 in nation for home price rebound
7/9/2010	Memphis Business Journal	Pacesetters: MAAR - Don Wade Announcement
7/12/2010	Memphis Daily News	Bank Sales Slip As Housing Market Rebounds
7/13/2010	Karen Stephen's Blog	MAAR Releases May Market Report



MAAR News and Events

Closings from Start to Finish: MAAR FREE CE Series

Receive helpful hints and tips in negotiation, learn about the Mirror Image Rule and title insurance, and the steps taken after the contract is signed. This course is being offered on **Thursday, August 19**, from 9 to noon and worth 3 hours of FREE CE for all members (\$50 for non-members.) *Sponsored by the Tennessee Housing Development Agency.*

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	
Wednesday, 8/ 4	9 a.m. to noon	Code of Ethics and Standards of Practice	\$30 for members/ \$50 for non-members	3 hours	
Wednesday, 8/ 4	2 to 4 p.m.	Introduction to Blogging for Real Estate	\$20 members/ \$40 for non-members	2 hours	
Thursday, 8/19	9 to noon	Closings from Start to Finish: MAAR FREE CE Series	FREE members/ \$50 non-members	3 hours	
Thursday, 8/19	1 to 4 p.m.	TransactionDesk Advanced Training	\$30 (TAR members only- must have completed Transaction-Desk Basics course)	3 hours	
Monday, 8/23 through Saturday, 8/28	8:30 a.m. to 5:30 p.m. all 6 days	IREM RES 201: Successful Site Management	\$560 premier members/ \$645 classic members/ \$725 non-members		

*A \$15 no-show fee applies for all classes, regardless of the cost.

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, 8/ 4	One- Line CMA's Made Easy	2:30 to 3:30 p.m.	
Tuesday, 8/ 10	MLS Refresher WEBINAR	1:30 to 2:30 p.m.	
Thursday, 8/ 12	Setting Up My Free Agent Web Page	10 to 11 a.m.	
Friday, 8/ 13	Letting the System Do the Searching for You- Setting Up Auto-Prospecting	10 to 11 a.m.	
Tuesday, 8/ 17	Running the Numbers! Quick Statistical Reports WEBINAR	1:30 to 2:30 p.m.	
Wednesday, 8/ 18	Quick Ways to Make the Most of MAARdata WEBINAR	2:30 to 3:30 p.m.	
Thursday, 8/ 19	One-Line CMA's Made Easy	2:30 to 3:30 p.m.	
Friday, 8/ 20	MLS Refresher	2 to 3 p.m.	
Monday, 8/ 23	Setting Up My Free Agent Web Page	2 to 3 p.m.	
Tuesday, 8/ 24	Let the System Do the Searching for You- Setting Up Auto-Prospecting WEBINAR	2 to 3 p.m.	
Wednesday, 8/ 25	Running the Numbers! Quick Statistical Reports	2 to 3 p.m.	
Thursday, 8/ 26	One- Line CMA's Made Easy	2:30 to 3:30 p.m.	
Monday, 8/ 30	Quick Ways To Make the Most of MAARdata	2 to 3 p.m.	
Tuesday, 8/ 31	Running the Numbers! Quick Statistical Reports WEBINAR	3 to 4 p.m.	



MAAR Calendar of Events

August 2010

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
2 • IREM Board of Directors (9:30 a.m.) • New Member Orientation (2 p.m.)	3	4 • The Code of Ethics & Standards of Practice (9 a.m.) • Grievance Committee (9 a.m.) • MMDC Board of Governors (11:30 a.m.) • Appraisal Institute Luncheon (12 p.m.) • Introduction to Blogging (2 p.m.) • One-Line CMA's (2:30 p.m.)	5 • MAARket Masters (7 a.m.)	6 • Governmental Affairs (9 a.m.)
9 • Professional Development Committee (10:30 a.m.)	10 • Millington Tipton Realty Group Meeting (Old Timers Restaurant; 8:30 a.m.) • MLS Refresher (Webinar; 1:30 p.m.) • Rookie Resource: Basics of FHA and Credit Scoring	11 • Commercial New Member Orientation (9 a.m.) • Centennial Task Force (10 a.m.) • WCR Board (1:30 p.m.) • MLS Committee (2 p.m.)	12 • MAARket Masters (7 a.m.) • Bylaws Committee (9 a.m.) • New Member Orientation (9 a.m.) • Setting Up My Free Agent Webpage (10 a.m.) • WCR Luncheon (Hilton Memphis, 11:30 a.m.) • Commercial Council Election Party (4:30 p.m.)	13 • Let the System Do the Searching for You (10 a.m.)
RLI Presents: Land Development (8 a.m. both days)		RLI Presents: Practical Navigation for Land Professionals (8 a.m. both days)		
16 • MLS Orientation (8:30 a.m.)	17 • Running the Numbers! Quick Statistical Reports (Webinar, 1:30 p.m.) • Quarterly Market Update (2 p.m.)	18 • New Member Orientation (9 a.m.) • RPAC (9 a.m.) • Benevolent Fund Committee (2 p.m.) • Make the Most of MAARdata (Webinar; 2:30 p.m.)	19 • MAARket Masters (7 a.m.) • Closings from Start to Finish (9 a.m.) • TransactionDesk Advanced (9 a.m.) • New Member Orientation (9 a.m.) • Mid-South CRS Chapter (9 a.m.) • Tax Strategies for the Real Estate Professional (2 p.m.) • One-Line CMA's Made Easy (2:30 p.m.)	20 • Appraisal Institute Residential Design (8 a.m.) • Education Foundation Trustees (9 a.m.) • MLS Refresher (2 p.m.)
23 • Setting Up My Free Agent Web Page (2 p.m.)	24 • Let the System Do the Searching for You (Webinar; 2 p.m.) • New Member Orientation (5 p.m.)	25 • Running the Numbers! Quick Statistical Reports (2 p.m.)	26 • MAARket Masters (7 a.m.) • Board of Directors (8 a.m.) • One-Line CMA's Made Easy (2:30 p.m.)	27 • Commercial Council Board of Directors (8:30 a.m.)
IREM RES 201: Successful Site Management (through Saturday, August 28; 8:30 a.m. every day)				
30 • Make the Most of MAARdata (2 p.m.)	31 • Running the Numbers! Quick Statistical Reports (Webinar; 3 p.m.)	September 1	2	3



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2010 Goal: \$65,000 • Total Raised to Date: \$41,383

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