



MEMPHIS AREA ASSOCIATION OF REALTORS®

www.maar.org

FEBRUARY 2009

MAAR This Month

Trends, Forecasts Focus of 2009 Commercial Property Forecast Summit

National, regional, and local forecasts for commercial real estate will be the focus of the 2009 MAAR Commercial Council Commercial Property Forecast Summit to be held from 8:30 a.m. to noon on Wednesday, February 18, at the Germantown Performing Arts Centre, 1801 Exeter Road.

A recap of capital market trends and panel discussions on property valuation and reappraisal and transportation and infrastructure will round out the program.

Reviews and forecasts of specific local commercial real estate sectors will include industrial, multifamily, retail and office.

A national commercial real estate overview will be given by Janice Stanton, managing director of investment research for Cushman & Wakefield.

Advance registration is required and is [available online](#). Registration fees are \$40 per person for MAAR Commercial Council members and \$60 for non-members.

Corporate sponsors for the event are Belz Enterprises, Boyle Investment Company, C & I Appraisal, The Commercial Appeal, First Tennessee, Highwoods Properties, and the Memphis Regional Chamber.

Donor sponsors include CB Richard Ellis, Institute of Real Estate Memphis – Memphis Chapter 20, Memphis Metro CCIM Chapter, REALTORS® Land Institute – TN Chapter, and the Society of Industrial and Office REALTORS®. ■



Global Trends Affecting
Commercial Real Estate

Wednesday, February 18th

Germantown Performing Arts Center

Coffee: 8:15 a.m.

Program Begins: 8:30 a.m.

2009 Commercial Property

Don't miss the commercial real estate event of the year!

Forecast Summit

registration form at
www.maar.org

WCRdi Gras Annual Membership Event & Cajun Cook-off

Celebrate with the Women's Council of REALTORS® on **Fat Tuesday, February 24**, at WCRdi Gras starting at 6 p.m. at MAAR. Dust off the cookbooks and bring your favorite recipe, or maybe you'd like to try out a new one on some discerning palates. Either way, prizes will be awarded for the crowd favorite in appetizers, entrees and desserts. A prize will also be awarded to the WCR member who sponsors the most new members. Come for the food, stay for the networking and fun! Join us and see what this dynamic organization is all about! No RSVP necessary. If you have any questions, would like additional information, or are interested in sponsoring this event, please contact Regina Hubbard at (901) 550-1556 or reginahubbard4@hotmail.com. ■



WCR Luncheon

Join WCR for the next luncheon on **Thursday, February 12**, at 11:30 a.m. at the Hilton on Ridge Lake Blvd. featuring Eric Fuhrman, who will discuss E-Networking: Purpose-Driven Mingling. Cost is \$18 per person. Reservations can be made in advance by contacting Shannon Hoff at shannonhoff@mcwatersandassociates.com.

Eight Members First to Receive Welcome Home Memphis Certification

The Welcome Home Memphis program was designed by MAAR to help REALTORS® better assist their first-time and low- to moderate-income buyers. The WHM program has eight courses that cover affordable financing, down payment assistance, credit, qualifying for a mortgage, and foreclosure prevention. For more information on how to receive the certification, please check out the Welcome Home Memphis Web site at www.welcomehomememphis.com. Congratulations to the following members who are the first to receive the Welcome Home Memphis designation:

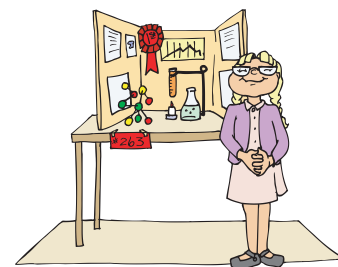
- Frances Anderson
- Martine Hobson
- C. Lauren Jones
- Pamela Lane-Wright
- Zakiyyah Langford
- Wendy McNeil
- Mary W. Sharp
- Jo Walker-Payton

Calling all Owners and Managers

Our 2009 Owner/Manager Forum series kicks off on **February 5** with attorney Ron Poe discussing the recent TAR contract and form updates. If you want to know exactly what changes have been made and what to tell your agents to look for, this is the place for you to be! The forum will be in the MAAR Education Center from 8:30 to 11 a.m. and a continental breakfast will be served. Mark your calendars for the upcoming forums on **May 20 from 2:30 to 5 p.m.**, **July 15 from 8:30 to 11 a.m.**, and **October 1 from 2:30 to 5 p.m.**, all in the MAAR Education Center. For more information or to register, please contact Katie Shotts at (901) 818-2435 or katie.shotts@maar.org. ■

Science Fair Judges Needed

The Southwind Elementary Science Fair is on **Thursday, February 5**, in the school's gym. They are in need of volunteer judges to help evaluate the projects. Don't worry - no science background is required at all! You can go to the school any time that day



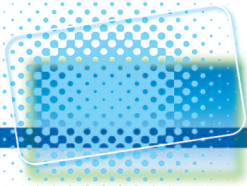
between the hours of 9 a.m. and 3 p.m. to judge. Depending on your thoroughness, it usually takes anywhere from 45 minutes to two hours. If you would like to volunteer to judge, or need more information, please contact Katie Shotts at (901) 818-2435 or katie.shotts@maar.org. ■

February is MAARdata Month

February 2009 marks the completion of the 15th year of MAAR's property tax database system, MAARdata. This unique program contains records for all properties in Shelby, Tipton, and Fayette counties and uses the Register's data from these counties to record not only MLS sales but every sale that occurs.

Over the past 15 years many individuals have worked to make the system the powerful resource it is today. During the month of February, MAAR will recognize the contributions of local appraisers who have provided data for many of the properties in MAARdata. Several education classes are also scheduled to educate MAAR members on the phenomenal resource they have at their fingertips.

As MAARdata begins its 16th year, we look forward to upcoming new enhancements – like GIS mapping – that will help MAARdata remain a beneficial REALTOR® tool for years to come. ■



MAAR in the News

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) |
|------------|--------------------------|--|
| 12/17/2008 | Memphis Flyer | Your Memphis: Take One Winners Announced |
| 12/17/2008 | Memphis Business Journal | MAAR: Home Sales Down 31.2% in Nov. |
| 12/20/2008 | Commercial Appeal | Coffee Break: Some Takes on Memphis |
| 12/22/2008 | WREG Live@9 | Interview with Your Memphis Contest Winner |
| 12/30/2008 | Commercial Appeal | Bottomed Out: Home Sales, Prices Continue Decline in Memphis Area |
| 01/02/2009 | WREG Live@9 | Interview with Melissa Hayes: Tips for Selling Home in the Winter |
| 01/02/2009 | Memphis Daily News | Albright Draws on Career Highlights to Help Realtors Through Uncertain Times |
| 01/05/2009 | Memphis Daily News | Industry Takes Toll on MAAR Membership |
| 01/05/2009 | Memphis Daily News | MAAR Commercial Council Elects Skopp President |
| 01/06/2009 | Commercial Appeal | Positively Memphis: Heartening Video Wins Realtors' Contest |
| 01/08/2009 | Memphis Daily News | Calipari Tapped to Rally Real Estate Community |
| 01/08/2009 | WXMX-FM | Interview with Jon Albright – Drake & Zeke Morning Show |
| 01/12/2009 | Memphis Daily News | 2008: Year to Forget in Real Estate |
| 01/12/2009 | Memphis Business Journal | Commercial Council Board of Directors |

Member Community Service to be Profiled Each Week in Commercial Appeal

REALTORS® make a difference every day in the communities where we work, live and play. MAAR President Jon Albright is focused on getting positive exposure for REALTORS® and letting the public know about all the good things we do in our communities. As part of this, each Saturday in the Commercial Appeal HomeFinder section this year, we will include a profile of a member and the work they do for the community. If you would like to be considered as a subject for one of these profiles, please fill out [this form](#). The Community Involvement Committee will review all submissions and make selections. If you have any questions or would like more information, please contact Katie Shotts at (901) 818-2435 or katie.shotts@maar.org. ■

Members Honored at Awards Luncheon

Congratulations to these members who were honored at the 2008 Awards Luncheon held on January 21:

- Lifetime Achievement Award: Dick Leike, Crye-Leike
- 2008 REALTOR® of the Year: Keith Morris, Four M Land Company, LLC
- 2008 REALTOR-ASSOCIATE® of the Year: Frances Anderson, Crye-Leike
- 2008 Affiliate of the Year: Mark Miesse, Mark Miesse and Associates

Presidential Award winners:

- Steve Brown, Crye-Leike
- Neil Hubbard, Prudential Collins-Maury
- Regina Hubbard, Lester Hubbard REALTORS®
- Pat Lichterman, Crye-Leike
- Elsie Ward, Crye-Leike

MAAR Courses & Schedules

EDUCATION SCHEDULE

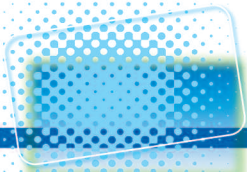
To register for education courses or to view course descriptions, visit www.maar.org/ce. All classes are held at MAAR unless otherwise noted. To receive CE credit, 100 percent attendance is required.

| DATE | TIME | CLASS | COST | CREDIT |
|--|------------------------------------|---|--|----------|
| Thursday, Feb. 5 | 2 to 4 p.m. | WHM: Home Maintenance and Repair | \$20 members/\$40 non-members | 2 hours |
| Monday, Feb. 9 | 1 to 5 p.m. | WHM: Qualifying Your Buyer for Affordable Financing | \$40 members/\$60 non-members | 4 hours |
| Wednesday, Feb. 11 | 8:30 a.m. to 12:30 p.m. | 2009-10 TREC Core Course | \$40 members/\$60 non-members | 4 hours |
| Thursday, Feb. 12 | 1 to 4 p.m. | Short Sale Solutions for Real Estate Agents | \$39 members/\$50 non-members | 3 hours |
| Friday, Feb. 13 | 9 a.m. to noon | Short Sale Solutions for Real Estate Agents | \$39 members/\$50 non-members | 3 hours |
| Wednesday, Feb. 18 | 1 to 4 p.m. | 21 Ways to Jump-Start Your Real Estate Career | \$45 members/\$65 non-members | 3 hours |
| Thursday, Feb. 19 & Friday, Feb. 20 | 8:30 a.m. to 5:30 p.m. (both days) | CRB: Marketing Management | \$100 members (through Feb. 5); \$225 after/ \$225 non-members (through Feb. 5); \$350 after | N/A |
| Wednesday, Feb. 25 & Thursday, Feb. 26 | 8:30 a.m. to 5:30 p.m. (both days) | GRI 1: Professionalism in Real Estate | \$190 members (through Feb. 18); \$210 after/ \$215 non-members (through Feb. 18); \$240 after | 16 hours |
| Tuesday, March 3 | 8:30 a.m. to 12:30 p.m. | THDA First-Time Home Buyer | FREE | 4 hours |
| Thursday, March 5 & Friday, March 6 | 8:30 a.m. to 5:30 p.m. (both days) | CRS 202: Sales Strategies | \$230 members (through Feb. 19); \$260 after/ \$285 non-members (through Feb. 19); \$315 after | 16 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. 4 | MLXchange Basics | 9 a.m. to noon |
| Thursday, Feb. 5 | MAARdata Basics | 2 to 3:30 p.m. |
| Wednesday, Feb. 11 | MLXchange Prospecting Basics | 10 a.m. to noon |
| Wednesday, Feb. 18 | Setting Up Your MLXchange Agent Web Site | 2 to 4 p.m. |
| Thursday, Feb. 19 | MAARdata Basics | 10 to 11:30 a.m. |
| Monday, Feb. 23 | Get to Know Your Digital Camera | 10 a.m. to noon |
| Wednesday, Feb. 25 | MAARdata Tips & Tricks | 10 to 11:30 a.m. |
| Thursday, Feb. 26 | MLXchange Advanced Prospecting Using the Agent Web Site | 10 a.m. to noon |



February 2009

| MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY |
|--|--|---|--|---|
| <p>2</p> <ul style="list-style-type: none"> Homes For Sale Training (9 a.m.) (11 a.m.) (1:30 p.m.) (3:30 p.m.) | <p>3</p> <ul style="list-style-type: none"> Commercial Broker Forum: Lease Workouts (3 p.m.) | <p>4</p> <ul style="list-style-type: none"> New Member Orientation (8:30 a.m.) MLXchange Basics (9 a.m.) Grievance Committee (9:30 a.m.) MMDC Board of Governors (11:30 a.m.) Benevolent Fund Committee (2 p.m.) | <p>5</p> <ul style="list-style-type: none"> Owner/Manager Forum (8:30 a.m.) Governing Documents Committee (1:30 p.m.) WHM: Home Maintenance and Repair (2 p.m.) MAARdata (2 p.m.) | <p>6</p> <ul style="list-style-type: none"> MLXperts (9 a.m.) Governmental Affairs Committee (9 a.m.) |
| <p>9</p> <ul style="list-style-type: none"> MLS Orientation (8:30 a.m.) WHM: Qualifying Your Buyer (1 p.m.) | <p>10</p> <ul style="list-style-type: none"> IREM Luncheon (noon) | <p>11</p> <ul style="list-style-type: none"> TREC Core Course (8:30 a.m.) Member Services Committee (9 a.m.) MLXchange Prospecting Basics (10 a.m.) WCR Board (1:30 p.m.) MAARdata Birthday Celebration/Appraiser Acknowledgement (2 p.m.) | <p>12</p> <ul style="list-style-type: none"> MLS Committee (10 a.m.) WCR Luncheon (11:30 a.m. – Hilton) IREM Luncheon (noon – TBA) Short Sale Solutions for Real Estate Agents (1 p.m.) | <p>13</p> <ul style="list-style-type: none"> Commercial Council Board (8:30 a.m.) Short Sale Solutions for Real Estate Agents (9 a.m.) |
| <p>16</p> | <p>17</p> | <p>18</p> <ul style="list-style-type: none"> Commercial Property Forecast Summit (8:30 a.m. – GPAC) Starting Point (10 a.m.) 21 Ways to Jump Start Your Real Estate Career (1 p.m.) Setting up Your MLXchange Agent Web Site (2 p.m.) Community Involvement Committee (3 p.m.) YV5K Steering Committee (4:30 p.m.) | <p>19</p> <ul style="list-style-type: none"> Fair & Affordable Housing Committee (9 a.m.) MAARdata (10:30 a.m.) Scholarship Committee (2 p.m.) | <p>20</p> |
| <p>CRB: Marketing Management (8:30 a.m. to 5:30 p.m. both days)</p> | | | | |
| <p>23</p> <ul style="list-style-type: none"> Get to Know Your Digital Camera (10 a.m.) | <p>24</p> <ul style="list-style-type: none"> WCRdi Gras (5 p.m.) | <p>25</p> <ul style="list-style-type: none"> RPAC (9 a.m.) MAARdata Tips & Tricks (10 a.m.) Committee on Community (2 p.m.) | <p>26</p> <ul style="list-style-type: none"> Board of Directors (8:30 a.m.) MLXchange Advanced Prospecting Using the Agent Web Site (10 a.m.) | <p>27</p> <ul style="list-style-type: none"> Education Foundation Trustees (9 a.m.) Mid-South CRS Event (9 a.m.) MMDC Awards Gala (6 p.m. – University Holiday Inn) |
| <p>GRI: Professionalism in Real Estate (8:30 a.m. to 5:30 p.m. both days)</p> | | | | |
| <p>March 2</p> | <p>3</p> <ul style="list-style-type: none"> THDA First-Time Home Buyer Class (8:30 a.m.) | <p>4</p> <ul style="list-style-type: none"> Grievance Committee (9:30 a.m.) MMDC Board of Governors (11:30 a.m.) Benevolent Fund Committee (2 p.m.) | <p>5</p> <ul style="list-style-type: none"> Governing Documents Committee (1:30 p.m.) | <p>6</p> <ul style="list-style-type: none"> Governmental Affairs Committee (9 a.m.) |
| <p>CRS 202: Sales Strategies (8:30 a.m. to 5:30 p.m. both days)</p> | | | | |