



www.maar.org

MAAR This Month

MAAR Celebrates 100 Years in 2010

In November 1910, seven individuals motivated by the desire to get a mandatory real estate licensing law passed in Tennessee founded the Memphis Real Estate Association. This year the Memphis Area Association of REALTORS® celebrates this historic milestone with a year-long celebration of our history and accomplishments. Our Centennial Task Force is planning many ways to mark our 100th anniversary; here are just a few of the highlights:

- **100th Closing Contest** - Every month, MAAR will determine on which date the 100th closing in our MLS occurred. Of all closings on that date, we will randomly choose one to be our 100th closing winner. Prizes for the buyer involved include items from Sears, Ashley Furniture Homestore, Lowe's, Budget Blinds and James Pest Management as well as MAAR Education Bucks for the agents. At the end of the year all 12 monthly winners will be entered into a drawing to win a \$5,000 Ashley Furniture Homestore shopping spree.
- **Citywide Open House** - Coordinated event in April with advertising and public relations support from MAAR to generate extensive traffic in advance of the home buyer tax credit deadline.
- **Historical Highlights** - Focusing on a different decade each month starting in February, learn interesting facts about MAAR through time and use that knowledge to win prizes in our weekly trivia contest. Visit the "mini museum" at the MAAR office to see pieces of MAAR memorabilia.
- **100 Hours of Service** - Further demonstrate REALTOR® commitment to our community through coordinated volunteer service opportunities throughout the year.
- **1910 Time Capsule** - Follow us as we work to find and unearth a MAAR time capsule from 1910. We're sure to find some interesting bits of history buried inside.

Inaugural Luncheon

Welcome to 2010! It's the beginning of a new year, a new leadership team, and a new era for MAAR as we celebrate 100 years. Be sure to join us on:

Wednesday, January 20
11:30 a.m. until 1 p.m.
University of Memphis
Holiday Inn

as we install our 2010 Board of Directors and kick off our Centennial year. Register [online](#) or by calling (901) 818-2444 by Monday, January 18, at 5 p.m.

Generously sponsored by
Crump Mortgage.

**Non-members, no-shows, and walk-ups will be charged \$15.*

JANUARY 2010



MAAR News and Events

SentriLock Launches Mobile Web Site

SentriLock has launched a mobile Web site accessible from any Web-enabled smart phone, such as a BlackBerry or iPhone. To access, visit m.sentrilock.com from your mobile browser and log in using the same information you use to access the standard SentriLock site. Once logged in you can view your lockbox assignments, generate one-day codes on specific boxes, and generate SentriCard renewal codes. To learn more about the features of the mobile site, [view this short video](#).



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 on court (such as a top performer), 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!

MLXchange Upgrade Planned

The MLXchange System will be offline on **Wednesday, January 6**, 4 to 7 a.m. for a system upgrade. In order to take advantage of the new system features that will be offered, all MLS users will be required to install new Active X controls. These controls will need to be installed prior to using the system after 7 a.m. on January 6. Click here for a quick tutorial on installing the Active X controls.

Welcome the Age of Webinars!

Busy agents, your salvation is here. Learn valuable tips, tricks, and shortcuts for MLXchange without breaking your stride. MLXchange tutorial webinars will be held on **Thursday, January 14** and **Thursday, January 21**. Sign-on will be promptly 10 minutes before each class begins. Call Melanie Blakeney at (901) 818-2428 at least 24 hours before the webinar of your choice to pre-register and run a quick webinar systems test. There is a limit of eight (8) participants per session, so reserve your spot now!

WCR Luncheon

Join the new WCR line officers at their first 2010 luncheon on **Thursday, January 14**, at 11:30 a.m. at Hilton Memphis. Lisa Moore from Leadership Memphis Grassroots Program will be speaking about "You make a difference." Cost for the luncheon is \$18 per person. Reservations should be made in advance by contacting Christy Stokes at cstokes@first.am.com.



MAAR In the News: November 16 through December 15, 2009

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)
11/24/2009	Commercial Appeal	October Home Sales Rise 23 percent in South
12/01/2009	Germantown News	MAAR Honors John Thompson, Ryan Guess with its 2009 Community Service Awards
12/03/2009	Memphis Business Journal	MAAR: Tax Credit Boosts October Home Sales in Memphis by 10 Percent
12/03/2009	Commercial Appeal	Home Buyer Tax Credit Pushes Home Sales in Area Up 10 Percent
12/05/2009	Commercial Appeal	Investors Scramble to Snap Up Property
12/10/2009	Memphis Daily News	Home Sales Outpace November 2008 Performance



MAAR News and Events

Green Designation Core and Elective Courses

Consumer demand for green understanding is growing at a phenomenal rate. This designation addresses the concerns of consumers that are seeking real green expertise and provides real estate professionals with an awareness of green building principles that are applied in residences to aid in listing and marketing green properties. This course encourages the real estate professional to be a positive force for creating sustainable communities.

- The GREEN Designation Core Course will be held **Wednesday, January 13 through Thursday, January 14** from 8:30 a.m. to 5p.m. on both days. The cost is \$285 for members and \$305 for non-members, but early birds will receive a \$50 discount for registering before January 6.
- The GREEN Elective Course will be offered on **Friday, January 15** from 8:30 a.m. to 4 p.m. The cost is \$135 for members and \$155 for non-members, but early birds will receive a \$20 discount for registering before January 8.

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
Thurs., Jan. 7	2 to 4 p.m.	WHM: Affordable Properties	\$20 members/ \$40 non-members	2 hours
Mon., Jan. 11	1 to 5 p.m.	2009-2010 TREC Core Course	\$40 members/ \$60 non-members	4 hours
Wed., Jan. 13 and Thurs., Jan. 14	8:30 a.m. to 5 p.m.	GREEN Designation Core Course	Members: \$235 before Jan. 6/\$285 after Non-members: \$255 before Jan. 6/\$305 after	12 hours
Fri., Jan. 15	8:30 a.m. to 4 p.m.	GREEN Designation Residential Elective Course	Members: \$115 before Jan.8 /\$135 after Non-members: \$135 before Jan.6/ \$155 after	6 hours
Fri., Jan. 22	2 to 5 p.m.	TransactionDesk Basic Training	\$30	3 hours
Wed., Jan. 27	3 to 5 p.m.	WHM: Down Payment Assistance	Members FREE/ \$40 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, Jan. 6	Setting Up My Free Agent Web Page	9:30 to 10:30 a.m.
Thursday, Jan. 7	One Line CMAs Made Easy	2:30 to 3:30 p.m.
Friday, Jan. 8	Quick Ways to Make the Most of MAARdata	2:30 to 3:30 p.m.
Monday, Jan. 11	Time Saving MLS Search Techniques	2:30 to 3:30 p.m.
Wednesday, Jan. 13	Working with Clients & Custom Searches in MLXchange	2:30 to 3:30 p.m.
Thursday, Jan. 14	MLS Refresher	9:30 to 11:30 a.m.
Thursday, Jan. 14	Running the Numbers! Quick Statistical Reports (Webinar) Call Melanie at 818-2428 to register.	Sign on at 5:50 p.m., Class begins at 6.
Tuesday, Jan. 19	Quick Ways to Make the Most of MAARdata	1:30 to 2:30 p.m.
Wednesday, Jan. 20	Setting Up My Free Agent Web Page	9:30 to 10:30 a.m.
Thursday, Jan. 21	One Line CMAs Made Easy	2:30 to 3:30 p.m.
Thursday, Jan. 21	Running the Numbers! Quick Statistical Reports (Webinar) Call Melanie at 818-2428 to register.	Sign on at 5:50 p.m., Class begins at 6.
Friday, Jan. 22	MLS Refresher	9 to 11 a.m.
Monday, Jan. 25	Time Saving MLS Search Techniques	2:30 to 3:30 p.m.
Wednesday, Jan. 27	Working with Clients & Custom Searches in MLXchange	9:30 to 10:30 a.m.



MAAR Calendar of Events

January 2010

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
30				New Year's Day – 1 MAAR Office Closed
4	5	6	7	8
		<ul style="list-style-type: none"> •Setting Up My Free Agent Web Page (9:30 a.m.) •MMDC Board of Governors (11:30 a.m.) 	<ul style="list-style-type: none"> •MAARket Masters (7 a.m.) •Centennial Task Force (10 a.m.) •WHM: Affordable Properties (2 p.m.) •One Line CMAs Made Easy (2:30 p.m.) 	<ul style="list-style-type: none"> •Commercial Council BOD (8:30 a.m.) •Quick Ways to Make the Most of MAAR-data (2:30 p.m.) •MMDC Application Deadline (5 p.m.)
<ul style="list-style-type: none"> •TREC Core Course (1 p.m.) •Time Saving MLS Search Techniques (2:30 p.m.) 	<ul style="list-style-type: none"> •Millington-Tipton Realty Group (8:30 a.m. – Old Timer's) •RESPA Update (2 p.m.) 	<ul style="list-style-type: none"> •Commercial Council New Member Orientation (8:30 a.m.) •WCR Board Meeting (1:30 p.m.) •Working with Clients & Custom Searches in MLXchange (2:30 p.m.) 	<ul style="list-style-type: none"> •MAARket Masters (7 a.m.) •MLS Refresher (9:30 a.m.) •WCR Luncheon (11:30 a.m.) •Running the Numbers! Quick Statistical Reports (Webinar, Sign on at 5:50 p.m.) 	<ul style="list-style-type: none"> •GREEN Designation Residential Elective (8:30 a.m.)
		GREEN Designation Core Course (8:30 a.m. to 5 p.m. both days)		
Martin Luther King Jr. Day 18 MAAR Office Closed	<ul style="list-style-type: none"> •Quick Ways to Make the Most of MAARdata (1:30 p.m.) 	<ul style="list-style-type: none"> •Setting Up My Free Agent Web Page (9:30 a.m.) •Inaugural Luncheon (11:30 a.m. – University of Memphis Holiday Inn) 	<ul style="list-style-type: none"> •MAARket Masters (7 a.m.) •Mid-South Chapter CRS Chapter (7 a.m.) •One Line CMAs Made Easy (2:30 p.m.) •Running the Numbers! Quick Stastical Reports (Webinar, Sign on at 5:50 p.m.) 	<ul style="list-style-type: none"> •MLS Refresher (9 a.m.) •Transaction Desk Basic (2 p.m.)
<ul style="list-style-type: none"> •MLS Committee Orientation (10 a.m.) •Time Saving MLS Search Techniques (2:30 p.m.) 	26	<ul style="list-style-type: none"> •Working with Clients & Custom Searches in MLXchange (9:30 a.m.) •RLI (11:30 a.m.) •WHM: Down Payment Assistance (3 p.m.) 	<ul style="list-style-type: none"> •MAARket Masters (7 a.m.) •Board of Directors (8:45 a.m.) •MYBA Forum (4:30 p.m. – The Tower Room) 	29