



www.maar.org

# MAAR This Month

MARCH 2010

## Finding Success in an Unprecedented Market

*What's the outlook nationally and locally for real estate in 2010?*

*What's your plan for prospecting and what will happen to the market after the tax credit expires?*

*With unemployment above 10 percent, what's the outlook in Memphis for new businesses or expansions to help absorb what's been lost?*

*What's changed in lending, appraisals and closing procedures in the past year that you need to know to help keep your next transaction on track?*

If any of these questions have been on your mind, then make plans to attend our first Residential Economic Forecast and Planning Summit on **Monday, March 29**, from 1 to 4 p.m. at the Germantown Performing Arts Centre theater where a great lineup of national and local experts will try to provide answers.



Offering a broad overview of the national residential real estate market and what 2010 could bring is Lawrence Yun, senior vice president and chief economist with the National Association of REALTORS®. Recognized as one of the top 10 economic forecasters in the country, Yun brings his

straightforward and insightful approach to Memphis and looks back and where we've come from in 2009 and where we're headed in 2010.

Additional presentations at the Summit include:

- **It's All Local: Memphis Area Economic & Jobs Outlook**  
*Dexter Muller, Senior Vice President, Community Development – Memphis Regional Chamber*

- **Navigating New Minefields in Appraisals, Lending and Closings**  
*Michael Murphy, Attorney, Murphy, DeZonia & Webb*  
*Lisa Reid, Executive Vice President & Mortgage Division Manager – Magna Bank*  
*Robert Stephenson, Appraiser, Stephenson & Associates*
- **Things Just Don't Gotta Get Better – YOU Do**  
*Jerry Rossi, Certified CRS Instructor*

Attendees should come away with a clearer understanding of where the national and local markets stand, economic issues that are at play to impact 2010, and how they can make changes to their business to come out of 2010 successful regardless of what happens around them.

Members can [register online](#) and cost is just \$25. Non-members can download this [registration form](#) and cost for non-members is \$40. *Special thanks to Summit sponsors Tennessee Housing Development Agency and Magna Bank.*



RESIDENTIAL ECONOMIC  
FORECAST & PLANNING SUMMIT  
— MARCH 29, 2010 —

Germantown Performing Arts Centre Theater  
1801 Exeter Road, Germantown  
Registration & Refreshments at 12:30 p.m.  
Program from 1 to 4 p.m.

Members - \$25  
[Register Online](#)

Non-Members - \$40  
[Download Registration Form](#)



# MAAR News and Events

## Chapter Meetings

IREM Memphis will host its regular monthly chapter membership luncheon **Thursday, March 11**, featuring the Honorable Mayor AC Wharton. Location TBD. Guest fee is \$25. RSVP to [irem20@bellsouth.net](mailto:irem20@bellsouth.net) as soon as possible – space will be limited for this meeting. Call (901) 515-8221 for more information.

Memphis Metro CCIM will hold its monthly membership luncheon at 11:45 a.m. on **Tuesday, March 16**, at the University of Memphis Holiday Inn. Details TBD. RSVP to [memphisccim@comcast.net](mailto:memphisccim@comcast.net); call 901-218-0782 for more information.

## Professional Designation Scholarships

The MAAR Education Foundation is accepting applications for the Professional Designation Scholarship now through March 30. If you're looking to obtain your ABR, GRI, CRS, SRES, SRS, GREEN - or any other combination of letters! - be sure to submit an application. Approximately 25 scholarships will be awarded. Selections are merit-based, but financial need will be taken into consideration. [Click here](#) for more details. CCIM Candidates should fill out the Newman Cross CCIM Memorial Scholarship.

## Youth Villages Kick-off Party

How can you tell it's 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**, in the MAAR Education Center. The party begins at 5 p.m. and the Lion Heart Award presentation will be at 6 p.m. 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, emcee Dave Cera, great music by resident DJ Glen Turner, 5K promotions and much more - all for free!



## WCR Luncheon

Join the wonderful group of WCR members at their luncheon on **Thursday, March 11**, at 11:30 a.m. at Hilton Memphis. Shelby County Assessor Cheyenne Johnson will be the featured speaker, presenting "Assessing in Challenging Times". 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](mailto:cstokes@firstam.com).



## MAAR In the News: January 14, 2010 through February 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)
01/15/2010	Memphis Business Journal	<a href="#">Latest Housing Data Signal a Rebound for the Local Market</a>
01/25/2010	Memphis Business Journal	<a href="#">National Home Sales Plummet to 40-year Low</a>
01/29/2010	Commercial Appeal	<a href="#">100<sup>th</sup> Closing Contest</a>
01/29/2010	Memphis Business Journal	<a href="#">Numbers Tell Familiar Story in Housing Industry</a>
01/29/2010	Memphis Business Journal	<a href="#">MAAR Rolling Out New Logo for Centennial</a>
01/29/2010	Memphis Business Journal	<a href="#">Downtown Condo Sales Finish Strong</a>
02/03/2010	Memphis Business Journal	<a href="#">MAAR: Memphis Area Home Sales Down Slightly in December</a>
02/03/2010	Commercial Appeal	<a href="#">Dec. Memphis Home Sales Up Over Nov., Down Slightly vs 2008</a>
02/07/2010	Commercial Appeal	<a href="#">Real Estate Owners Share Fears Ahead of Commercial Property Summit</a>
02/09/2010	Memphis Daily News	<a href="#">Stabilizing Home Sales Hit Bump in January</a>
02/13/2010	Commercial Appeal	<a href="#">Memphis Commercial Property Market: Not All that Bad?</a>



# MAAR News and Events

## EDUCATION SCHEDULE

To register for education courses or to view course descriptions, visit [www.maar.org/ce](http://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., March 4	8:30 a.m. to 12:30 p.m.	<a href="#">2009-10 TREC Core Course</a>	\$40 members/ \$60 non-members	4 hours
Wed., March 10 & Thurs., March 11	8:30 a.m. to 4:30 p.m. both days	<a href="#">Senior's Real Estate Specialist (SRES)</a>	\$285 members/ \$305 non-members	12 hours
Fri., March 12	9 a.m. to noon	<a href="#">You Bet Your License! Misrepresentation in Real Estate</a>	\$30 members/ \$50 non-members	3 hours
Fri., March 12	1 to 4 p.m.	<a href="#">Reverse Mortgages and You</a>	Free	N/A
Mon., March 15	1 to 4 p.m.	<a href="#">Ethics: Your Pathway to Professionalism</a>	\$30 members/ \$50 non-members	3 hours
Tues., March 16	1 to 4 p.m.	<a href="#">Free CE Series: Contracts 102</a>	Free for members/ \$50 non-members	3 hours
Wed., March 17 & Thurs., March 18	8:30 a.m. to 5:30 p.m. both days	<a href="#">GRI 2: Smart Marketing</a>	\$190 members through March 10; \$210 after/ \$215 non-members through March 10; \$240 after	16 hours
Mon., March 22	8:30 a.m. to 5 p.m.	<a href="#">Short Sales &amp; Foreclosures: What Buyer's Representatives Need to Know</a>	\$60 members/ \$80 non-members	8 hours
Tues., March 23 & Wed., March 24	8 a.m. to 5 p.m. both days	<a href="#">IREM FIN 402: Investment Real Estate – Financial Tools</a>	\$570 premier IREM member/ \$660 classic IREM member/ \$715 non-member	N/A
Wed., March 24	2 to 5 p.m.	<a href="#">TransactionDesk Basic Training</a>	\$30	3 hours
Fri., March 26	8 a.m. to 5 p.m.	<a href="#">Appraising Distressed Commercial Real Estate</a>	\$175 AI member/ \$200 non-members	7 hours
Mon., March 29	1 to 5 p.m.	<a href="#">WHM: Qualifying Your Buyer for Affordable Financing</a>	\$40 members/ \$60 non-members	4 hours

## TECHNOLOGY SCHEDULE

To register for technology courses, visit [www.maar.org/tech/courses.asp](http://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, March 3	<a href="#">MLS Refresher</a>	1:30 to 3:30 p.m.
Thursday, March 4	<a href="#">One-Line CMAs Made Easy</a>	2 to 3 p.m.
Friday, March 5	<a href="#">Quick Ways to Make the Most of MAARdata</a>	9:30 to 10:30 a.m.
Monday, March 8	<a href="#">Setting Up My Free Agent Web Page</a>	1:30 to 2:30 p.m.
Wednesday, March 10	<a href="#">Working with Clients and Client Web Pages</a>	10 to 11:30 a.m.
Thursday, March 11	Running the Numbers! Quick Statistical Reports (Webinar) Call Melanie at 818-2428 to register.	Sign on at 9:50 a.m.; class begins at 10 a.m.
Friday, March 12	<a href="#">Quick Ways to Make the Most of MAARdata</a>	9:30 to 10:30 a.m.
Wednesday, March 17	<a href="#">Let the System do the Searching for You</a>	10 to 11 a.m.
Thursday, March 18	<a href="#">One-Line CMAs Made Easy</a>	2 to 3 p.m.
Tuesday, March 23	Let the System do the Searching for You (Webinar) Call Melanie at 818-2428 to register	Sign on at 1:50 p.m.; class begins at 2 p.m.
Wednesday, March 24	<a href="#">Running the Numbers! Quick Statistical Reports</a>	10 to 11 a.m.
Tuesday, March 30	<a href="#">Setting Up My Free Agent Web Page</a>	3 to 4 p.m.
Wednesday, March 31	<a href="#">Working with Clients and Client Web Pages</a>	1:30 to 3 p.m.



# MAAR Calendar of Events

## March 2010

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
1	2	3 <ul style="list-style-type: none"> <li>•Grievance Committee (9 a.m.)</li> <li>•Multi Million Dollar Club Board (11:30 a.m.)</li> <li>•MLS Refresher (1:30 p.m.)</li> <li>•Benevolent Fund Committee (2 p.m.)</li> </ul>	4 <ul style="list-style-type: none"> <li>•MAARket Masters (7 a.m.)</li> <li>•TREC Core Course (8:30 a.m.)</li> <li>•MLS Committee (10 a.m.)</li> <li>•One Line CMAs Made Easy (2 p.m.)</li> <li>•YV5K Kick-Off Party (5 p.m.)</li> </ul>	5 <ul style="list-style-type: none"> <li>•Governmental Affairs Committee (9 a.m.)</li> <li>•Quick Ways to Make the Most of MAARdata (9:30 a.m.)</li> </ul>
<ul style="list-style-type: none"> <li>•Setting Up My Free Agent Web Page (1:30 p.m.)</li> </ul>	<ul style="list-style-type: none"> <li>•Millington-Tipton Realty Group (8:30 a.m. – Old Timer's)</li> </ul>	10 <ul style="list-style-type: none"> <li>•Commercial New Member Orientation (9 a.m.)</li> <li>•Working with Clients and Client Web Pages (10 a.m.)</li> <li>•WCR Board Meeting (1:30 p.m.)</li> </ul>	11 <ul style="list-style-type: none"> <li>•MAARket Masters (7 a.m.)</li> <li>•Bylaws Committee (9 a.m.)</li> <li>•Running the Numbers! Quick Statistical Reports (10 a.m. - Webinar)</li> <li>•WCR Luncheon (11:30 a.m. – Hilton)</li> <li>•IREM Luncheon (noon – location TBA)</li> <li>•Centennial Task Force (2 p.m.)</li> </ul>	12 <ul style="list-style-type: none"> <li>•Misrepresentation in Real Estate (9 a.m.)</li> <li>•Quick Ways to Make the Most of MAARdata (9:30 a.m.)</li> <li>•Fair Housing Committee (10:30 a.m.)</li> <li>•Reverse Mortgages and You (1 p.m.)</li> </ul>
TAR Spring Conference (Murfreesboro)			SRES (8:30 a.m. to 4:30 p.m. both days)	
15 <ul style="list-style-type: none"> <li>•Ethics: Your Pathway to Professionalism (1 p.m.)</li> </ul>	16 <ul style="list-style-type: none"> <li>•CCIM Luncheon (11:45 a.m. – location TBA)</li> <li>•Free CE Series: Contracts 102 (1 p.m.)</li> <li>•YV5K Steering Committee (4:30 p.m.)</li> </ul>	17 <ul style="list-style-type: none"> <li>•Let the System do the Searching for You (10 a.m.)</li> <li>•DR Orientation (11:30 a.m.)</li> </ul>	18 <ul style="list-style-type: none"> <li>•MAARket Masters (7 a.m.)</li> <li>•One Line CMAs Made Easy (2 p.m.)</li> </ul>	19 <ul style="list-style-type: none"> <li>•Commercial Council BOD (8:30 a.m.)</li> <li>•Starting Point (9 a.m.)</li> <li>•RESPA Really Matters (1 p.m.)</li> </ul>
		GRI 2: Smart Marketing (8:30 a.m. to 5:30 p.m. both days)		
22 <ul style="list-style-type: none"> <li>•Short Sales and Foreclosures: What Buyer's Representatives Need to Know (8:30 a.m.)</li> </ul>	23 <ul style="list-style-type: none"> <li>•Let the System do the Searching for You (2 p.m. – Webinar)</li> </ul>	24 <ul style="list-style-type: none"> <li>•Running the Numbers! Quick Statistical Reports (10 a.m.)</li> <li>•TransactionDesk Basic (2 p.m.)</li> </ul>	25 <ul style="list-style-type: none"> <li>•MAARket Masters (7 a.m.)</li> <li>•Board of Directors (8:45 a.m.)</li> <li>•Mid-South CRS Breakfast (9 a.m.)</li> <li>•REALTOR.com Workshop: Preparing for Profit as the Market Turns (9 a.m. – Hilton)</li> <li>•Owner/Manager Forum (2 p.m.)</li> </ul>	26 <ul style="list-style-type: none"> <li>•AI – Appraising Distressed Commercial Property (8 a.m.)</li> </ul>
	IREM FIN 402: Investment Real Estate – Financial Tools (8:30 a.m. to 5 p.m. both days)			
29 <ul style="list-style-type: none"> <li>•Residential Economic Forecast &amp; Planning Summit (12:30 p.m.–GPAC)</li> <li>•Qualifying Your Buyer for Affordable Financing (1 p.m.)</li> </ul>	30 <ul style="list-style-type: none"> <li>•Setting Up My Free Agent Web Page (3 p.m.)</li> </ul>	31 <ul style="list-style-type: none"> <li>•RPAC (9 a.m.)</li> <li>•Working with Clients and Client Web Pages (1:30 p.m.)</li> </ul>	April 1 <ul style="list-style-type: none"> <li>•MAARket Masters (7 a.m.)</li> <li>•MLS Committee (10 a.m.)</li> <li>•Centennial Task Force (2 p.m.)</li> <li>•Commercial Broker Forum (3 p.m.)</li> </ul>	2 <ul style="list-style-type: none"> <li>•Fresh Start Free Forum (10 a.m.)</li> <li>•Commercial Council Education Committee (1:30 p.m.)</li> </ul>



# 2010 RPAC Contributors



2010 Goal: \$65,000 • Total Raised to Date: \$20,737

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(\$5,000)  
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