



www.maar.org

MAAR This Month

Quarterly Market Update

Join us for the first of three market updates in 2010 reviewing the local residential real estate market on **Tuesday, May 25**, 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. In addition, each update will feature a presentation by a local expert on one segment of our market. At this first update Don Berge with Market Graphics will review the local new home sales and construction market. There is no cost for this event but space is limited so be sure to [register early](#).



MAY 2010

A'MAAR'ican Idol

MAAR members, it's time to get your acts together! MAAR is hosting its premier [RPAC fundraiser](#) on Friday, June 11 and we need Idol-worthy talent. Awards will be given away in the following categories:

- Top Female Talent
- Top Male Talent
- Top Group Talent
- Most Original
- Best Costume
- A'MAAR'ican Idol



Come one, come all to enjoy a night filled with fun, food, and entertainment!

[Registration forms](#) must be turned in by May 28. Questions? Call Aubrie Kobernus, MAAR Governmental Affairs Director, at 818-2423 or e-mail aubrie.kobernus@maar.org.

I'm a great believer in luck, and I find the harder I work, the more I have of it.

—Thomas Jefferson, 3rd President of the United States



MAAR News and Events

Youth Villages 5k Race

Thank you for helping make this year's YV5K one of the most successful yet! We had over 1100 runners pre-registered—an all-time high! MAAR members continue to make the YV5K one of Memphis's largest races of the year, and we're proud of that tradition. To date, you have helped raise over \$1.5 million for Youth Villages. Proceeds from this year's race will benefit transitional living, mentoring and spiritual life. To learn more about Youth Villages, a Memphis-based organization, visit www.youthvillages.org.



MAAR In the News: March 15, 2010 through April 15, 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)
03/16/2010	Memphis Daily News	CRE Market Sweats Tight Times
03/17/2010	ABC 24	Scrap Metal Thefts: Are the Laws Working?
03/18/2010	Yahoo News	America's Most Underwater Housing Markets
03/19/2010	ABC 24	Foreclosures Dropping in the Mid-South
03/20/2010	Commercial Appeal	Real Estate Summit will Discuss Home Market
03/24/2010	Memphis Daily News	Yun Brings Economic Forecast to MAAR Summit
03/24/2010	Commercial Appeal	Shortage of Housing May Accompany Recovery
03/25/2010	Memphis Daily News	Open House Push to Close Out Tax Credit
03/30/2010	Commercial Appeal	Turning the Corner: Realtors See Signs of Local Housing Rebound
03/31/2010	Commercial Appeal	Area Home Sales Fall 6.3 Percent
04/02/2010	Memphis Business Journal	MAAR: Weather Hurt February Home Sales
04/02/2010	Memphis Business Journal	Memphis Residential Brokers Cut Costs as They Muddle Through
04/02/2010	Memphis Business Journal	Die-Hard Residential Real Estate Agents Find New Tools to Close Deals
04/02/2010	Memphis Business Journal	Weigh-In: How will the Market Fare Without Government Programs?
04/04/2010	Commercial Appeal	Memphis Slates Open Houses Next Weekend
04/04/2010	Commercial Appeal	It's An Open House Weekend
04/07/2010	FOX 13 Morning News	Open House Weekend Pre-Coverage
04/08/2010	Memphis Daily News	Madness Comes to March Home Sales Totals
04/08/2010	ABC 24 Midday News	Open House Weekend Pre-Coverage
04/09/2010	Commercial Appeal	Foreclosure Sales Deflate Memphis-Area Home Values
04/10/2010	Commercial Appeal	Memphis Realtors Open 1,200 Homes this Weekend
04/11/2010	ABC 24 News	Open House Weekend Coverage
04/11/2010	FOX 13 News	Open House Weekend Coverage
04/12/2010	Memphis Daily News	Home Sales Inch Up in Q1
04/12/2010	Commercial Appeal	Owners Hope Open House will Lead to Sale
04/15/2010	Commercial Appeal	Corporate Giving: Long-Running 5K Benefits Youth Villages



MAAR News and Events

Chapter News & Events

The Memphis Chapter of the Appraisal Institute will hold its quarterly membership luncheon on **Thursday, May 6** at noon at the Racquet Club of Memphis. Joe Steffner with Grubb and Ellis will discuss development in the local market. RSVP to aimemphis@comcast.net by Monday, May 3. Guest fee is \$25.

Memphis Metro CCIM will host a membership reception on **Tuesday, May 11** at Salsa Mexican Restaurant in the Regalia at Poplar and Shady Grove from 5:30 to 7 p.m. RSVP to memphisccim@comcast.net by Friday, May 7. Guest fee is \$25.

IREM Memphis will hold its monthly chapter membership luncheon on **Thursday, May 13** at the University of Memphis Holiday Inn. The program will include a presentation by Benny Lendermon with Riverfront Development Corporation. RSVP to irem20@bellsouth.net by May 10. Guest fee is \$25.

The Memphis Chapter of the Appraisal Institute will offer an educational seminar for residential appraisers on **Tuesday, May 18** in the MAAR Education Center. Valuation by Comparison: Residential Analysis and Logic awards 7-hours of continuing education for TN appraisers. [Click here](#) to register today to receive the early pricing. Call the Chapter Office at (901) 218-0782 for more information.

Fiscal Literacy: May FREE CE Course Series

Attendees of this course will improve their understanding of the top 10 money market issues, learn six ways to establish an advice-based business, discover four top tools to improve their fiscal literacy, uncover five areas to harvest current statistics, and learn six strategies to obtain financial security and independence. This course is being offered on **Wednesday, May 19**, from 1 to 4 p.m. for 3 hours of FREE CE. [Register online.](#)

WCR Lunch & Learn

Join the wonderful group of Women's Council of REALTORS® members at a Lunch and Learn on **Friday, May 21**, from 11:30 a.m. – 1:00 p.m. at The Oaks at Woodchase Clubhouse, 1680 West Southfield Circle, Cordova. Ryan Guess will help us celebrate Memphis in May, and everyone will get to share an idea, tip or trick that has helped them in their business. Cost for the event is \$5 per person, which includes a BBQ cook-out lunch, and anyone is welcome to attend. Reservations must be made in advance by contacting Regina Hubbard at ReginaHubbard4@hotmail.com.

Affiliate Council General Meeting

Attention Affiliate Members! You are invited to the second general session meeting of the Affiliate Council. The Affiliate Council Steering Committee has been meeting for 3 months to get the Affiliate Council up and running again. Plan to attend this important meeting, open to all MAAR Affiliate Members, where the Steering Committee will present its recommendations for discussion. Mark your calendar for **Tuesday, May 11**, at 11:30 a.m. in the MAAR Education Center and plan to bring your lunch. For more information, contact Taylor Hewgley at (901) 747-0700 or thewgley@midsouthtitle.cc.



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., May 4	1 to 4 p.m.	Introduction Meth Lab Awareness	\$30 for members/ \$50 for non-members	3 hours
Wed., May 5	1 to 5 p.m.	2009-10 TREC Core Course: Contracts and Agency	\$40 for members/ \$60 for non-members	4 hours
Wed., May 19	1 to 4 p.m.	Fiscal Literacy	FREE for members/ \$50 for non-members	3 hours
Thurs., May 20 & Fri., May 21	8:30 to 5 p.m. Both Days	CRS 201:The Listing Course	\$260 for members/ \$280 for non-members	16 hours
Mon., May 24	1 to 4 p.m.	Professional Standards in the 21st Century	\$30 for members/ \$50 for non-members	3 hours
Wed., May 26	1 to 4 p.m.	Renovation Financing	\$30 for members/ \$50 for non-members	3 hours
Thurs., May 27	9 to 11 a.m.	Starting Point	FREE for members/ \$15 for 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
Tuesday, May 4	MLS Refresher WEBINAR	3 to 4:30 p.m.
Wednesday, May 5	Setting Up My Free Agent Web Page	9:30 to 10:30 a.m.
Thursday, May 6	One-Line CMAs Made Easy	10 to 11 a.m.
Thursday, May 6	Let the System Do the Searching for You WEBINAR	3:30 to 4:30 p.m.
Friday, May 7	Running the Numbers! Quick Statistical Reports	9:30 to 10:30 a.m.
Monday, May 10	Let the System Do the Searching for You	2 to 3 p.m.
Friday, May 14	Running the Numbers! Quick Statistical Reports WEBINAR	9:30 to 10:30 a.m.
Monday, May 17	Quick Ways to Make the Most of MAARdata	2 to 3 p.m.
Tuesday, May 18	Running the Numbers! Quick Statistical Reports	1:30 to 2:30 p.m.
Wednesday, May 19	MLS Refresher	10 to 11:30 a.m.
Wednesday, May 19	Quick Ways to Make the Most of MAARdata	2 to 3 p.m.
Thursday, May 20	Setting Up My Free Agent Web Page	9:30 to 10:30 a.m.
Thursday, May 27	One-Line CMAs Made Easy	2 to 3 p.m.

Starting Point Class

Learn to use the Starting Point tool, offered exclusively for MAAR members through MAARdata, by attending the two-hour course on **Thursday, May 27** from 9 to 11 a.m. Become skilled at using this beneficial research tool to help establish estimated home values. Starting Point is not a replacement for an appraisal; rather, it is an enhancement to the set of tools available through the MLS and MAARdata. It compares properties based on the type of factors that an appraiser would use to determine price. Offering 2 hours of CE credit, Starting Point is free for members and \$15 for non-members.



MAAR Calendar of Events

May 2010

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
<p>3</p> <ul style="list-style-type: none"> •Meth Lab Awareness (1 p.m.) •MLS Refresher WEBINAR (3 p.m.) 	<p>4</p> <ul style="list-style-type: none"> •Grievance Committee (9 a.m.) •Agent Web Page Set Up (9:30 a.m.) •TREC Core Course (1 p.m.) •New Member Orientation (2 p.m.) 	<p>5</p> <ul style="list-style-type: none"> •MAARket Masters (7 a.m.) •MLS Committee (10 a.m.) •One-Line CMA's (10 a.m.) •MMDC Election Luncheon (11 a.m. – Racquet Club) •Appraisal Institute Luncheon (noon – Racquet Club) •Let the System Do the Searching for You (3:30 p.m.) 	<p>6</p> <ul style="list-style-type: none"> •Governmental Affairs (9 a.m.) •Quick Statistical Reports (9:30 a.m.) •IREM Board of Directors (11:30 a.m.) 	
<p>10</p> <ul style="list-style-type: none"> •Corporate Sponsorship Task Force (1 p.m.) •Let the System Do the Searching for You (2 p.m.) 	<p>11</p> <ul style="list-style-type: none"> •Millington Tipton Realty Group (8:30 a.m. – Old Timer's) •Affiliate Council General Meeting (11:30 a.m.) •CCIM Membership Reception (5:30 p.m.) 	<p>12</p>	<p>13</p> <ul style="list-style-type: none"> •MAARket Masters (7 a.m.) •IREM Class (8:30 a.m.) •New Member Orientation (9 a.m.) •IREM Luncheon (noon) 	<p>14</p> <ul style="list-style-type: none"> •Quick Statistical Reports WEBINAR (9:30 a.m.)
<p>17</p> <ul style="list-style-type: none"> •Making the Most of MAARdata (2 p.m.) 	<p>18</p> <ul style="list-style-type: none"> •Appraisal Institute Class (8 a.m.) •Quick Statistical Reports (1:30 p.m.) •New Member Orientation (5 p.m.) 	<p>19</p> <ul style="list-style-type: none"> •Mid-South CRS Breakfast (9 a.m.) •MLS Refresher (10 a.m.) •Fiscal Literacy (1 p.m.) •Benevolent Fund Committee (2 p.m.) •Make the Most of MAARdata (2 p.m.) 	<p>20</p> <ul style="list-style-type: none"> •MAARket Masters (7 a.m.) •New Member Orientation (9 a.m.) •Mid-South CRS Chapter (9 a.m.) •Agent Web Page Set Up (9:30 a.m.) 	<p>21</p> <ul style="list-style-type: none"> •Fair & Affordable Housing Committee (10:30 a.m.) •WCR Lunch and Learn (11:30 a.m. – The Oaks at Woodchase)
<p>24</p> <ul style="list-style-type: none"> •Professional Standards in the 21st Century (1 p.m.) 	<p>25</p> <ul style="list-style-type: none"> •Quarterly Market Update #1 of 3 (2 p.m.) 	<p>26</p> <ul style="list-style-type: none"> •TransactionDesk Basic (9 a.m.) •New Member Orientation (9 a.m.) •RPAC (9 a.m.) •Renovation Finance (1 p.m.) 	<p>27</p> <ul style="list-style-type: none"> •MAARket Masters (7 a.m.) •Board of Directors (8:45 a.m.) •Starting Point (9 a.m.) •Corporate Sponsorship Task Force (1 p.m.) •One-Line CMA's (2 p.m.) 	<p>28</p>
<p>31</p> <p><i>MAAR Office Closed in Observance of Memorial Day</i></p>	<p>June 1</p>	<p>2</p> <ul style="list-style-type: none"> •Commercial Council Broker Forum (8:30 a.m.) •Grievance Committee (9 a.m.) •New Member Orientation (9 a.m.) •MMDC Board of Governors (11:30 a.m.) •Benevolent Fund Committee (2 p.m.) 	<p>3</p> <ul style="list-style-type: none"> •MAARket Masters (7 a.m.) •MLS Committee (10 a.m.) •Centennial Task Force (2 p.m.) 	<p>4</p> <ul style="list-style-type: none"> •Commercial Council BOD (8:30 a.m.) •Free Forum (10 a.m.)



2010 RPAC Contributors



2010 Goal: \$65,000 • Total Raised to Date: \$30,100

Golden R (\$5,000)

Rosemarie Fair
Nick French
Bobbi Gillis
Fontaine Taylor

Sterling R (\$1,000 - \$4,999)

Pat Beech
Doug Collins
Sue Stinson Turner
Jules Wade

Capitol Club (\$250 - \$499)

Jon Albright
J. Walter Allen
Charles Askew
Carol Lott
Mark Miesse
Michael Mullis
Terri Porter
Irvin Skopp
John Stamps
Mary Ann Tapp
R. Darnell Tate
Steve Young

\$99er Club (\$99 - \$249)

Wyatt Aiken
Frances Anderson
Kent Anderson
Tammy Anderson
Allyson Avera
Vicki Blackwell
Ceylon Blackwell
Floy Blustein
Linda Boddie
Steve Brown
Susan Brubaker

Vickie Burgess
Crystal Burnett
Marilyn Butcher
Ginger Coggins
Gerre Currie
Dave Dermon
Terry Fondren
Maureen Fraser
Gail French
Diane George
Pat Goldstein
Jan Gordon
Marshall Gordon
Nancy Guy

Carrie Hanlon
Debby Harris
Harold Haskin
Melissa Hayes
Carole Hinely
Shannon Hoff
Jimmie Hopson
Regina Hubbard
Sherman Johnson
Mike Lawhead
Lewis Marshall
Denise Martin
Bill Maury
Christie May
Meredith McDonald

Joyce McKenzie
Wendy McNeil
Bebe McWaters
William Mitchell
Rosiland Moore
Keith Morris
Dianne Murray
Joyce Nussbaum
Leslie O'Leary
Alicestine Payne
Yacqui Peete
Judy Piovarczy
Ron Poe

Carmen Prince
JoAnne Reinhardt
Mike Ritz
Mechele Rodgers
Ed Sharp
Joe Steffner
Trae Sterling
Sarah Surratt
Bob Turner
Don Varner
Steven Webster
Steve Wood
Judy Wooten
Sam Zalowitz

Contributing Member (\$25 - \$98)

Jeanne Arthur
Amy Batson
Barbara Becker
Joe D Bell
Bernie Black-Garwood
Tina Black-Shears
Harold Blockman
Thomas Boyd
J. Allen Brasfield
Carrie Brody
Bennie Brooks-Reed
Dana Brown
Cissy Brown
Fontaine Brown
Paul Brown
Jeannie Bruce
Rita Burgess
Chauncey Burton
Elbert Carr
Camilla Carr Brinner
Pam Chalmers
Trina Chamberlain
Robin Chandler
Jean Childress
Laura Clark

Kelly Cobb
Don Cockroft
Pat Cosby
Elaine Creson
Carlie Davis
Lisa Davis Wills
Beverly Doring
Bettie Dugger
Mark Duke
Wanda Dyas
Laura Edmondson
Meg Escue
Robert Farris
Laura Flaniken
Danny Freeman
Martin Fyer
Phyllis Fryer
Mary-Ann Gano
Debbie Gould
Jenny Grehan
Pauline Guyton
Kathy Hays
Sue Helmers
Thomas Henze
Janie Hopkins
Marcia Hughes
C. Lauren Jones
Lou Jones
Virginia Jones
Meribeth LaBarreare
Margaret Lacy
Amanda LaMountain
Natalie Latham
Jim Maddox
Becky Maury
Scott May
Marty McClatchy
Shannan McWaters
John Mercer
Jimmie Mitchell
Glenn A. Moore
Karen Newton

Debbie Nixon
Jeanne Nixon
Peter Okhiria
Janey Outlan
Binford Peeples
Oliver Peyton
Pam Pierce
Suzanne Plyler
Sylvester Powell
Lisa Putman
James Rainer
Deborah Rodda
Robbin Sanders
Elizabeth Scott
Martin Shipp
Fancher Smith
Cherri Smith
Steve Solomon
Gordon Stark
Karen Stephens
Whit Stuart
Clay Templeton
Catherine Thomas
Mark Thomas
Deborah Vaughan
Helen Wang
Denise Ware
Gloria Washington
Leroy Watkins
Susan West
John White
Katie Wiener
Glenda Wilkerson
Cissy Willis
Michael Wooten

Contributions are not deductible for Federal income tax purposes. RPAC contributions are voluntary and used for political purposes. The amount suggested is merely a guideline and you may contribute more or less than the suggested amount. You may refuse to contribute without reprisal or otherwise affecting your membership rights. Seventy percent of your contribution goes to your State Association to support state and local political candidates. Thirty percent is sent to National RPAC to support Federal candidates against your limits under 2 U.S.C. 441a; after the state PAC reaches its RPAC goal, it may elect to retain your entire contribution for use in supporting state and local candidates.