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Theresa,

Please be sure to log into our web site and make your 2008 dues payment. Payments must be received by December 31, 2007 to avoid a \$100 late assessment.

Thank you for your membership - we look forward to a fantastic 2008 with you!

A Word From Kathie



Merry Christmas!

This is the time of year that we all pause and take stock of where we are and count our many blessings. We are blessed with so many talented and giving REALTOR® and affiliate members. We have had an enormous amount of energy this year around education, networking, and

committee work. We had a tremendous campaign for Habitat for Humanity, led very capably by Debbie Parker and her team. We had a great RPAC campaign which allowed us to contribute to local and state elections as well as lead the way in Congress with initiatives to modernize FHA.

We are blessed with a great professional staff. Theresa and her team have gone to extraordinary lengths this year to serve all of us in the very best possible manner. They have focused on customer satisfaction in every transaction with great results. Stop by soon to check your email, eat a cookie or drink a cup of coffee and see for yourself how customer-focused our office has become.

We are blessed with a great place to live and work. Middle Tennessee is a beautiful part of the world. We benefit from good neighbors, extraordinary quality of life, and excellent schools. All of these things are necessary for a great real estate market in

addition to these three things: 1. High employment rates. Our current employment rate is hovering around 95%. That means that almost every one who wants a job has one. 2. Affordable mortgage interest rates. Interest rates are in the single digits and are at historically low levels. 3. Adequate inventory. Inventory has increased meaning that buyers have a great opportunity to competitively shop and choose the home that fits their needs rather than having to settle for whatever home they could bid the highest and fastest.

Last week, I had the opportunity to hear our current NAR President, Dick Gaylord, speak. His most important message was that he felt it was time that Americans started viewing their home as their greatest long term investment and not a cash cow to be milked at every opportunity. How true!

He also cautioned us as REALTORS® against believing all the negative news. We've all heard the negative national media and it's hard not to fall into the trap of believing every new bad story. Instead, we have to become ambassadors for our industry and make certain that our friends, neighbors, customers and clients hear positives from us. If we look, we can find the positive news:

- Mortgage Applications rose last month
- 95% of mortgages are being paid on time
- 85% of sub-prime mortgages are being paid on time

Let's not let the national news media make our market become a self-fulfilling prophesy!

Our market has moved so fast in the past few years that many of us had the luxury of not having to plan, prospect, or market. We just opened our doors and clients fell in. Many of us had little time for ourselves or our families. I believe that in order to be successful going forward, it is critical to return to the basics, focus on building a great quality of life for ourselves and our families, and to plan our business strategies carefully. As my Christmas gift to you, I've arranged for you to have a copy of a [Plan for an Awesome Year](#) from my colleague, Joann Fosland. She's a great business coach and mentor. You can visit her website at www.joann.com to meet her and be inspired by her work.

I would like to challenge you to take a day away from your business and focus on the lessons in this plan. You'll find renewed strength of purpose and focus as you begin 2008. Let's make it our very best year!

It is an honor to serve as your President, Kathie Moore

Apply Now for Leadership TAR 2008

Applications are now being taken for the 2008 Class of LEADERSHIP TAR! Participation in LEADERSHIP TAR is open to all TAR members. Through LEADERSHIP TAR, emerging REALTOR leaders in the state sharpen their leadership skills and knowledge in a series of

retreats, and join a growing network of present and future business leaders across the state.

More information about the 2008 Program is provided on the Application Form (available in PDF format): <http://tarnet.com/files/pdf/2008LeadTARApp.pdf>

The DEADLINE for application for the 2008 Class of LEADERSHIP TAR is JANUARY 15, 2008...applications should be received at the TAR office no later than this date! (Tuition does not have to be submitted with the application. Tuition is payable only after notification of acceptance.)

Sign TAR's License Plate Online Petition

Have you ever wondered if you could have an official State of Tennessee license plate for your car that showed you were a REALTOR? Well, TAR's Governmental Affairs Committee recently voted to move forward asking the General Assembly to do just that.

Next year, legislation will be introduced and supported by TAR to allow the state to issue license plates for REALTORS. Before the state will print the plates there must be 1,000 REALTORS who sign up for the plate.

To show the members of the General Assembly how committed we are to having our own license plate, TAR has set up an online petition to sign for you to show your interest in having a REALTOR license plate.

If you're interested in having a license plate for your automobile, please take a moment and fill out the online petition: http://www.tarnet.com/govaff/license_petition.php

In January, TAR will present this petition to the members of the General Assembly to hopefully expedite the legislative process. Watch the TAR Digest for more information as to when the legislation is passed and when you can begin to officially sign up for the plates!

Congratulations!



Our congratulations to **Branka Knapp** of Hodges & Fooshee Realty, Inc., **Joyce Jackson** of Crye- Leike Realtors, Columbia and **Lidia Lilly** and Doris Marlow both of Keller Williams Realty, Franklin for obtaining the coveted Accredited Buyer Representative (ABR®)

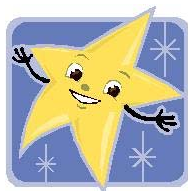
designation.

"The Accredited Buyer Representative (ABR®) designation is the benchmark of excellence in buyer representation. This coveted designation is awarded to real estate practitioners by the Real Estate BUYER'S AGENT Council (REBAC) of the National Association of REALTORS® who meet the specified educational and practical experience criteria".

For more information about this designation, you may click [here](#) to be linked to the REBAC website.

The ABR® is a two-day course and WCAR will offer the next one in April 2008.

Do You Know of a Young Superstar in the Real Estate Industry?



From NAR: Are you or someone you know under 30 and a rising star in the real estate industry? We're looking for the next generation's leaders for our 9th annual "30 under 30" feature, which will appear in the June 2008 issue of REALTOR® Magazine. If you or your candidate will be under age 30 as of May 31, 2008, please fill out the "30 under 30" [application](#) to be considered for this feature.

We look for candidates who are not only successful in sales but also have used ingenuity in creating their road to success. We look for unusual marketing ideas that have been successfully implemented, unique stories about how candidates grew their success, and signs of leadership in the community and the profession. We also strive to ensure our "30 Under 30" represents the diversity that exists in the business.

We'll send an e-mail in May 2008 to all applicants notifying them of their status. The deadline to submit applications is January 14, 2008. For more information, please access the [Realtor Magazine Online](#).

30 Under 30: Submit an Application for 2008

SentriLock Tip of the Month: How can I Find out who Accessed my Lockboxes?



LOCKBOX ACCESS

Any time someone uses their SentriCard®, contractor code or 1 day code to access the key compartment of a lockbox, the lockbox and SentriCard® records certain access information.

You can view this information in several ways. If you are an Agent and the owner of the lockbox or the owner's card team member, you can view the **Access Report**. The **Access Report** displays the date and time anyone accessed the lockbox. If an Agent accessed the lockbox, the **Access Report** displays the Agent's name, company, phone number and e-mail address. The Access Report also indicates if someone used a contractor or 1 day code to access the lockbox. For information on how to view the **Access Report** see [How to View the Lockbox Access Report](#).

When an Agent accesses a lockbox and renews their SentriCard®, the **SentriLock Server** updates both the **Lockbox Access Log** and the **Access Report** with access information from the Agent's SentriCard®. You can also download the **Audit Log** from a lockbox. When you download the **Audit Log** you're downloading up-to-the-minute access information from a lockbox to your SentriCard®. If an Agent hasn't renewed their SentriCard®, you won't see access information on either the **Access Report** or the **Lockbox Access Log**. However, if you download the **Audit Log**, you will download up- to-the-minute access information from the lockbox. For information on how to download the **Audit Log**, see [How to Download Audit Log](#).

SentriLock's Web Site

The Education Station

Check out some of these great education opportunities:

Representing Estates

Wednesday, January 9, from 9:00 am - 11:00am
Instructor: Brian Smith, JD of Smith, Sholar & Associates
 \$30, 2 hours TREC

Focus Friday: Microsoft Excel - Excelling Your Real Estate Offerings

Friday, January 11, 2008, from 9:00am - 11:00am
Instructor: Theresa Wilson, CAE
 \$25, 2 hours TREC

Accredited Buyer Representative Manager

Wednesday, January 16, 2008 from 8:30am - 5:00pm
Instructor: Bob Sorey, Broker, ABR, ABRM, SRES, CRS, CCIM, ALC, CRS, GRI, e-Pro
 \$125, 8 hours TREC, lunch is provided

Auction as an Option

Thursday, January 17, 2008 from 9:00am - 12:00pm

Instructor: Dick Casada, CAI, CES, AARE

\$40, 3 hours TREC

Personal Assistants

Thursday, January 24, 2008 from 9:00am - 11:00am

Instructor: Sandra Tanksley, Broker, ITI Certified Instructor, ABR, CRS, GRI, LTG

\$30, 2 hours TREC

Focus Friday: Microsoft Word - Using Word to Create Meaningful Documents

Friday, February 8, 2008 from 9:00am - 11:00am

Instructor: Theresa Wilson, CAE

\$25, 2 hours TREC

Ninja Selling, a one-day CRS elective

Tuesday, February 12, 2008 from 8:30am - 5:00pm at the Embassy Suites

Instructor: Zan Monroe, ABR, ABRM, CRB, CRS, GRI, ITI, MIRM

\$150, 8 hours TREC, lunch is provided

Above and Beyond

Thursday, February 14, 2008 from 9:00am - 1:00pm

Instructor: Marty Calfee, Broker, GRI, CRS

\$50, 4 hours TREC

Understanding Mold in the Restoration Industry

Tuesday, February 19, 2008 from 9:00am - 12:00pm

Instructor: The Specialists at ServPro of Williamson County

\$40, 3 hours TREC

For more information and to register for classes..

Transaction Desk Training at the New TAR Office

From TAR: As many of you know, InstanetForms is being replaced by TransactionDesk in January of 2008. The good news is that TransactionDesk is just a higher version of InstanetForms and NO information will be lost during the transition.

TAR will be holding LIVE TUTORIALS for the basic use of TransactionDesk prior to the January of 2008. The classes will be held at the TAR office in downtown Nashville near Music Row. For a list of dates and times and to register online, [click here](#).

Early Registration Fee is \$25 Late Registration is \$40 The class will be limited to a size of 40 attendees and there will be NO C.E. available.

Government Affairs Update

The political scene has been unusually hectic in Williamson County as the holiday season approaches. On December 11th, Williamson County Mayor Rogers Anderson organized a workshop to discuss water supply concerns affecting residents in Williamson County and surrounding areas. Speakers from TACIR, TVA, and the Corps of Engineers discussed the increasing water demands in our area, the ongoing drought being experienced statewide, and overall goals to achieve adequate water distribution to serve future growth needs. Mayor Anderson stated intentions to commission a comprehensive study by the Army Corps of Engineers to examine the area's water supply and evaluate the numerous distribution systems within the County.

The City of Franklin recently created an Affordable Housing Task Force with the goal of creating

and promoting additional opportunities for affordable/workforce housing within Franklin. WCAR nominated fellow members Darlene Morton and Danny Anderson to serve on this newly created body. BOMA is currently accepting applications to fill the vacant Third Ward Alderman position. Interested residents are instructed to submit a letter of intent to the Mayor's office by January 9th expressing their qualifications and reasons for seeking the position. BOMA will evaluate all applications and determine the next step of the process at its January 15th meeting.

Several members contacted the office recently with questions concerning the Do Not Call Registry and what steps must be taken to adhere to the rules of the program. This typically affects members making calls to homeowners whose listings have expired on the MLS. If the person being called has registered for the Do Not Call list, REALTORS® can be subject to either a \$2,000 fine or forced to purchase the master list for \$500. Please contact the WCAR office if you utilize this method as a sales tactic and have questions regarding rules or procedures.

If you have questions about these or any other topics, please contact David Pair via [email](#) or phone (771-6845).

Noteworthy Articles

- [Budget and Worksheet Tips](#)
- [Differences Over When Housing Will Fully Recover](#)
- [How Hidden Incentives are Distorting Home Valuation](#)
- [How Smart is Your Smartphone?](#)
- [Sales Coach: Manage Their Expectations](#)
- [Ethics Update: E- Commerce](#)

Lavé MD - December Special



tattoo removal, and laser hair removal.

Lavé, a French word meaning cleansed or refreshed, signifies the rejuvenation benefits of our services, while the MD represents the medical expertise of David Vanderpool, M.D. Our services include varicose vein treatment, spider vein treatment, massage therapy, facial photorejuvenation, Botox®, Thermage®, laser

Exclusive Offer to WCAR Members: Buy 1 Laser Tattoo Removal Appointment Get 1 FREE (Through December 31st) We are also offering a complimentary consultation for Tattoo Removal during the month of December!

For more information, give us a call at 833-3002 or visit our web site.

GIFT CERTIFICATES AVAILABLE!

Contact Lave' MD

We are here for you. Let us know what we can do to best serve your needs!

Wishing you a safe and happy Holiday Season,



Theresa Wilson, CAE
Williamson County Association of REALTORS®

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phone: 615-771-6845

web: <http://www.williamsoncountyrealtors.org>

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