

[<Back](#) [Print](#)

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In This Issue

A Word From Kathie
 Update from TAR
 NAR Restates 2008
 Nondeductible Dues
 Sentrilock Tip of the Month
 'Divas' advice: Design homes
 with women in mind
 The TREC office has moved!
 The Education Station
 Government Affairs Update
 Noteworthy News
 Thank You to Our Newsletter
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Quick Links

[WCAR's Web site](#)

Theresa,

Mark your calendar for July 17th - as we meet and mingle at our summer Membership Mixer. We extended the hours to provide a better networking opportunity: 3pm-6pm at the [Club house at Hurtsbourne Park](#).

Thank you to our sponsors, Drees Homes, Fifth Third Mortgage and the Tennessean.

A Word From Kathie



This month, we took time from our schedules to step back into the time capsule of the Williamson County Association of REALTORS. At the Past-President's luncheon, we talked, laughed and enjoyed the company of those who have led this organization since its infancy. We reminisced about times past - the Old Holiday restaurant

where the "Board" (as it was known at that time) met for their monthly meetings. We heard some funny stories from earlier years and marveled at how much has changed in such a short time - and has stayed the same.

For example, Past President, Dora Palmer reminded us that real estate was a profession that was dominated in its early years by men, but now has more women than men. (According to the latest NAR studies - 59% of REALTORS® are female.) We were reminded of the MLS books (huge printouts of all the MLS listings - sort of like a telephone yellow pages), the days before cell phones, faxes, and keypads. Some stories about the first cell phones which were carried in the car in a huge case were shared. Apparently there were just a few lines available - it operated like a party line - everyone could listen in to the conversation. (Imagine the kinds of stories from that sort of a communal experience among REALTORS®.)

There were stories about hard choices that were made. One in particular stood out for me. The Board of the Williamson County Association of REALTORS® decided years ago to cease giving awards based on sales results. Their decision was based upon the belief that Realtors work should be recognized for more than the achievement of sales. They believed that such awards lessened the professionalism of REALTORS® and confused the public. (After all, a million dollar producer might actually qualify for food stamps.) It was interesting to hear all the leaders in the room speak proudly of that decision and affirm its relevance today.

It was also funny to hear how the same issues that consume a lot of time now - have consumed a lot of time for years. One former President said it best, "You can tune in to 'All My Children' only once a year, and still pick up the storyline - so with the Association." We've always been talking about getting REALTORS® involved in the Association, providing great education, and stretching our budget dollars to the very limit to serve members!

I have to say that I was humbled by all the knowledge in the room. By the leadership of the men and women who've gone before us. Their determination 46 years ago to create the Williamson County Association of REALTORS and their push for professionalism through education, community service and ethical standards have served us well and will continue to serve us well into the future.

The current Board of Directors has spent many hours this year working on the future - there are many bold plans for the next five years. They all revolve around our mantra this year, "Serving Realtors, Enhancing Communities". Help us, help you. Tell us what you need - we're always listening.

It's gotten hot outside and sales are warming up as well. People keep asking me if we've hit the bottom of the market yet - well, the truth is, we won't know until it's past. You cannot see the bottom of the market except in retrospect. Keep your focus on the basics, use this slower time in the market wisely to invest time in your business and your education. As Michael Gerber, author of "The E-Myth" and "The E-Myth Revised" wisely counsels entrepreneurs; spend time each week working ON your business, not IN your business. Focus on the good news - we're keeping pressure on the news media to lead with the positive news about our area. Use the monthly data that Theresa and her staff provide for you to build the case to your clients that it's a great time to buy. Cycles of real estate come and go - I know you'll be glad - like me, when this cycle is gone!

Have a great summer!

-Kathie

Update from TAR

For your information, the following info has been posted on TAR's Web Site: tarnet.com. Just click on the box to the left that says, "TAR & NAR Applications".

Application for 2009 TAR Committee Request - **Deadline into TAR Office- August 15**

Application for 2009 TAR Officers - **Deadline into TAR Office - July 7**

TAR Officer Position Information and Procedures

2008 TAR Realtor of the Year Nomination Form - **Deadline into TAR Office - July 7**

Realtor of the Year Nomination Procedures

TREEF Trustee Nomination Form for 2009-2011

NAR Restates 2008 Nondeductible Dues

NAR has restated nondeductible dues dollars for 2008 because of the significant amount of new programming added to NAR's 2008 budget. The 2008 nondeductible amount has been increased to \$25, or 31 percent of dues, from \$18, or 22 percent of dues. For 2009, \$26 of the \$80 in dues per member will be nondeductible. For more info contact [Karen Paschal](mailto:karen.paschal@nar.org), 312/329-8239.

SentriLock Tip of the Month



Did you know that you can log onto the [SentriLock website](http://SentriLock.com) and program your account to send you showing notifications when someone shows your listing?

Once on the SentriLock website, click on *My Account*. The *Edit Agent* page will be displayed. Under the *Preferences* section you may set your Showing Notifications to email you as soon as the information is available or email you at a certain time each day. Make sure you have your correct email address at the bottom of the page under the *Account* section.

Note: The SentriLock Server collects the showing information when you renew your SentriCard®. If an Agent accessed your lockbox today and renewed their card four days later, you will not receive showing information until after the Agent renews their card. So remember to renew your Sentricard after each time you use it to access a listing.

'Divas' advice: Design homes with women in mind

From The Tennessean: If homebuilders want to boost sales, they should start paying more attention to what women want in a house, according to a company that hopes to bring its "women-centric" designs to the homebuilding scene here.

Design Basics of Omaha, Neb., the largest home plan design service in the country, has already laid the groundwork for its entry into this market by signing a Franklin real estate firm, Diva Realty, as its first licensee.

The "divas" - broker Sloan Sparkman and her partner Carolan Trbovich - hope to sub-license local builders, developers, stagers and other related professionals into a consortium that will tap into the enormous buying power of the female market.

According to market research provided by Design Basics, women directly purchase or have controlling influence in the purchase of 91 percent of all new homes in the United States. That statistic got the attention of Chuck Woodcock of Crosswood Construction. Woodcock was one of about 20 builders and developers attending a Design Basics seminar and "think tank" in Cool

Springs last week. "Those numbers present themselves in a way that you can't really ignore," said Woodcock, who is building homes in the Spring Hill subdivision of Autumn Ridge. All of his homes there have four bedrooms, a bonus room and range from 3,000 to 3,700 square feet.

Developer Trey Pratt of Pratt Ventures LLC said he was "intrigued with their research that (shows) over 90 percent of home purchases are controlled by women." His company most recently has been the developer of the Glen Ellen subdivision in Brentwood, where home prices start in the \$800,000-plus range.

[Read the rest of the article...](#)

The TREC office has moved!

From TREC: We will be moving to the 3rd floor of the Andrew Johnson Building located at 710 James Robertson Parkway in June 2008.

The cashier's office for any licensee wanting to pay in person will remain in the Davy Crockett Tower located at 500 James Robertson Parkway.

The mailing address for this board will remain the same:
Real Estate Commission
500 James Robertson Pkwy
Nashville, TN 37243-1151

The Education Station



e-Pro Workshop

Thursday, July 10, 2008 from 9:00am - 10:30am
Instructor: Paul Gaddes

Focus Friday: Microsoft Word

Friday, July 11, 2008 from 9:00am - 11:00am
Instructor: Theresa Wilson, CAE

\$25 for members / \$40 for non-members

Loan Fraud and Predatory Lending

Wednesday, July 16, 2008 from 9:00am - 11:00am
Instructor: Attorney Brian Smith
\$30 for members / \$40 for non-members

TREC Core Course 2007 / 2008

Thursday, July 24, 2008 from 9:00am - 1:00pm
Instructor: Randa Dawson, ABR, ABRM, GRI, PMN
\$40, 4 mandatory hours TREC

Focus Friday: Power Point

Friday, August 8, 2008 from 9:00am - 11:00am
Instructor: Kathie Moore
\$25 for members / \$40 for non-members

Marketing with Microsoft Office ~ one-day CRS elective

Tuesday, August 12, 2008 from 9:00am - 1:00pm
Instructor: Pat Zaby
\$150, 8 hours TREC

[Visit our web site](#) to see CRS, PMN, and SRES designation courses being offered this summer

and autumn. GRI courses are also being offered at our office, visit [TAR's web site](#) for more information.

Government Affairs Update

Spring Hill Property Tax - On Monday, June 30, the Spring Hill Board of Mayor and Alderman (BOMA) is scheduled to approve a \$.60 property tax to fund their 2008-2009 budget. A \$.60 property tax would generate over \$3 million annually and cost the owner of a \$200,000 home about \$300 per year. Some aldermen suggested increasing the rate further, allowing the city to put money into their rainy day fund, which currently has a zero balance. For some perspective, the total budget is about \$20 million and every penny of property tax generates \$54,341. Other than basic operational expenses, a \$.60 property tax allows the city to fund the following initiatives: 1. \$1.8 million in road projects (completion of Miles Johnson Parkway, paving Buckner and Kedron Road) 2. Replace 8 police officers lost through attrition (not new hires) 3. \$785,000 annual payment over 5 years for money borrowed from the Water/Sewer Fund 4. Hire 3-6 new firemen and/or create a volunteer force 5. \$1 per hour raise for city employees 6. Add a second shift for the Wastewater Treatment Plant (3 employees) This is strictly for information purposes only. WCAR neither supports nor opposes this effort. Interested citizens are encouraged to attend the meeting on June 30 at 5:25 pm at City Hall (199 Town Center Parkway). There will be an opportunity for public comment.



Congratulations to Richard Sears with Crye-Leike REALTORS West in Brentwood 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.

Noteworthy News

- [Are Your Listings Picture Perfect?](#)
- [Handouts for Customers](#)
- [YouToo Can YouTube](#)
- [Just How Smart Is That Smart Phone?](#)

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

Wishing you a fantastic 2008,



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