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Theresa,

Don't miss our May Membership Luncheon where Dr. Lawrence Yun, Chief Economist with the National Association of REALTORS® will provide an update, insight, and indicators about the housing market and economy.

Bring your colleagues, clients, and friends to this event that is sure to sell out. Register by logging in to the [web site](#) or email [Christy Watkins](#).

Thursday, May 1
 11:30am - 1pm
 Franklin Marriott at Cool Springs
 \$20 per member
 Thank you to our sponsor, Southern Land Company

A Word From Kathie



Greetings!

I've noticed that the local media is continuing to print news on their front pages and their business pages that have NOTHING to do with our area. In the past two weeks they've had information about how your neighborhood might be negatively affected by the foreclosure market, how you

might have negative equity in your home, how mortgage insurers are refusing to insure mortgages in certain zip codes (you had to read three paragraphs into the below the fold front page story to find out that none of the targeted zip codes are in Tennessee) and how your neighborhood might be affected by abandoned homes. I suppose that if you are an editor of a paper it must be very tempting to just fill your paper with whatever the AP wires pass along to you rather than trying to determine what might be the truth of the situation in the local area. One article by a real estate writer quoted all sorts of experts on the local

market with positive news about our area but the headline and his conclusion were all negative. What's going on here?

There's an old adage in the newspaper world that says, "If it bleeds, it leads." The basic purpose of a newspaper is to sell more advertising space and to sell more papers. At what point do the news REPORTERS become the news MAKERS? The biggest question of all is do we let them? Yes, they do buy ink in barrels and are very hard to fight in the mass media - but how do we wage a positive news war on a daily basis in our own industry?

Here's what we need to do:

- Keep a positive attitude: a) Keep a smile on your face - sometimes even smiling can bring about a change in attitude. b) Find some positive words that motivate you - write them down - and read them every day. c) Stay away from the office naysayer - you know who they are - they always see the world from a glass half-empty perspective. d) When the world hands you lemons - make lemonade. I'm busy squeezing lemons and stirring - how about you?
- Read positive news. Once a week, Bernice Ross, a real estate coach posts a new mp3 file on her website entitled, "Positive News for Positive Realtors®" Here's the link to that free information, <http://listenandlearnrealestate.com/news.html>
- Create a positive newsletter or email for your current and past clients. I'm sure you're in touch with your clients on a monthly (and maybe more frequent) basis. Your clients are being bombarded daily with information about how bad things are - you need to be giving them information about how good things can be for them. NAR has created a public awareness campaign called "Surround Sound" that I'm sure you've seen on the television and heard on the radio in the past few weeks. Those are your national membership dues hard at work. The same campaign has downloadable web banners for you to use in email to your clients or post on your webpage. Here's the link to that information: <http://www.realtor.org/pac.nsf/pages/pachome>
- Look for the positive news in our local area that positively impacts real estate. a) Nissan opens their new building in Franklin in the next few months. 1000 new employees will be added according to a news release last week. b) Williamson County was one of only two counties in the southeast to earn place on the "Best Places to Get Ahead" list compiled by Forbes.com. The list highlights counties where economies are booming and job opportunities are on the rise. d) With a population of 161,128, Williamson County is the second-fastest-growing county in the state.
- Look for opportunities to give back to the community. There is an entire culture built around "The Secret". One premise of that book and movie is that when you open

yourself up to helping others, the world helps you in return. We have some great opportunities coming up for you to get involved with us in worthwhile projects. One of our long time commitments as an organization has been to thank our community for the wonderful education system that we have in Williamson County. There are several ways that we try to "give back" to the educational system in Williamson County:

1. Scholarship Program: WCAR gives one \$2000 scholarship to a graduating senior from each public high school in Williamson County. This year we had 81 applicants for scholarships - more than we've ever had! There is an obvious need for scholarships - we'd like to increase the number we are able to fund. With your help, we can!! We are holding two events to raise money for our scholarship program: a) "Martinis and Diamond" fundraiser on May 9th at the Factory. The "FAB" is playing, martinis will be shaken and diamonds will be selling. You don't want to miss this FUN event. (Just in time for Mother's Day giving!). b) Annual Golf Tournament scheduled this year for May 19th. The tournament is always a fun event - it's a scramble, which means you don't have to be a scratch golfer to have a great time.
2. Provide a Door Prize for the Annual Teacher Appreciation Night. It's a fabulous opportunity to market yourself to teachers and to give back at the same time. Watch for details on how to participate.

As always, we are working actively on your behalf to help you in your real estate business. We are listening to your needs and concerns and want to help you succeed in this business! Tell us how we can help!

A New Habitat for Humanity Neighborhood!



Volunteers Erect Habitat Homes ([from Newschannel 5](#))

NASHVILLE, Tenn. -Dozens of workers spent their Sunday building a new Habitat for Humanity neighborhood.

Sunday marked the second day of construction on the Timberwood community.

Volunteers are working on the first three homes. Saturday, the homes were only concrete slabs, but by the end of the afternoon Sunday, they are almost ready for the roofers.

This community is in northwest Davidson County, and has the potential to build 112 homes.

WCAR is a proud supporter of Habitat for Humanity of Williamson County. If you would like to make a donation to help them make dreams come true in our local communities, you may do so on our website by clicking [here](#). To access your account, just enter your NRDS # in BOTH the user ID AND password fields. Click on "make a donation" and enter the dollar amount of your choice. If you find that you have some time to spare and would like to [volunteer your services](#), it would be greatly appreciated.

Welcome to Real Estate 2.0



In today's Real Estate world, if you want to have the advantage, you better step up your techno game. **From REALTOR® Magazine:** There's a new Web world out there. Here's how to build business with a variety of social networking tools.

When Teresa Boardman left a major Minneapolis- area real estate brokerage in 2005, she saw traffic to her Web site plunge. Most of her Web visitors had found her through the brokerage site, she soon realized.

Looking for a way to increase her online visibility, Boardman turned to a tactic then still relatively unknown to real estate professionals. She started her own blog, a Web-based daily chat with her customers, potential customers, and anyone else interested in hearing about real estate in her St. Paul, Minn., market area. "At the time, I couldn't find any examples to follow," she recalls.

Today, Boardman is setting the example. Her StPaulRealEstateBlog.com site pops up first on a list of Google finds when you search for "[St. Paul real estate.](#)" She's getting between 3,000 and 5,000 visitors a week to her blog, and that's translated into new business.

[Ann Marie Clements](#), with the RE/MAX Realty Group, in the Washington, D.C., suburb of Gaithersburg, Md., has found another avenue for Web-based lead generation. She posted a profile of herself on Facebook, a social networking site. The site was founded in 2004 as a way for college students to connect, but in the past year, Facebook has been reaching out to business people. Within three weeks of her Facebook page's debut, Clements got a client referral from another Re/Max professional who found her there. [Read the rest of the article...](#)

Agent Spotlight on....



Congratulations **MATTHEW HERMAN with Zeitlin & Company REALTORS®, Franklin Office.** Matthew was nominated by his Broker, Matt Ligon, and chosen to be featured in our newsletter this month.

We asked Matt a few questions about his real estate career and here's what he had to say:

How long have you been practicing real estate?

I have had my license for a little over a year - practicing with Zeitlin & Co. since last June

What made you want to enter into real estate?

I have always been interested in real estate - my favorite show (much to my family's dismay) is House Hunters. Real estate provides a balance of business and helping people that appeals to me. After relocating to TN, I had the decision to either find another corporate position or explore real estate. While it certainly isn't easy starting a real estate business (as everyone knows), this is a challenge that I've found very rewarding in my short tenure and really look forward to what the future holds.

What is your favorite area to sell in Williamson County?

I wouldn't say that I have a favorite area - as much as a favorite type of property.. Not being from the south, I continue to be fascinated with the history of the area - which certainly includes many of the homes. While new homes show great and have a lot of appeal, I really like the story and unique nature of older houses.

Best tip to give current or new agents?

There are two tips I've been given that I try to use daily in my business. First is to treat your business as a business. Given my corporate background, this is certainly within my comfort zone, but I believe it makes so much sense. Secondly, be patient, if you follow the first tip and stick to your plan, the business will grow.

[Contact Matthew Herman](#)

If you are a Broker and would like to nominate an outstanding Agent from your office to be featured future editions of our newsletter, please contact [Theresa Wilson](#).

SentriLock Tip of the Month: Renewal Invoices



Some of you have begun receiving your renewal invoices for your SentriCard. Invoices are sent based on the month you initially leased your card. For instance, if you first leased your SentriCard in May 2007, you will be billed for your new annual lease period in April 2008. You can certainly call and make your payment over the phone or come in to the office, we are always happy to see you.

[SentriLock's Web Site](#)

Supra Tip: Keypad Renewal/Return

Most of you should have received your lease renewal notices from Supra for your keypads. When you first leased your keypad, if you initially chose to take the \$25/yr insurance then you were billed for the insurance again and your invoice is \$143.25. If you opted not to take the insurance, you were billed \$118.25 for the year.

If you plan to return your keypad, since the new lease period began March 7, 2008, you will be billed for the first quarter of the lease term (\$29.56 tax included) according to your lease agreement. If you return your keypad June 7th through September 7th, you will be billed for the second quarter and so on.

If you are returning your keypad during the lease term March 7, 2008 - March 7, 2009 you will need to contact Supra to have your invoice adjusted as the website does not automatically generate prorated invoices upon a return. All invoices were generated for the full year. You may contact Supra support by telephone at 1- 888-545-9601 for the billing department or email: lenore.cruz@ge.co.m to have the fees adjusted in the SupraNet system.

If returning your keypad, once you have contacted Supra to have your fees adjusted on their website, you may make your payment at the WCAR or Realtracs office. Be sure to bring your keypad, the cradle and all power cords, phone/usb cords, equipment that was issued to you so you won't be charged for any missing items.

The Education Station

Here are some interesting destinations for your education travels:

Everything is Negotiable

Thursday, April 3, 2008 from 9:00am - 12:00pm

Instructor: Marty Calfee, Broker, GRI, CRS, TAR's 2005 Educator of the Year
\$50, 3 hours TREC

Accredited Buyer Representative

Monday and Tuesday, April 14 & 15, 2008 from 8:30am - 5:00pm

Instructor: Terry Watson, CRS, CRB, CIPS, ABR, ABRM, LTG, GRI, SRES, CFS, DREI, e-Pro
\$295, lunch is provided, 16 hours TREC

Foreclosure: Prevention and Opportunities for Buyer-Clients ~ An ABR Elective

Wednesday, April 16, 2008 from 8:30am - 5:00pm

Instructor: Terry Watson, CRS, CRB, CIPS, ABR, ABRM, LTG, GRI, SRES, CFS, DREI, e-Pro
\$150, lunch provided, 8 hours TREC

2007 / 2008 TREC Core Course

Thursday, April 17, 2008 from 9:00am - 1:00pm

Instructor: Sandra Tanksley, Broker, ABR, CRS, GRI, LTG
\$40, 4 mandatory TREC hours

Focus Friday: PDAs Friday, April 18, 2008 from 9:00am - 11:00am

Instructor: Justin Crosser, specialist with IT Guardian
\$25

e-Pro Workshop

Tuesday, April 22, 2008 from 9:00am - 11:30am

Instructor: Paul Gaddes, ABR, e-Pro free for WCAR members

Contract Writing: Advanced Skills

Tuesday, May 6, 2008 from 9:00am - 11:00am

Instructor: Attorney Todd Sholar of Smith, Sholar & Associates
\$30, 2 hours TREC

Focus Friday: Wireless Networks

Friday, May 9, 2008, from 9:00am - 11:00am

Instructor: Justin Crossier, Specialist with IT Guardian \$25

TransactionDesk ~ Would you like someone to explain how the new system works? Theresa Wilson is now trained to teach TransactionDesk and is happy to come to your office, or have your office trained at our office.

Please be aware that the ethics requirement by the National Association of REALTORS® is coming up. All REALTORS® must complete three hours of an approved ethics course by December 31, 2008. Not sure if the one you took was approved, or even when that was? Email me! It's Karen@WilliamsonCountyRealtors.org.

For more information, click here <http://www.williamsoncountyrealtors.org/education/default.asp>

Government Affairs Update

The Williamson County Association of REALTORS® hosts its first Commercial Council meeting on Tuesday, April 1 at 1:00 pm. Our Commercial Council will offer programs and services to WCAR members primarily engaged in commercial real estate. Commercial real estate includes land sales, construction, development, leasing, property management, etc.

Matt Kisber, Commissioner of the [TN Department of Economic and Community Development](#) (ECD), will serve as our guest speaker for the April 1 meeting. Commissioner Kisber and his department serve as the leading government agency supporting business recruitment and development in Tennessee. Their recent successes within Williamson County include relocations such as Nissan North America, Verizon Wireless, Healthways, etc. Commissioner Kisber will discuss the role of his department, outline the current projects in Williamson County, and explain the resources offered by ECD that might be useful for REALTORS®. There will be time for questions after his comments.

Please join us on Tuesday, April 1 at 1:00 pm in the WCAR Training Room (840 Crescent Centre Dr, Suite 120). **THIS EVENT IS FREE AND OPEN TO ALL WCAR MEMBERS. We encourage attendees to RSVP, as seating will be limited.**

Please contact David Pair via [em ail](#) or phone (771-6845) with questions or to RSVP.

Mark your calendars for our 20th Annual Golf Tournament



WHEN: Monday, May 19, 2008

WHERE: Temple Hills Country Club

Lunch begins at 11:30 am

Shotgun start at 1:00 pm

Dinner/Awards Ceremony Immediately Following

\$110 per player OR \$400 per team (savings of \$40)

This is a great opportunity to spend an afternoon with potential clients, past clients, or colleagues from the office. Take advantage of \$40 in savings by signing up a foursome. In addition, several sponsorship opportunities still remain.

Click on [2008 Golf Tournament](#) for more information. Please contact David Pair via [em ail](#) or phone (771-6845) with additional questions.

Noteworthy Articles

[If You Can't Stand the Cold Get Out of the Kitchen](#)

[Turning Referral Sources into Power Partners](#)

[Signs of Life Percolating in Condo Market](#)

[ETHICS: Contingency Clauses](#)

[Watch Your Words](#)

Smith Sholar Associates, PLLC - Real Estate Tip of the Month

Legal Duties of Managing Brokers Series

TREC Rule 1260-2-.01 (Supervision of Affiliate Brokers) states that a licensee may be affiliated only with a principal broker who is involved primarily in the real estate business and accessible during normal daytime working hours. In other words, a principal broker must devote his full time to the management of the real estate brokerage firm and supervision of affiliate brokers.

This rule also prohibits a principal broker from engaging a licensee who lives more than 50 miles from the brokerage firm's office. This prohibition will not apply if the principal broker demonstrates in writing to the TREC's satisfaction that the distance is not unreasonable and that the licensee can be adequately supervised. This prohibition, however, does not apply to property managers who are engaged exclusively in the leasing and management of rental properties.



[The Daily Classifieds.Com](#) provides the Real Estate Professional an affordable and effective way to expedite their listings to the internet marketplace.

By utilizing the automated distribution system, TDC receives the property listing directly from the local MLS service. Corresponding links are then created with the websites best suited for marketing Real Estate. Within 24 hours of listing a property on the MLS your listing will be available on Websites with over 20,000,000 monthly shoppers; **Craigslist.Org - Oodle.Com - Local.Com - Lycos.Com - coming soon Trulia & Zillow**. This creates instant exposure that is tracked and reported to the agent and the seller.

Those agents that subscribe to the TDC service have recognized the value of an automated solution to a complex and time consuming process that is vital to a professional Real Estate marketing plan.

Spring Special ~ \$250 ~ Save \$100 if you sign up for our yearly marketing package before March 31st. [Real Estate Marketing Services](#) Please call 615-673-1112 or email us at Info@TheDailyClassifieds.com

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

Wishing you a fantastic 2008,



Theresa Wilson, CAE
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