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**Subject:** WCAR Newsletter

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October 2008 - Vol 45, Issue 10

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### Sign Up

[SIGN-UP!](#)

### Quick Links

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### Theresa,

As you know referrals are the highest form of compliment. WCAR is giving you the opportunity to refer your colleagues to WCAR for 2009 membership. If you know someone who lives, works, or sells in Williamson County and is not part of WCAR; please invite them to join us in 2009.

As a thank you, WCAR will give you a SentriLock and will also give the incoming member a SentriLock to welcome them into our membership. Applicants must write down on their application who referred them in order to receive the SentriLock.

More information is available on our [web site](#) or by calling our office at 771-6845. Thank you for your membership and thank you for helping us strengthen our voice in the Williamson County real estate industry!

### A Word from Kathie Moore



IF

Do you remember the opening stanza from the famous Rudyard Kipling poem, "If"?

"If you can keep your head when all about you are losing theirs and blaming it on you"

-

I've thought about that poem a lot the past few weeks, hearing many of my friends in real estate across the country continue to worry about their markets, fret about how to earn a living, leaving real estate to go into other fields, and beginning to panic about their own investments in real estate.

As we begin to look towards business planning for the next year, my coach, Joe Stumpt with By Referral Only has urged me to take the following steps to regain focus in the real estate business. I'm going to share some of his wisdom with you. His guidance is to use this time when our business has shifted to focus on building new business systems and work on becoming our best self.

#### Become More Self-Disciplined

When you are focusing on things outside of your control (the stock market, the financial crisis, the national housing crisis), you begin to lose business focus and lose the concentration necessary to get the right things done to sustain your business. Developing true self discipline is one of the hardest things anyone has ever tried to do. We all have great intentions - the ability to follow-through on the intention is the mark of a self-disciplined person and the way to become the highest version of yourself.

#### Take a 30 day Media Fast

If you watch the national media, each commentator has more "bad" news than the last one. 30 days of no media - unplug yourself completely and see what happens - if you are media free - can you imagine what might happen in your life?

#### Start Your Day Right

Learn how to start your day. If you learn to conquer the first hour of the day, you'll find yourself much more energized and much more willing to get other things done that you've been putting off. Join the 5am club - find out what happens when you start your day early and get a jumpstart on everyone else.

#### Set Daily Goals

Set some minimums for yourself. Establish a daily goal - call 10 past clients each day, create a new blog post each day, work on a new email campaign for your listings, create a new listing presentation, create a new buyer packet. Get an egg timer - set it for an hour and challenge yourself to get something done you've been putting off.

Rudyard Kipling finishes his poem,  
"Yours is the Earth and everything that's in it, And, which is more, you'll be a Man, my son!"

I would say that if you can focus on the positive, focus on

building your business, focus on building your systems and be ready when the cycle shifts again,  
Then you'll be a successful Realtor, my friend.

### **E & O Insurance**

From TREC: Rice Insurance Services Company, LLC will be the provider for State contracted Errors and Omissions Insurance for 2009-2010.

All State contracted Errors and Omissions Insurance Policies expire 12-31-08. If you will be using the State contracted policy, make sure you purchase future insurance by 12-31-08.

### **Green Interest Growing With New NAR Designation**

[From Realtor.org](#): More than 200 Realtors® have registered to be the first to earn the National Association of Realtors®' new Green Designation. NAR's Green Designation Core Course will be held Nov. 5-6, 2008, at the 2008 REALTORS® Conference & Expo in Orlando, Fla. To earn the designation, Realtors® must complete the core course plus one elective. Three electives are available: Residential, Commercial and Property Management. The two day core course is offered at an exclusive introductory price to members attending the conference. The classes will be taught by international speaker and REBAC Hall of Fame Instructor, Terry Watson.

**Note:** Pending TREC approval, WCAR will offer The Green Designation on February 23rd & 24th and it's Residential Elective on the 25th of 2009, both featuring the fabulous Terry Watson!

[Reserve your place in class now](#), you won't want to miss this one!

### **WCAR New Members**

WCAR is proud to announce our new members for October 2008

American Heritage, Inc. - Collins, Autumn  
 American Heritage, Inc. - Bilyeu, Janine  
 Coldwell Banker Barnes - White, Bob  
 Coldwell Banker Barnes - Bryant, Bill  
 CPS Land LLC - Ripley, III Trey  
 Crye-Leike /Spring Hill - Worley, Penny  
 Crye-Leike, REALTORS/West - Roberts, Barbara  
 ERA Johnson & Thompson - Simpson, Jr. Chuck  
 ERA Pacesetter Partners - Totty, Sandra  
 ERA Pacesetter Partners - Totty, Shelley  
 Exit Realty of the South - Taylor, Phillip  
 Great South RED - Williamson, Brigitta  
 House Hunter - Zehr, Tim  
 Keller Williams Realty/FR - Haviland, Frank  
 Keller Williams Realty/FR - Pike, Rebecca  
 Keller Williams/ Spring Hill - Knisley, Beth  
 Preferred Country Realty - Magee, Jerome  
 Realty of America - Myers, Tiffany  
 Reliant Realty - Walker, Joe  
 Rudy Thacker & Associates Inc. - Manson, Matt  
 SilverPointe Properties LLC - Smith, Raquel  
 United States Equities - Roberts, Dan  
 Village Real Estate Services - Franks, Will  
 West Main Realty - Hunter, Betty

### **SentriLock Sale!**



Currently WCAR Members and Non-Members can purchase locks for the

following amounts...**hurry, only while supplies last:**

- Purchase 1 Lock: \$60 (plus tax)
- Purchase 2 Locks: \$110 (plus tax)
- Purchase 3 Locks: \$120 (plus tax)

If you purchase more than 3 locks, each additional lock will be \$40 plus tax.

If you do not have a SentiCard you may lease one at our office at a pro-rated amount and your card will be valid until February 2009, at which time everyone will be required to get a new SentiCard through RealTracs. If you already have a SentiCard, be sure to bring it with you when you come to purchase locks so they can be programmed and assigned to you before you leave.

### The Education Station



You can logon to the [TREC website](#) at any time to check the status of your continuing education hours.

#### Short Sales

Tuesday, November 4, 2008 from 9:00am - 11:00 am  
Instructor: Attorney Todd Sholar  
\$30 for members / \$40 for non-members, 2 hours TREC

#### NAR Code of Ethics Course: Because It's the Right Thing to Do

Wednesday, November 12, 2008 from 9:00am - 1:00pm  
Instructor: Randa Dawson, Broker, ABR, ABRM  
\$40 for members/ \$50 for non-members, 4 hours TREC

#### 2007/2008 TREC Core Course

Monday, November 24, 2008 from 9:00am - 1:00pm  
Instructor: Sandra Tanksley  
\$40 for members/ \$50 for non-members, 4 mandatory hours TREC

#### NAR Code of Ethics Course: Because It's the Right Thing to Do

Monday, December 1, 2008 from 9:00am - 1:00pm  
Instructor: Randa Dawson, Broker, ABR, ABRM  
\$40 for members/ \$50 for non-members, 4 hours TREC

#### THDA "First Time Home Buyer" Class

Monday, December 8, 2008 from 9:00am - 1:00pm  
Instructor: Debbie Reeves with THDA  
\$20 for members/ \$40 for non-members, 4 hours TREC

#### The Green Designation

Monday and Tuesday, February 23 & 24, 2009 from 8:30am - 5:00pm  
Instructor Extraordinaire: Terry Watson  
\$275 for members / \$295 for non-members, pending approval 16 hours TREC

#### Green Designation Residential Elective

Wednesday, February 25, 2009 from 8:30am - 5:00pm  
Instructor Extraordinaire: Terry Watson  
\$150 for members / \$175 for non-members, pending approval 8 hours TREC

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

### 2009 TAR Officers Elected, Installed

At the TAR Annual Convention in Chattanooga, the following individuals were elected and installed as TAR's top officers for 2009:

- 2009 President - Fontaine Taylor (Memphis)
- 2009 President-elect - B. J. Swinehart (Knoxville)
- 2009 Secretary/Treasurer - Emil Mongeon (Franklin)
- 2009-2010 Division 1 VP - John Snyder (Memphis)
- 2009-2010 Division 2 VP - Marlene Rakow (Columbia)
- 2009-2010 Division 3 VP - Doris Barnes (Pigeon Forge)

Congratulations to all of the new TAR officers, and our own Emil Mongeon!

Three divisional vice presidents will continue on the TAR Executive Committee in the second year of their terms: Sue Turner (Memphis), Janice Carlton (Shelbyville), and Randy Thomas (Kingsport).



Congratulations to Ellen Anderson with Century 21 Dawson & Associates Franklin, Frieda Jenkins with Keller Williams Franklin, Judy Scully with Crye-Leike Realtors West, Marty Calfee with Crye-Leike Franklin and Kitt Pupel with American Heritage Nashville 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

- [Owners Still Optimistic About Their Home Values](#)
- [Practitioners Disclose Marketing Secrets](#)
- [Help Emotional Clients Keep Their Cool](#)
- [Scripts & Tips: How to Build Referrals](#)

#### Thank You to Our Newsletter Sponsor: Avenue Bank



Avenue Bank has a portfolio jumbo loan that is a perfect fit for Williamson County. Loan amounts up to \$1 million without a jumbo rate. Loan to value can be up to 85% with NO PMI. Escrow accounts are not required and no prepayment penalties apply. The loan can be structured as a 3/1 or a 5/1 ARM. Even better: in addition to home purchase or refinance, this portfolio loan can be used for construction-perm or rehab projects. Local underwriting and servicing. Sell more homes! Call Jeff Tucker, Vice President, Avenue Bank: 744- 2926 or email: [jefftucker@avenuenashville.com](mailto:jefftucker@avenuenashville.com)

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

Hold tight, stay connected, and join us Nov 20th for some motivation!!



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Williamson County Association of REALTORS®

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