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Theresa,

Advanced registration for the [Annual Meeting and Vendor Fair](#) is filling up. Don't miss your opportunity to earn free education, lunch, and network with your colleagues. [Voting in our Annual Election](#) is open and will continue until noon on September 4th.

A Word From Kathie



Point 2 Technologies just released a very interesting study regarding the impact of photographs when selling homes online. Since NAR has reported that over 80 percent of home buyers begin their search for homes online, this research gives great guidance on how online visitors view homes. Their research tracked three trends, namely consumer

Views - how many times a consumer looked at a page, Interest - the amount of time spent on the page and Leads - how many consumers who "clicked through" to ask for more information or contact the agent. The study found that views, interest, and leads all increased significantly as the number of still photos accompanying the listing increased.

The days of putting out just a little information about a listing to entice a buyer to call for more information are past. Now, the consumer just clicks on to the next listing.

Not surprisingly, listings with no photos generated very little response from consumers. (I don't like to look at MLS listings without photos either - do you?) Listings with more photos performed much better. The study found that compared to listings with only one photo, those with 21 or more photos generated more than triple the number of detailed views, more than double the amount of interest, and double the number of leads. Compared to listings with no photos, those with 21 or more photos generated more than fifty-five times the number of detailed views, nearly twenty-seven times the amount of

interest, and eight hundred and ninety-eight times the number of leads. Views, interest and leads jumped 20 percent or more as the number of photos increased from 15 to 16.

So, what does all of this mean to you? First, learn how to use your digital camera. If your skills are not in photography, then hire a professional to shoot stills and virtual tours of your listings. Second, upload as many photos as possible to the MLS - (10) and add more photos in the form of a virtual tour and still photos in a link to a separate website. Our MLS is one of the more advanced in the nation with the capability to upload 10 photos and links to more. Take advantage of this great capability to increase the likelihood that your listings attract attention and leads!

We're coming up on a fabulous event - The Vendor Fair. It's bigger and better than ever this year with free education and great vendors. I'll look forward to seeing each of you there! As always, please let us know how we can help - we're listening!

-Kathie

NAR Ethics Education Reminder & Clarification

From TAR Digest:

There is NO "grandfathering" and there are NO exemptions for brokers or anyone else from the NAR ethics education requirement!

Between January 1, 2005, and December 31, 2008, every REALTOR in the nation must take an approved 3- hour ethics course (2.5 hours plus time for breaks) in order to remain REALTORS, i.e., members of the National Association of REALTORS.

Far too many folks are confusing this ethics education requirement with Continuing Education requirements that many licensees must meet for license renewal. This has NOTHING to do with licensing! Instead, this ethics education mandate applies to all REALTORS in the U.S. and determines your continuing eligibility for membership in your local, state, and national REALTOR organization.

Your local Association of REALTORS must certify your completion of the required ethics education and can inform you of opportunities - both classroom and online courses - that you can take to satisfy this requirement.

Even if you are exempt or grandfathered from taking any CE courses, you STILL must take an ethics course every four years!

Short Sales; What they are and the MLS Impact

NAR recently created a Short Sale document to assist in helping agents understand the steps and processes needed to work with a property that may be a short sale. NAR also has a resource area available for further information: <http://www.realtor.org/library/library/fg335>

MTRMLS, Inc. (RealTracs) has recently adopted new rules and procedures to address Short Sales. The disclosure of a potential Short Sale is crucial to cooperating brokers and in the spirit of MLS. Because the lender may reduce the gross commission specified in the listing agreement, the compensation offered to cooperating brokers may be affected. Listing brokers are obligated to disclose this information as soon as possible.

Participants must disclose potential Short Sales, when reasonably known to the listing participants, by changing the listing type to "Exclusive Right to Sell Short Sale" or "Exclusive Agency Short Sale." New options have been added to the listing type field, ER- SS and EA-SS respectively. Listings must be flagged within 48 hours of discovering the potential of a Short Sale.

Short Sales are defined as a transaction where title transfers; where the sale price is insufficient to pay the total of all liens and costs of sale; and where the seller does not bring sufficient liquid assets to the closing to cure all deficiencies.

In addition to the above definition being added to the MTRMLS, Inc. Rules and Regulations, the following two rules have also been added: 7.2(h) Participants must disclose potential Short Sales, when reasonably known to the listing participants, by changing the listing type to "Exclusive Right to Sell Short Sale" or "Exclusive Agency Short Sale." When disclosed, participants may, at their discretion, advise other participants whether and how any reduction in the gross commission established in the listing agreement, required by the lender as a condition of approving the sale, will be apportioned between listing and cooperating participants.

Fines and/or fees will be levied on the following violations: 10.1(c) Failure to report a listing as a Short Sale within forty-eight (48) hours, Fine \$100.00.

WCAR New Members

WCAR is proud to announce the new members for June & July 2008

Avenue Bank - Jim McCann
Benchmark Realty/BR - Clint McAfee, Kisha Wilson
Bob Parks Realty/BR - Katherine Cooper
Brentview Realty/BR - Heather Farley
Century 21 Dawson & Assoc./FR - Rita Brockman, Grant Knox
Century 21 Signature Properties/BR - Denny Title, Chandler Arrighi
Christian Realty/FR - Stormie Newman, Clint Bunn
Church Street Realty/FR - Tyre Groves
Clayton Real Estate Services/FR - Andrew Higgins
Cobalt Premier Properties/FR - Stacey Kopp, Regan Dougall
Coldwell Banker Barnes/FR - Tim Rawson
Concord Realty/CGrove - Jeanette Barton, Michelle Simmons
Countrywide Home Loans/BR - Kevin Watson
Crye-Leike Commercial/BR - Eric Lynch, Yousef Shaban, Wade Flannery
Crye-Leike of Leipers Fork/FR - David Green
Crye-Leike Realtors/FR - Ann Curl
Crye- Leike Realtors, Brentwood, East - Antonio Casey
Crye-Leike Realtors/COL - Phyllis Liggitt
Custom Tops - Brian Voecks
ERA Johnson & Thompson/FR - Graham Baker
ERA Pacesetter/BR - Melissa Eubanks
Exit Realty Diversified/Nash - Jeff Alton
Exit Realty King & Assoc./SH - Debbie Burch, David Graffius, James Prieto
First TN Home Loans/BR - Mike Smalling
Five Star Realty/BR - John Paule
Franklin Realtors/FR - Karen Casada
Grassland Real Estate/BR - Diane Born
Heritage Title Services/BR - Lesa Kabalka, Kevin Bippen
Hillwood Realtors dbaERA Pacesetter Partners/Fairview - Jenny Blake, Thomas Haynes
Keller Williams Realty/BR - Chip Hayes, JB Williams, Ben Brown
Keller Williams Realty/FR - John Harwell, Mike Im, Keith Howard, Angela Carney, Tim Repass,

Jacob McGinnis
 Keller Williams/The Dream Team/Nash - Josh Stalls
 McEwen Realty LLC, Southern Land Co - Louise Bairnsfather
 Mr. Sandless Wood Floor Refinishing/FR - Doug Henry
 Peachtree Planning of TN/BR - David Hohl
 Premiere Realty LLC, dba EXIT Premiere/BR - Angie Wolf
 Prudential Woodmont Realty/BR - Marilyn Manka
 Pulte Homes TN LP - Dwane Crews
 RE/MAX Elite/FR - Paul Zorich
 Realty Executives Duck River/Col - Amanda Blanks
 Realty Executives Fine Homes/BR - Jon Harper
 Realty of America/BR - Salim Abbu, Farhad Ahmad
 Resort Connection Realty/FR - Jim Olin
 Rochford Realty/FR - JoAnne Staler
 SilverPointe Properties/BR - Michelle Sarabia
 The Jones Company/FR - Jake Reynolds, Bree Maxedon
 West Main Realty/FR - Chris Simpson

SentriLock Sale!



From August 25th - September 25th WCAR Members can purchase locks for:

- 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.

Following September 25th members and non- members can purchase locks at the above pricing.

Stolen Lockboxes

We continue to receive so many complaints of stolen lockboxes that we decided to run our article again:

A lockbox may not be the most asthetically-pleasing addition to the home front; but finding somewhere to attach it could end up saving you time, money, and provide a better service to your customers.

Not only are REALTORS out the cost of a lockbox when they are stolen from a listing but in some cases, agents may have to accomodate sellers' requests to have their homes re-keyed. In addition, E&O insurance may not cover you in a claim made against you involving the fact that the lockbox wasn't physically attached to the listing. E&O insurance also may not cover the use of combination locks. Please check your E&O policy for clarification.

The Education Station



Real Life Problems: Property Condition ~ held at Franklin Marriott Cool Springs

Thursday, September 4, 2008 from 9:00am - 11:00am

Instructor: Attorney Brian Smith

Free for members / \$40 for non-members, 2 hours TREC

TREC Core Course 2007 / 2008 ~ held at Franklin Marriott Cool Springs

Thursday, September 4, 2008 from 1:15pm - 5:15pm

Instructor: Marty Calfee, GRI, CRS, Broker

\$40 for members / \$50 for non-members, 4 mandatory hours TREC

REALTOR Safety

Monday, September 8, 2008 from 9:00am - 12:00pm

Instructor: Walter Hughes

free for members / \$40 for non-members, 3 hours TREC

Focus Friday: Microsoft Excel

Friday, September 12, 2008 from 9:00am - 11:00am

Instructor: Theresa Wilson, CAE

\$25 for members / \$40 for non-members, 2 hours TREC

Effective Negotiating for the Real Estate Professional ~ an ABR and PMN elective course

Monday, September 29, 2008 from 8:30am - 4:30pm

Instructor: The Terry Watson

\$150, lunch provided, 7 hours TREC

SRES = Senior Real Estate Specialist

Tuesday and Wednesday, September 30 and October 1, 2008 from 8:30am - 5:00pm

Instructor: Terry Watson

\$325, lunch provided, 16 hours TREC

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



Congratulations to Gary Campbell with [Gatewood Realty Group](#) in Spring Hill and Annette Hutchinson with [Crye-Leike Realtors/BR](#) 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

- [Let's Twitter](#)
- [What Consumers Are Really Thinking](#)
- [Shine With A Twilight Open House](#)
- [Hard Drive Crash? No Problem](#)

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

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

Wishing you a fantastic finish to the summer,



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