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Theresa,

Business plans don't always begin in January...

If you haven't spent some time setting up your business plan for this year, now is a good time. Business plans are like web sites...they are living documents that should be reviewed often and updated/changed from time to time.

Take the time to focus, define, write down and articulate your goals along with the steps needed to get you there. Resources available from WCAR, TAR, and NAR will help you be successful.

A word from Diane Johnson



REALTORS® make their living by building communities and connecting home sellers and home buyers in the most exciting and inspiring endeavor, the right to own private property.

Being a good professional and a good citizen seem to go part and parcel in the real estate industry. As we work on making 2009 great for our businesses and our clients; we need to consider all of the other areas in which we make a difference.

WCAR will be sending you a survey in the next couple of days asking you to consider what resources you use to contribute to others here in our community as well as the nation and globally. If you aren't currently involved with a cause or organization, here is a list of some area non-profits for consideration:
http://www.charitynavigator.org/index.cfm?keyword_list=&bay=search.results&cgid=&cuid=&location=2&zip=37067&ZIPRadius=25&Submit=Submit

We thank you for your service to our industry, our communities, and our world.

If you have suggestions, concerns, a great idea, or anything that you would like to share with me, please contact me at dianejohnson@kw.com.

I am honored to serve you,

Diane

Realtors find friends, business online



From The Tennessean: A Web site created to help college freshmen make friends, FaceBook lately has been attracting local real estate agents, who are always ready to make friends.

The social networking site is becoming so popular among agents and brokers that the Williamson County Association of Realtors recently conducted a class for its members on how to utilize Facebook.

"There's a lot of demand for it," said Theresa Wilson, WCAR's executive vice president, who taught the class. "We had 45 people in the class; some of them were already using it. Twenty-four of them started using it right away."

If you missed the class, WCAR will have it again March 11th. Agents and brokers who are on Facebook say that it helps them build business contacts as well as friendships, which sometimes lead to sales.

[Read the rest of the article](#)

Find WCAR on FaceBook....search in Groups for "Williamson County Association of REALTORS" or find Theresa's profile; theresa@williamsoncountyrealtors.org

Sentrilock Card-Only Conversion



Hopefully by now you have completed your Sentrilock training and swapped out your Supra equipment and locks for new Sentrilock stuff. If you didn't have Supra locks to exchange and you chose to attend a card-only conversion at your local association, you may come here to the WCAR office on March 12th or 13th from 9:00 a.m. to 4:00 p.m. and drop off your Supra keypad/cradle if you still have it and pick up your new Sentrilock card (please pre-pay for the new card when you log into your RealTracs account).

Please do not bring your Supra lockboxes to the WCAR office to exchange, you cannot swap them out at our office at any time. There will be no Supra locks exchanged after the equipment conversion, ending February 27th.

Our office is sold out of the gray Sentrilock boxes that were previously being sold at a reduced price, so if you took advantage of that offer thank you for your purchase! The gray boxes are compatible with your new Sentrilock cards and are under warranty through Sentrilock for the length of their contract in Middle Tennessee. We currently have the new Sentrilocks available for \$93.41 including tax.

Changing the battery in your gray Sentrilock box:

You will need either a 5/64" hex / allen wrench or a T10 torx driver to remove the battery cover screws.

If the battery in your **gray** Sentrilock box needs to be changed, when the lockbox owner or card team member inserts their SentiCard® into the lockbox, it will flash the MESSAGE light 20 times. In addition, it will make a series of beeps. The lockbox will continue to operate with a low battery. However, it is imperative to replace the battery as soon as possible. **The lockbox uses a lithium type 2CR5 battery.** This battery type is available at most consumer electronics stores and office supply stores. You can also purchase the battery from the WCAR office.

Do not remove the old battery until you have a replacement in hand. Also, do not carry unpackaged batteries in your pocket or purse as metal objects could cause a short circuit and thereby cause bodily injury or property damage.

When replacing the battery, it is important to remember the lockbox has a memory backup circuit that will retain the lockbox settings and timekeeping system while you replace the battery. This memory backup circuit will only operate for a few minutes after you remove the battery. The lockbox owner or their card team member can use the following instructions to replace the battery.

1. To replace the battery, remove the new battery from its packaging and have it ready to install in the lockbox.
2. Remove the two small screws that hold the battery cover on the back of the lockbox.
3. Once you remove the screws, the battery cover should come off and reveal the 2CR5 type lithium battery. Observe the orientation of the old battery.
4. To remove the battery, turn the lockbox face up. Tap the keypad side of the lockbox against the palm of your hand. This should dislodge the battery from the back of the lockbox. If the battery doesn't dislodge, tap the keypad side of the lockbox against a hard surface. Place the lockbox over a table before attempting to remove the battery. Do not let the battery fall to the ground. Be careful not to bend the battery contacts.
5. To install the new battery, place it directly over the battery compartment and push it straight down into the compartment, as shown in the image below. Do not try to slide the battery into the opening. You could damage the battery contacts.

If you prefer, you can bring the lockbox to our office and we will change the battery for you.

WCAR New Members

WCAR is proud to announce our new members for February 2009

A & E Real Estate - Donna Dooley
A & E Real Estate - Rajab Adeny
A & E Real Estate - Helane Jefferson
American Heritage, Inc. - Bradley Mikrut
Century 21 Signature - Linda Wagner
Century 21 Signature - Bobby Hamrick
Cotton & Wampler - Christy Wampler
Cotton & Wampler - Danny Cotton
Crye-Leike Commercial - Kurt Seraphine
Crye-Leike of Leipers Fork - Cheryl Kauffmann
Crye-Leike, Realtors/BR - Marilove Kilcrease
Emerco Properties - Don Kirby
Exit Realty King & Assoc - Blane Provost
Exit Realty of the South - Brad Schaubert

Exit Realty of the South - Gay Childress
Exit Realty of the South - Carla Atkinson
Franklin REALTORS - Brandie Campbell
Home and Country Realty - Laura McLendon
Inman Realty Group - Kara Moore
Keller Williams Realty/BR - Eileen Conners
Keller Williams Realty/FR - Tammy Simmons
Keller Williams Realty/FR - Susan Chennault
Keller Williams/GN Hills - Shanda Kozicki
Keller Williams/SH - Erin Wright
Keller Williams/SH - Don Kelso
Nader Realty - Roger Harris
Pride Homes Realty - Pat Sanchez
Probity Real Estate - Jo Ellen Qualls
Prudential Woodmont - Gennifer Mallard
Realty Executives Fine H - Steve Kitchens
Realty of America - Raman Baidwan

News from your Member Services Committee

This active committee, chaired by Colleen Johnson, is responsible for three major WCAR events as well as being actively involved with our new members. To that end we have established the following subcommittees:

1. Vendor Fair: Debbie Smith, Chair and Sandi Inman, Vice Chair - Event is September 1st
2. Installation Luncheon: Linda Hirsch, Chair and Cindy Beam, Vice Chair - Event is November 19th
3. New Members: Kelvey Benward, Chair and Phylis Newsom, Vice Chair
4. Golf Tournament: Gary Edick, Chair and Jeff Osburn, Vice Chair - Event is June 18th
5. Greeters: Sue Jeter, Chair and Sandi Inman, Vice Chair - Mixer at Sperry's 4-6 on January 29th

If you are interested in assisting one of these groups or finding out more information, please let me know.

Thanks,
[Linda Hirsch, Vice Chair](#)

RealTracs Tip of the Month

On occasion there is the need to locate listings based on certain keywords used by the listing agent in the Remarks or REALTOR Remarks. Here is how:

1. On the main RealTracs menu hold your mouse over "search" and select "custom search".
2. Name your search (make is something you will remember even months from now!) and click "create new search".
3. Now use the "Search For Field" box on the left to enter your field names. Be sure to include "Remarks".
4. When you see the desired field in the "Available Fields" box, simply click to move it to the "Selected Fields" box on the right.
5. Once you have all your fields selected; click save.
6. In the "Remarks" field you can enter many keywords but all must be preceded by the RealTracs wildcard (percent symbol). Below is an example of how I might search for foreclosure or short sale properties using remarks:

%closure,%bank,%short,%dums,%as-is,%as is

Notice I did not use spaces and used a new wildcard in front of each key word. I also included "as-is" with and without the hyphen. I often see "foreclosure" and "addendums" spelled incorrectly so I only included the most important and least likely misspelled letters of those words.

Special Note: When searching for keywords that also might have a field choice available, do not run both the field search and remarks search at the same time. Example: I would not want to search using the "Listing Type" field with foreclosure selected and the remarks field at the same time. You are using remarks to find listings that the agent has not properly selected the appropriate field choice.

Questions or comments? Email Stacy@RealTracs.com or call RealTracs Technical Support at 615.385.0777

The Education Station



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

1031 Real Estate Exchanges

Monday, March 9 from 9am - 12:00pm

Instructor: Kimberly Tomlin-Ladd with Starker Services

\$40 for members / \$50 for non-members, 3 hours TREC

e-Pro Workshop

Monday, March 10, 2009 from 9am - 10:30am

Instructor: Paul Gaddes

Free

Death, Divorce and Taxes

Wednesday, March 11, 2009 from 9:00am - 11:00am

Instructor: Attorney Brian Smith

\$30 for members / \$40 for non-members

2 hours TREC

Social Media: How to and Why To

Wednesday, March 11, 2009 from 1:00pm - 4:00pm

Instructor: Theresa Wilson and Attorney Brian Smith

\$40 for members / \$50 for non-members

3 hours TREC

Focus Friday: Power Point

Friday, March 13, 2009 from 9:00am - 11:00am

Instructor: Kathie Moore, Broker, 2008 WCAR Board President

\$30 for members / \$40 for non-members

2 hours TREC

Ninja Selling II (Ninja Selling I is not a pre-requisite) One day CRS elective

Monday, March 16, 2009 from 8:30am - 5:00pm

Instructor: Master Instructor: Mark Given

\$150 for members / \$175 for non-members, pending approval 8 hours TREC

Basics for Building a Better Business

Wednesday, March 25, 2009 from 9:00am - 1:00pm

Instructor: Monica Neubauer, Broker, ABR, Green, SRES
\$50 for members / \$60 for non-members
4 hours TREC

Real Estate Broker Management Course

April 23, 24, 27, 28 and 29, 2009 from 9:00am - 4:00pm
Instructor: Robert Morris
\$185, 30 hours TREC

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

Secret Ingredients of Successful Agents

From Broker/Agent Social: If successful agents had a list of ingredients on their backs like a can of cola, I have no doubt you'd find these five key (and all- natural) contents listed:

1. An unquenchable thirst for knowledge. Sure, you expect agents to know their business and many will have the CRS, GRE and of other certifications. But you'd also never find them thinking they know it all. In fact, they'd be the first to tell you they learn something new every day. That's because they're curious and they're always seeking - and usually finding - opportunities in their market where others only see roadblocks.

Is your level of curiosity where it should be? If not, hit the books, the classrooms and the media to keep learning.

2. A stellar and consistent display of customer service. As a coach, I see plenty of agents who can talk all day about giving good customer service. But that's where it all ends -- at the talking. They postpone returning e-mails and phone calls from leads. They never look for ways to go above and beyond what the clients might expect and mediocrity is their best friend. They refuse to look for ways to improve themselves. Sad but true.

Look at other agents in your market who are known for outstanding customer service. Then create five specific ways to make your service even better.

3. A crystal-clear sense of what success is. When I visit agents for the first time, I learn that every single one wants to be successful. But when I ask them what success is, they look at me like I just landed from Pluto. They haven't a clue. Some eventually get a glimmer of brain activity and say they want to make \$100,000 or they want to sell 50 houses.

That's all well and good. But I like to help agents look beyond those goals and consider their lives as a whole. Are they happy at home, and if not, why? Because if one area of your life's disjointed, I guarantee the other parts will be out of whack, too. Inventory your life to find where you need balance and repair as needed.

4. A vast network of people. In all my years of coaching agents, I've never seen an agent who reached success by him or herself. Never. And I'd bet my last dime I never will. They have assistants. They have mentors. They have coaches. They have a sardine-like pipeline crammed full of contacts who work in the real estate industry: lawyers, home inspectors, loan officers, closing specialists, other agents and brokers, developers - a rolodex fatter than a spoiled cat.

Surrounded by people, not just professionally, but socially, too. They attend church, they serve on school committees, go to baseball games, volunteer at the food bank, visit the elderly. Always out in front of people. Could you be more connected? Probably. Go do it.

5. A positive attitude. If I had to pick a single ingredient of success, attitude would be it. Can you imagine a top producer with a bad attitude? Well, if you can, I promise you they won't be one for

long. The fire inside successful agents is at the very center of their belief that they can succeed - that they will succeed - no matter what. Period.

Stop for a minute and ask yourself if you really, truly believe this about yourself. If not, do some soul searching to find out what will help you believe. Because once you do, watch out - this main ingredient kicks in and you'll have all the success you can handle.

Best of luck to you!

10 Hot Trends in Home Design

From NAR: LAS VEGAS - Contemporary touches are what home owners and buyers desire in 2009, according to a panelist of designers at a session Tuesday on "Design Trends Marketplace" at the International Builder Show. Today's minimalist design may mix straighter furniture elements, two different colors repeated throughout (e.g. white and green) and a mix of fun, bold accessories (such as a red chair) or a traditional element (such as an antique mirror).

Indeed, contemporary architecture is even spreading to suburbia ([see examples from Agave's energy efficient contemporary homes in Austin, Texas](#)).

Here are some of the common design trends growing in demand.

1. Lighting options used as pieces of art in funky shapes (see examples: www.lightcrafters.com). A variety of lighting options can be used that are decorative yet functional.
2. Outdoor living that serves as an extension of the inside of the home with outdoors that boast comfortable seating, audio, TVs, a fireplace, and artwork to punch up the space.
3. Design accessories reflecting nature speak to buyers who are more aware of preserving the environment. For example, tree designs are popular, such as via an art sculpture, painting, or even reflected in a table (see www.palecek.com).
4. Green design elements, such as water-efficient appliances and LED lighting under the kitchen cabinets, continue to gain traction and offer cost savings.
5. His and her amenities are increasing, such as even separate garages and vanities with his countertop higher than her's for a more custom look.
6. Car lifts offer compact storage of vehicles and are expected to grow in popularity as lot sizes grow smaller. A basement built under a garage can allow for the car to descend into the basement until you need it. Or a garage with a higher ceiling can stow the car above.
7. Windows can serve as focal points of a room as well as boost energy efficiency. Floor-to-ceiling windows can add drama to a room.
8. Wood in dark or light stains and in various materials are being used throughout homes. For example, wood details on the ceiling can enhance the architecture and [Palmwood](#), which comes from coconut palms, can be used to add a featured wall in the room.
9. Mirrors add glamour to a room and help buyers see themselves in the space-literally. Mirrors add a focal point, enlarge rooms, and can be an important detail to include in homes (see www.mirroratecommercial.com for examples).
10. More electronics are being sprinkled everywhere, such as iPod docking stations throughout the home and TVs in practically every room (e.g. kitchen, study, and bathrooms).

Congratulations!



Congratulations to Anne Huddleston with Keller Williams Realty in 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.

Noteworthy News

- [How The Stimulus Can Help Your Business](#)
- [Words of Wisdom: Getting Through the Tough Times](#)
- [Manage Your Online Reputation](#)



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: jeff.tucker@avenuenashville.com



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