

April 2010 - Vol 47, Issue 4

In This Issue

A word from Karen Baker:
Spring Success
Welcome Tiffany Cheuvront,
WCAR's New Executive Vice
President
WCAR 22nd Annual Golf
Tournament
Design the New WCAR Logo &
Slogan and Win 1,000 Cash!
WCAR New Members
Government Affairs Updates
Please Join Us in Celebration of
Our 2010 Scholarship
Recipients
RealTracs Tip of the Month
The Education Station

Sign Up

[SIGN-UP!](#)

Quick Links

[WCAR's Web site](#)

Theresa,

WCAR Membership Luncheon

When: Thursday, May 20th
Where: Franklin Cool Springs Marriott
What time: 11:15 - 1:00

Please join us for our membership luncheon where our guest will be Steve Smith with Williamson Medical Center.

A word from Karen Baker: Spring Success



The April winds and the 40% increase in sales in the Williamson County market have swept us into what are traditionally the busiest months. We have had a very successful spring not only in sales. We have also hired Tiffany Cheuvront as our Executive Vice President. A special thanks goes out to Melissa Clough, Chair of the Search Committee and to all those who served with her. They put in a great deal of time, effort and thoughtful consideration and have given us a terrific new

leader that will take us to the next level. We will be having a welcoming party for Tiffany at the Boxwood Bistro very soon, so please make a point to come and welcome her.

Last month I talked the importance of engaging our younger members in particular. We are now in the process of setting up our own chapter of NAR's Young Professionals Group. That is not the only group we need to engage, there are several others out there that we have identified and some we don't even know about yet.

We began informal group meetings for our members who have a long tenure in the business. The Board of Directors entitled this group as the "Seasoned" Agents. After a couple of very fun activities the group renamed themselves as the "Spicy" Agents.

That initial breakfast meeting at Monell's turned out to be a very poignant event; just a few days later one of our most beloved members, Bob Zimmerman passed away. They've also had Margarita Mondays and ballroom dancing lessons and they are planning more things in the future.

We are creating what best selling author Seth Godin calls Tribes in his book of the same name. Only two things are required to create a tribe: a shared interest and a common goal. When we are connected to what we are doing we are more successful. How can ballroom dancing lessons improve your real estate career? When you are connected to something or someone it strengthens your desire to succeed. It also makes you happy. Aren't you more productive when you are happy? I know I am.

A big Tribe just met here in Nashville. The REBAR group is a national group of techno savvy REALTORS® who get together and share ideas on improving their business. This Tribe is not an age related group; it's an attitude group. It's for those who have the attitude that using all the latest technological tools will improve their business.

Ideas that work spread. The Spicy Agent Tribe is successful because it is an idea that works for a certain group of people. REBAR is successful for the same reason. Boring organizations don't grow. Your leadership here at WCAR is committed to growing. We are trying lots of new things to bring a contagious level of energy to everything we do. Those that connect members with a shared interest and a common goal will be successful and those that don't won't be. You have to be willing to fail occasionally when you are on the way to reaching a bigger goal. Not every marketing campaign you do in real estate works; but you keep marketing and you find the ones that do.

We are committed to finding things that work for our members. We are raising the bar and playing a different game and we are going to play it better than anyone can believe is possible. The hiring of our new EVP and our Spicy Agent Tribe are just a two of examples we have accomplished. There's going to be more. So get ready for an energized selling season and an energized WCAR. You will want to be in the Tribe.

To be added to distribution list contact:

Spicy Agents, Trisha Nesbitt, trisha.nesbitt@zeitlinrealtors.com

Young Professionals Group, Matt Daniel, Matt@Diann eChristian.com

Vicky Crigger is interested in starting a Tribe to work with non-profit community based organizations. vicky.crigger@comcast.net

[Contact Karen](#)

Welcome Tiffany Chevront, WCAR's New Executive Vice President

Tiffany Chevront is a graduate of Middle Tennessee State University with an emphasis in Pre-Law and Political Science. She received her Master's Degree in Public Policy and Public Administration from the University of Baltimore in 2006. Tiffany has 10 years experience in association leadership at the local, state and national level. She has served on numerous national workgroups focused on budget and policy and most recently served on the Governors Council for

Children's Mental Health and as the Tennessee State Leader for the Child Welfare League of America. Tiffany has provided expert testimony to both Congress and the State Legislature on behalf of the organizations in which she has represented. Most recently Tiffany has joined the Williamson County Association of REALTORS as their Executive Officer.

Tiffany has been married for 14 years and has served as the Women's Ministry Leader for her church for the past 4 years.

Tiffany's first day at WCAR is May 3rd, so come by the office and introduce yourself. Be watching for notification of a formal introduction mixer, to be announced soon.

WCAR 22nd Annual Golf Tournament



WCAR is pleased to announce its 22nd Annual Golf Tournament on **Monday, June 21st** at Westhaven Golf Club. All proceeds from this event will benefit the [REALTOR® Good Works Foundation of Williamson County, Inc.](#) This foundation provides \$16,000 in college scholarships annually to students in the Williamson County School System.

Several sponsorship opportunities still remain and space is limited to the first 100 golfers with paid registration. Click on [22nd Annual WCAR Golf Tournament](#) for additional information, or contact David Pair via

Email or phone (771-6845).

Design the New WCAR Logo & Slogan and Win 1,000 Cash!

CONTEST GOAL

WCAR has decided to choose a new logo and slogan, and with the approval of The Board of Directors, a contest is being held awarding a \$1,000 cash prize to the individual who submits the winning logo and slogan design. This contest is **open to everyone**, so if you know someone with the gift of design, please forward this information to them.

SUGGESTED GUIDELINES FOR LOGO & SLOGAN

1. Use both the full name (Williamson County Association of REALTORS) and the initials (WCAR) in the design.
2. Make it visually appealing
3. Logo/Slogan will need to be able to be adapted to multiple marketing uses such as open house balloons and exterior signage
4. Easily recognizable as a Realtor association
5. Image reflects Williamson County
6. Use creative freedom with design and colors

SUBMISSION SPECIFICATIONS

Designs must be submitted to WCAR by **May 12, 2010**. Participants should submit three (3) hard copies plus an electronic file or CD in JPEG format. The WCAR offices are located at 840 Crescent Centre Drive, Suite 120, Franklin, TN 37067 (www.williamsoncountyrealtors.org). The winner will be notified by Monday, June 7, 2010 and announced in the June issue of the WCAR newsletter and posted on the front page of WCAR's website.

ANY QUESTIONS?

Should you have any questions concerning this contest, please contact either Colleen Johnson @ 615-478-6761 or email: cjohnson@2-10.com or Debbie Parker @615-456-5060 email: debbie@homesbyparker.com.

WCAR New Members

WCAR is proud to announce our new members for April 2010

Jan Wright ~ BenchMark
Susie Hardin ~ Bob Parks Realty
Charles Stearns ~ Bob Parks Realty
Joseph McCloskey ~ Cobalt Premier
Kenneth Massey ~ Coldwell Banker Barnes
Barry Briley ~ Crown Realty Homes
Tanya Adams ~ Exit Realty Music City
Curtis Harvey ~ Goodall Homes
Debbie Martin ~ Goodall Homes
Matthew Eaton ~ Keller Williams
Keith Waller ~ Re/Max Elite
Max Patton ~ Real Estate Services, Inc
Sandy Ayers ~ Trinity Mgmt Realty & Auction
Donna Brevard ~ Village Real Estate

Government Affairs Updates

2010 Williamson County Elections- Tuesday, May 4th

Early Voting runs through Thursday, April 29th for the Williamson County Republican primary elections. Election Day is Tuesday, May 4th. Winners in the Republican primary will face any Democratic and Independent challengers in the general election on Thursday, August 5th. Information about the candidates and submitted responses to a WCAR Candidate Questionnaire has been posted on the WCAR website. Click [HERE](#) for further information.

How to Accurately Identify School Zoning

Several agents have recently contacted the WCAR office regarding how to accurately determine the school zone for a particular property. School zoning is an important issue to potential buyers and should be verified from a reliable source before entering the listing information into RealTracs. Click on the links below to confirm the school zoning for properties within the Williamson County and Franklin Special School Districts.

[William son County Schools](#)

[Frankli n Special School District](#)

For additional information, contact [David Pair via Email](#) or phone (771-6845).

Please Join Us in Celebration of Our 2010 Scholarship Recipients

We will hold a reception in honor of our 2010 Realtor® Good Works Foundation Scholarship winners, so please join us at the WCAR office on Friday, May 7th from 4:30pm - 6:00pm and meet this year's amazing graduates. The winners are:

Cody Muller - Independence High School
Jordyn Curry - Franklin High School
Katelyn Parent (Bev Collins Memorial Scholarship) Franklin High School
Jessica Arnholt - Brentwood High School
Lauren Anderson - Fairview High School
Nathan Kukowski - Ravenwood High School
Zachary Freeman - Page High School

RealTracs Tip of the Month

Did you know you can save time by preselecting your most searched areas in MLS? Click "My Page" in the main RealTracs menu, once the page loads click "Edit Default MLS Areas and Sort Order". Now you can select one area or multiple areas using your control key. You can also change the order the areas are displayed on the search screens from area number to alphabetic at the bottom of this page. Make sure you save your changes!

Questions or comments email stacy@realtracs.com

The Education Station



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

Purchase & Sale Agreements That Pack A Punch

Monday, May 3, 2010 ~ 9:00am-1:00pm

\$50members / \$60 non-members / 4 hours TREC

Instructors: Marty Calfee and Gail Wallin Johnson

Microsoft Outlook

Tuesday, May 4th ~ 9am - 12pm

\$20 members / \$30 non- members / 3 hours TREC

Instructor: Robin Barnes

Short Sales / Lease Purchase

Monday, May 10th ~ 9:00am - 11:00am

\$30 members / \$40 non- members / 2 hours TREC

Instructor: Attorney Todd Sholar of Smith Sholar & Associates

Accredited Buyers Representative

Monday & Tuesday, May 17th & 18th ~ 8:30am - 5:00pm

\$275 / \$295 non-members, lunch provided / 16 hours TREC

Instructor: Marty Calfee, Broker, ABR

Effective Negotiating (an ABR elective)

Wednesday, May 19th ~ 8:30am - 4:30pm

\$150 / \$175 non-members, lunch provided / 7 hours TREC

Instructor: Marty Calfee, Broker, ABR

Microsoft Power Point

Friday, May 21st ~ 9am - 12pm

\$20 members / \$30 non- members / 3 hours TREC

Instructor: Kathie Moore

Seller Counseling Session: Knock-Out Listing Appointments

Wednesday, May 26, 2010 ~ 9:00am-11:00am

\$30 / \$40 non-members ~ 2 hours TREC

Instructors: Marty Calfee and Gail Wallin Johnson

NAR's Green Designation

Monday & Tuesday, August 23rd & 24th ~ 9:00am - 4:00pm

\$275 members / \$295 non- members / 12 hours TREC

Instructor: Terry Watson, Instructor Extraordinaire

NAR's Green Designation Residential Elective

Wednesday, August 25th ~ 9:00am - 4:00pm

\$150 / \$175 non-members, lunch provided / 6 hours TREC

Instructor: Terry Watson, Instructor Extraordinaire

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



Congratulations to Chris Errico with Reliant Realty in Franklin and David Miller with Crye-Leike in Spring Hill 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.](#)



Avenue Bank is a local lender. We originate, process, underwrite, and fund loans locally. We use local appraisers who know our market. Always competitive. Always responsive. Conforming, FHA, and jumbo loans.

Call Jeff Tucker, Vice President, Avenue Bank: 615-386-4352 or email:

jeff.tucker@avenuenashville.com

Christy Watkins, Office Mgr./Exec. Asst.
Williamson County Association of REALTORS®

email: christy@williamsoncountyrealtors.org

phone: 615-771-6845

web: <http://www.williamsoncountyrealtors.org>

[Forward email](#)

SafeUnsubscribe®

This email was sent to theresa@williamsoncountyrealtors.org by christy@williamsoncountyrealtors.org.

[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Email Marketing by



Williamson County Association of REALTORS | 840 Crescent Centre Drive | Suite 120 | Franklin | TN | 37067