

February 2010 - Vol 47, Issue 2

### In This Issue

A word from Karen Baker  
Annual SentiCard Access Fees  
due February 28th  
Happy Anniversary!  
TN GRI State Chapter Needs  
Your Help  
WCAR New Members  
WCAR 22nd Annual Golf  
Tournament  
Government Affairs Update  
RealTracs Tip of the Month  
The Education Station  
Congratulations!  
Noteworthy Articles

### Sign Up

[SIGN-UP!](#)

### Quick Links

[WCAR's Web site](#)

Theresa,

**March 18 Membership Luncheon** Join us March 18th for the next WCAR Membership Luncheon, with special guest speaker Mike Looney, new Superintendent for the Williamson County School System. This event is sponsored by F&M Bank and Fifth Third Mortgage.

When: Thursday, March 18th

Time: 11.30am

Where: Franklin Marriott at Cool Springs

Cost: \$20

To register online, click [HERE](#), log-in, and select 03/18 Membership Luncheon, or contact the WCAR office at (615) 771-6845.

### A word from Karen Baker



As we enter into March, our Professional Standards and Grievance Committees have been busier than ever this year. Already, our complaints and hearings have far surpassed last year's volume. I met last week with Gail Johnson and Phillip Cantrell, our committee chairs, and with Debbie Parker, one of our NAR certified mediators, to discuss how we may better address this issue going forward.

The most blatant reason for the increase in complaints is one of the easiest to prevent. Communication. That's it. It isn't anything complicated. It's not a need for more disclosures or a change to some law. Many times it is something as simple as a telephone call. Unfortunately, all too often that call is never made.

Isn't it ironic that an industry which is almost completely a service business can fail on one of the most basic elements of business practice? For those of you who have been involved for

years in our Professional Standards program this won't come as a revelation. Whether the issue is with a member of the public or with your fellow REALTOR®, most of the time, it can be fixed long before the Grievance or Professional Standards Committees become involved.

One of the first sales books I was given was Brian Tracy's *Eat that Frog*. Very simply, if the worst thing you have to do today is eat a frog, then eat the frog first and get on with your day. In other words, call that listing agent and tell them your buyer is not going to be able to close on time, even if the moving van is in the driveway, especially if the moving van is in the driveway! Call that buyer's agent and tell them you just saw the huge stain on the hardwoods in the entry hall and the drapes in the dining room that were supposed to stay have been taken. Given, these issues are very mild compared to a serious ethical matter. Most of us would prefer to actually eat a frog than have to make a call like that but if the call is not made, and made quickly, things can get bad very fast.

What does this mean to your business? First of all, there is the time it takes to respond to the complaint, time that could be better spent on productive activities. Secondly, what does this do to your reputation? On average, an unhappy customer tells 10 people about their bad experience. A satisfied customer tells four. Those are remarkable numbers. One unhappy customer could cost you twice as many potential pieces of business as one happy customer might provide you. If you had a marketing program with this kind of results it is obvious which strategy you would abandon.

Give your clients and customers ALL the information they need. Involve and inform the co-operating agent when you run into a bump along the road to closing. Talk to your broker. It is amazing what good communications can do for your business. Besides, frogs taste just like chicken.

I look forward to serving you this year. If you have any questions, concerns or want to get involved, please feel free to contact me.

[Karen](#)

### **Annual SentiCard Access Fees due February 28th**

Annual SentiCard access fees were due February 28, 2010. SentiCard access will be terminated if payment is not received by this date.

Fees can be paid at the WCAR and RealTracs office, or Online. To pay online, log in to [RealTracs](#), select Pay SentiCard Fee from the Welcome Screen, and click Continue. Payments can be made any time by clicking the link at the top of the Welcome Screen or by selecting My Page then My Account from the navigation bar. Your billing address and payment information will be required at checkout. However, only the address will be saved for future reference. RealTracs will NOT retain or store your credit card information and your transaction is processed within a secure Ecommerce site.

Contact RealTracs (385-0777) or WCAR (771-6845) with questions or for additional information.

### **Happy Anniversary!**

...to Karen Czarnecki, our Education Director. As of February 22, 2010 Karen has been working tirelessly at WCAR for the past 10 years! Thank you Karen for all your hard work in helping to bring our members the very best in cutting edge classes and top-notch instructors.

## **TN GRI State Chapter Needs Your Help**

The TN GRI State Chapter helps support educational opportunities at the Conferences and Conventions. The membership fee is a low \$20!

We encourage all REALTORS® to seek their GRI Designation in 2010. The courses are available online and in classrooms across the state. Members can access the education calendar here: [http://www.tnrealtor.com/main/education\\_information/gri\\_course\\_schedule](http://www.tnrealtor.com/main/education_information/gri_course_schedule)

If any Association member who has their GRI Designation or is in the process of getting their GRI Designation, would like to join, they can join the TN GRI State Chapter by sending their Name, Contact Information, License Number, NRDS Number and a \$20 check to the Treasurer of the TN GRI State Chapter, Harold Blockman at 1255 Lynnfield Road Suite 100 Memphis, TN 38119.

We have seen a major decline in our membership and would like to be able to have at least 1000 members across the state in TN. This will allow us to continue supporting the members with educational opportunities.

We appreciate your assistance in this matter.

## **WCAR New Members**

### **WCAR is proud to announce our new members for January & February 2010**

Nazdar Zubeir ~ Reliant Realty  
Cory Holman ~ Zeitlin/FR  
Lori Fishland ~ Exit Realty Music City  
Kellie Baker ~ Crisium Real Estate  
Meredith Dodson ~ Crye-Leike  
Susan Brown ~ Re/Max Elite  
Mark Dershem ~ Cobalt Premier  
Pippy Weller ~ Pride Homes Realty  
Jim Newsom ~ Franklin Brokers  
Jennifer Willingham ~ Franklin Brokers  
Jonathan Fletcher ~ BenchMark Realty  
Terry Cross ~ Keller Williams  
Louis Belote ~ Keller Williams  
Andy Pfeifer ~ Centex/Pulte Homes  
Jane McCracken ~ Keller Williams  
Anna Morris ~ Keller Williams  
Janet LaRose ~ Spring Hill Realty  
Lea Markum ~ Keller Williams  
Sandi Chamberlain ~ Village Real Estate  
Teri DeVries ~ Crye-Leike  
Richard Johnson ~ Pinnacle  
Greg Cooley ~ Reliant Realty  
Dawson Huff ~ Keller Williams  
Craig Johnson ~ Coldwell Banker  
John Thomas ~ Coldwell Banker  
Jane Mohr ~ Exit Realty of the South  
Nathan Stallcup ~ Village Real Estate  
Kenneth R Green ~ Bob Parks  
Vicki Oczkowicz ~ Bob Parks  
Judy Peden ~ Keller Williams  
Barbara French ~ BenchMark Realty  
Karen Mathus ~ BenchMark Realty  
Elizabeth Huddleston ~ Keller Williams  
Scott Davis ~ CL Commerical  
Sheree Domine ~ Re/Max Elite

Barbara Bequette ~ Inman Realty  
Brian Bequette ~ Inman Realty  
Katrina Smith ~ Keller Williams  
Toni Gaiter ~ Pride Homes Realty  
Steven Mule ~ Pride Homes Realty  
Angie Faulkner ~ Zeitlin/FR

### **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).

### **Government Affairs Update**

Click [HERE](#) to view the February 19th Government Affairs Update, containing detailed information on the following subjects.

[Trends in Development Panel Discussion](#)

[REALTOR® Issues with Dennis Anglin, Williamson County Property Assessor](#)

[Real Estate Issues in Washington DC](#)

### **RealTracs Tip of the Month**

Tired of using the same old MLS Buyer Report at open houses and in your flyer containers? Try using the RealTracs Flyer Wizard for something a little more customized and visually appealing. In RealTracs, click on "My Page", once the page loads select the "Flyer Wizard" tab. Enter your MLS number and click search to import the primary photo and listing details. Fields can be edited right in the flyer wizard or unchecked to remove from the final flyer. More detailed help on customizing your flyer can be found in our help section; click "Help" from the main RealTracs menu and select "Online Help" from the drop down menu. Flyer Wizard help is located under the Index topic "My Page". You can also contact RealTracs directly via 615.385.0777 or [info@RealTracs.com](mailto:info@RealTracs.com).

### **The Education Station**



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

#### **Basics for Building a Better Business**

Tuesday, March 2, 2010 · 9:00am - 1:00pm

Instructor: Monica Neubauer, ABR, GRI

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

Having a solid business plan is the foundation for a solid business. Plans should be created, reviewed, and updated as necessary to accomplish short-term and long-term goals. This class will help you make your goals, and understand what it will take to reach them. You will make a plan for your income, your expenses and personal growth

#### **e-Pro Workshop**

Tuesday, March 9, 2010 · 9:00am - 10:30am · free

Instructor: Paul Gaddes, e-Pro

This free workshop will introduce you to what ePro is all about. The e-PRO Certification Program will establish a baseline of online competence, and it will also introduce its students and graduates to the best aspects of Online Community...the Internet is about the power of people connecting with people.

#### **Above and Beyond, Providing Phenomenal Service**

Thursday, March 11, 2010 · 9:00am - 1:00pm

Instructor: Marty Calfee, Broker, ABR

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

Marty Calfee will help you deliver service Above & Beyond the expectations of your clients. Learn about active listening, communication skills, establishing goals and expectation, what educational materials to provide your clients, developing negotiating skills and more. Treat yourself and learn what you can do to go Above & Beyond!

### **Death, Divorce and Taxes**

Wednesday, March 24, 2010 - 9:00am - 11:00am

Instructor: Attorney Brian Smith

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

Three of the most stressful situations anyone goes through is what this class is all about. See what the law says as it relates to real estate sales considerations in the event of Death, Divorce, & Taxes.

### **Real Life Problems: Property Condition**

Wednesday, March 24, 2010 · 1:00pm - 3:00pm

Instructor: Attorney Brian Smith

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

Discuss real life problems on the different situations that surround property conditions. See what can be done through legal channels and find out what is the best way to solve them.

### **TREC Core Course 2009 / 2010**

Tuesday, April 13, 2010 · 9:00am - 1:00pm

Instructor: Randa Dawson, Broker, ABR, GRI

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

### **Websites Must-Haves**

Thursday, April 22, 2010 · 9:00am - 12:00pm

Instructor: Robert Morris, ABR, CRS, Green

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

### **NAR's Green Designation**

Monday & Tuesday, August 23 & 24, 2010 □ 9:00am □ 4:00pm

Instructor: Terry Watson, Instructor Extraordinaire

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

### **NAR's Green Designation Residential Elective**

Wednesday, August 25, 2010 □ 9:00am □ 4:00pm

Instructor: Terry Watson, Instructor Extraordinaire

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

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

### **Congratulations!**



Congratulations to Katherine Willis with Century 21 Dawson & Associates 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 Articles**

[Top 10 Must- Have Features in Today's New Homes](#)

[2010 Tech Wish List](#)



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](mailto:jeff.tucker@avenuenashville.com)

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

email: [christy@williamsoncountyrealtors.org](mailto:christy@williamsoncountyrealtors.org)

phone: 615-771-6845

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

#### **[Forward email](#)**

#### **SafeUnsubscribe®**

This email was sent to [theresa@williamsoncountyrealtors.org](mailto:theresa@williamsoncountyrealtors.org) by

[christy@williamsoncountyrealtors.org](mailto: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