



MTAR Member News

November 12, 2018

Study: 90% of Consumers used an agent in 2018

In case you were worried tech and for-sale-by-owner real estate transactions replacing agents, new data should put your fears to rest: in the first half of 2018, 90 percent of buyers and sellers used an agent, according to the REAL Trends 2018 Consumer Study released on Monday.

That's the highest rate of consumers using an agent since the report's inception in 2001 (when 81 percent of consumers used an agent) and a 5 percentage point increase from the last REAL Trends consumer study in 2014 (85 percent).

More than 90 percent of Millennials (91 percent) and Gen-Xers (94 percent) used a real estate agent as part of a transaction, about 10 percentage points more than their older counterparts aged 55 and over (81 percent).

The survey ran online between June 20 and July 12, 2018, and included 1,000 people age 18 or older who either bought a home or sold a home in the first six months of 2018. Demographic figures including age, gender, ethnicity, religion and household income were weighted to make the survey's proportions reflect the general population. It was underwritten by the California Association of Realtors (CAR) and the CE Shop, in addition to REAL Trends.

Consumers said the biggest reasons for using a real estate agent during a transaction were:

- Help negotiating a buying/selling price (86 percent),
- The need for a higher level of professionalism (80 percent),
- Help managing the stressful process of buying or selling a home (80 percent),
- Help narrowing down the list of potential homes (77 percent)
- Access to a comparative market analysis (74 percent)
- Need someone to educate them about the buying/selling process (72 percent)

When it comes to finding the right agent to meet their needs, all consumers said referrals from people they trust (69 percent) was 'important' in their decision-making process.

Next, buyers and sellers searched for agents who had listings similar to what they were looking for (64 percent), scoured through websites with agent performance ratings (62 percent) or simply used an agent they already knew (57 percent).

Although 92 percent of buyers and sellers used websites to find information about real estate agents, Millennials and Gen-Xers (66-67%) tended to surf the web for information more often than those aged 45 and over (47%).

Realtor.com, Zillow, Google, and Facebook were the most popular online sources for consumers, while local real estate websites lagged behind in fifth place. For the first year ever, Amazon and the neighborhood social network, Nextdoor, also made the list.

Moreover, more than 70 percent of consumers said they're "extremely likely or very likely" to use one of these sites to find their next agent.

"A great deal of the findings of the research point to the importance of relationships, both in the selection of a real estate agent for the task of selling or buying a home and the importance consumers place on the delivery of personal service rather than the reliance on technology solutions," said REAL Trends president Steve Murray of the results.

Provided by Inman News-2018

FAIR HOUSING FOR ALL

BEFORE THE FAIR HOUSING ACT

THE HISTORY OF FAIR HOUSING RIGHTS

1789
Private Property Rights
5th Amendment to the Constitution protects property rights. Slavery, court cases and legislation denied these rights to African Americans, Latino, Asian Americans and other minorities.

1866
The Civil Rights Act of 1866
Provides that all citizens have the same rights to real property as white citizens. Court cases, immigration laws and racially defined zoning deny these rights.

1917
Racial Zoning Outlawed
The Supreme Court voids zoning based on race. Property owners, real estate owners and local governments employ deed restrictions based on race and religion. Laws and practices continue to deny property rights based on race.

1948
Restrictive Covenants Not Enforceable
The Supreme Court ends federal court enforcement of racially restrictive covenants. A growing fair housing movement passes first fair housing laws in New York City and Colorado in the 1950s.

1968 FAIR HOUSING ACT

NAR firmly believes in equal opportunity in housing. No person or entity shall discriminate because of race, color, religion, sex, handicap, familial status, national origin, sexual orientation or gender identity. Furthermore, these rights should not be limited because of existing or desired ethnic, racial or religious proportions in any defined area.

NATIONAL ASSOCIATION OF REALTORS® | REALTOR.EDU

Save the Date

Thursday, December 6
6:00-10:00 pm
The Grove at Williamson Place
Atkinson Pike & Medical Center Pkwy.
Murfreesboro

Event Sponsors

AMERI CARE
Medical, Prescription, Medical
First Community Mortgage
Mortgage Company
NTA
Title and Settlement
BBB
Arabelle@mtar.org

Joyeux Noël

MTAR Christmas Party
Fellowship - Food - Fun - Dancing -
Photos - Prizes &
Toys for Tots Collection

MTAR Calendar of Events

Tuesday, Nov. 13

10:00-2:30—

RealTracs in Manchester! Coffee Co. Adm. Bldg. Register online at www.realtracs.net
1:00-2:30—Member Services Committee meeting, MTAR

Wednesday, Nov. 14

9:00-10:30— MTAR

Board of Directors mtg., MTAR

2:00-3:00—Govt. Af-

fairs Cte. Meeting, MTAR

Thursday, Nov. 15

2019 MTAR Dues Invoicing Begins Today! Dues are now due and payable through Jan. 15, 2019. Check your email for the invoice notice and instructions for online payments!



Monday, Nov. 19

5:00-7:00—RPAC "6

to \$99" Finale for 2018! The Boulevard, across from MTSU. \$25 investment for RPAC!

Thursday, Nov 22-23

MTAR will be closed for Thanksgiving holidays.

Monday, Nov. 26

9:00-4:00—TREC

Core Class, 6 CE, \$45, MTAR office

Tuesday, Nov. 27

9:00-4:00—MTAR

hosts Regional Prof. Standards & Leadership training, MTAR.

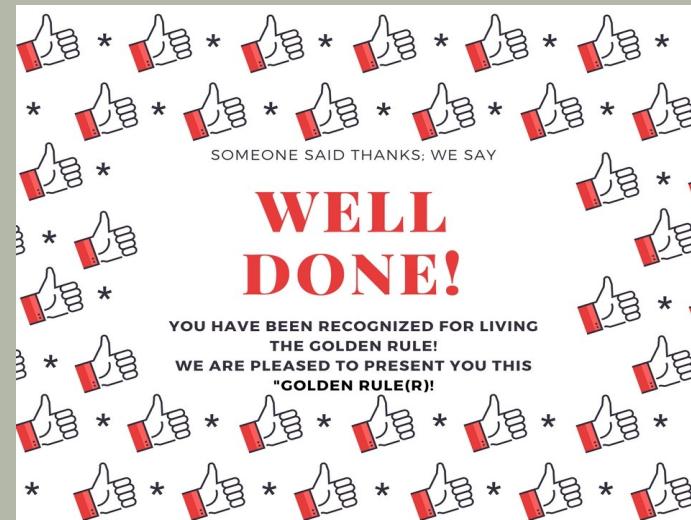
Wednesday, Nov. 28

9:00-12:00—NAR

Ethics Class, 3 CE, \$25, MTAR—FULL!!!

1:00-4:00—NAR Ethics Class, 3 CE, \$25.

Have you received YOUR 2018 Golden Rule(r) yet? **45** of your friends have! Send one; get one ~ share the GOOD news about professionalism & great service! Go to the MTAR website, click on the box on the front page, and send it in. We will get them out to the brokers or Affiliate leader for presentation.



Guaranty Trust

Training & Educational Choices for MTAR Members!

NOVEMBER CE CLASSES

November 13—RealTracs training classes in Manchester, Coffee Co. Adm. Bldg, McArthur Street; register online at www.RealTracs.net

November 26-30—CRAM WEEK! TREC Core Class, RENE Designation class, two classes for NAR Ethics! Sign up now!

November 26—TREC Core Class, MTAR, 6 CE, \$45

November 27—Regional Professional Standards & Leadership training

November 28—TWO NAR Ethics classes!! \$25, 3 CE, 9:00-Noon & 1:00-4:00, both at MTAR, Morning class is FULL, sign-up for afternoon class.

Spooky savings are here!
Save 20% all October!

Purchase your online real estate education with The CE Shop

promo code: OCT20

The CE Shop

Enroll today:

[http://
mtar.theceshop.com/](http://mtar.theceshop.com/)
Promotion expires October 31, 2018

The FIRST and ONLY negotiation certification recognized by the National Association of REALTORS®.

achieve more **WITH YOUR RENE** certification

TAKE THE COURSE!

DATES + LOCATION

November 29 & 30, 2018
8:00am - 5:00pm
Middle TN Assoc. of REALTORS®

REGISTRATION INFO

Monica Neubauer, Instructor
\$245 16 CE hours
Phone 615-893-2242
Register online: <http://mtar.org/education-registration>

840 Inspections

LL&TS
LAWYERS LAND & TITLE SERVICES
LLC

rebi
Real Estate Business Institute

ELEVATE YOUR GAME
2-Day Certification Course

Bonus!
ABR, CRB & SRS Elective

The RENE Certification is designed to elevate and enhance negotiating skills so that today's real estate professionals can play the game to win.

WHAT TO EXPECT

- Craft a strategy for negotiation and learn when and how to negotiate
- Adjust your communication style to achieve optimum results with any party in the transaction
- Negotiate effectively face-to-face, on the phone or through e-mail and other media

Visit REBInstitute.com to learn how to earn the RENE certification and for a list of all course offerings!

REACH YOUR PEAK

Sponsored by

OLD REPUBLIC HOME PROTECTION
www.orhp.com | 800-445-6999

JERNIGAN Home Inspections

NAR ETHICS TRAINING
WEDNESDAY, NOVEMBER 28
9:00-12 NOON OR 1:00-4:00
3 CE - \$25
MTAR OFFICE
2018 IS THE END OF THE 2-YR CYCLE!
Register Now! <http://mtar.org/education-registration>

RealTracs
in Manchester!

10:00-12:00 RealTracs Advanced 2 CE
12:30-2:30 RealTracs Plus 2 CE

RT Advanced is designed to enhance your current knowledge of the core RealTracs system-mapping, saved searches, Hot Sheets, agent reports & flyers.

RT Plus includes CMA strategies, signature file, and Buyer/Seller auto-notifications.

Sponsored by

METROPOLITAN E SCROW

Bring your laptop or tablet!
TUESDAY, NOVEMBER 13
COFFEE COUNTY ADMIN. BLDG.
1327 MCARTHUR STREET-MANCHESTER

REGISTER ONLINE - <https://www.realtracs.net/help/classschedule>



Results of November 6, 2018 ELECTION



US Senate

R) Blackburn 1,225,352 54.74%
D) Bredesen 982,638 43.89%

District 4 US House

R) DesJarlais 147,196 63.39%
I) Shupe 7,050 3.04%
D) Phillips 77,955 33.57%

District 6 US House

R) Rose 172,684 69.48%
I) Ross 3,420 1.38%
I) Dunn 2,130 .86%
D) Barlow 70,298 28.29%

TN House District 34

R) Rudd 17,799 60.49%
D) Vannoy 11,628 39.51%

TN House District 37

R) Baum 13,444 59.38%
D) Osbourne 9,198 40.62%

TN House District 39

R) Rudder 13,665 69.44%
D) Adams 6,013 30.56%

TN House District 43

R) Sherrell 13,000 71.60%
D) Trotman 5,157 28.40%

TN House District 47

R) Bricken 13,602 66.18%
D) Winton 6,952 33.82%

TN House District 48

R) Terry 13,856 60.91%
D) Ferry 8,893 39.09%

TN House District 49

R) Sparks 10,938 52.52%
D) Mayor 9,888 47.48%

TN House District 62

R) Marsh 13,354 76.65%
D) Davis 4,068 23.35%

MIDDLE TENNESSEE ASSOCIATION OF REALTORS®
COAT DRIVE
 BENEFITING LAST CALL 4 GRACE



LAST CALL 4 Grace

Coats will be collected the entire month of November. Drop off locations are listed below and all coats will be picked up on December 5th.

Reliant Realty ERA Powered | 640 Broadmor Blvd, Suite 110, Murfreesboro, TN 37129

Parks, Smyrna | 557 Sam Ridley Pkwy, Smyrna, TN 37167

Legacy Mutual Mortgage | 500 N Walnut St, Murfreesboro, TN 37120

Middle Tennessee Association of REALTORS® | 311 Butler Dr, Murfreesboro, TN 37127

Northwest Exterminating | 3185 Franklin Rd, Murfreesboro, TN 37128



Last Call 4 Grace Ministries, Inc. is a 501(c)3, non-profit organization. They rely solely on donations and fundraisers to keep their ministry active. Donations will go to families in Rutherford County who are in need.

CONTACT KATIE CALDWELL WITH ANY QUESTIONS (931) 703-1723
 OR KATIE.CALDWELL@LEGACYMUTUAL.COM

HM1527807

MTAR
 MIDDLE TENNESSEE
 ASSOCIATION OF REALTORS®



COAT DRIVE

Entire Month of November

DROP COATS OFF AT THE FOLLOWING PICKUP LOCATIONS:

Bedford County: Coats will be donated to Shelbyville Good Samaritan for free distribution.

- First Community Mortgage - 605 Delray St., Shelbyville, TN 37160
- Coldwell-Banker Segroves-Neese Real Estate - 1708 N. Main St., Shelbyville, TN 37160
- Craig & Wheeler Realty and Auction - 508 Cannon Blvd., Shelbyville, TN 37160

Coffee County: Coats to benefit Manchester City Schools, Tullahoma City Schools and Coffee County Schools.

- Coffee County Realty & Auction - 532 Hillsboro Blvd., Manchester TN, 37355
- Exit Realty Partners - 861 McArthur St., Manchester, TN 37355
- RE/MAX 1st Realty - 2830 Woodbury Hwy., Manchester, TN 37355
- Middle Tennessee Properties - 216 North Irwin St., Manchester, TN 37355
 - 1st Choice REALTOR - 211 S. Jackson St., Tullahoma, TN 37388
- Coffee County Realty & Auction - 2104 N. Jackson St., Tullahoma, TN 37388
- Weichert REALTORS, Joe Orr & Associates-309 N. Jackson St., Tullahoma, TN 37388

Franklin & Grundy Counties: Coats donated to Decherd Good Samaritan for free distribution.

- Swartz's Property Shop - 117 N. High St., Winchester, TN 37398
- RE/MAX Mountain Views Realty - 1024 Dinah Shore Blvd., Winchester, TN 37398
- Century21-Mid-States Realty - 1810 Sharp Springs Rd. Winchester, TN 37398

Please contact Rex Brown with any questions: rex@mtar.org • 615-893-5274

REALTOR® Ring Day

Friday, December 7

MTAR members, Affiliate Business Partners, Friends and Family will be ringing the bells for the Salvation Army at seven area Kroger stores on

2-Hour shifts available- 10am-8pm at local Kroger locations: South Church St., Casson Lane, Irongate (Memorial Blvd.), Georgetown Square (Northfield Blvd.), Veterans Pkwy., Lascassas Pike and Smyrna-Sam Ridley Blvd.

Call 615/893-2242 or email Candy@mtar.org to sign up!



Last year more than 50 REALTORS®, Affiliate Business Partners, friends & family rang the bells for the Salvation Army on REALTOR® Ring Day!



RPAC 6 to \$99

POLITICS
MATTER



Monday, Nov. 19 5-7 pm
The Boulevard-Murfreesboro
\$25 RPAC Investment

Bring a friend, network and invest, all at the same time! Our Participation goal is still 97 members away, and EVERYONE knows the value of RPAC in this recent election. Food - Fun - Connections!



Contributions to RPAC are not deductible for federal income tax purposes. Contributions are voluntary and are used for political purposes. The amounts indicated are merely guidelines and you may contribute more or less than the suggested amounts. The National Association of REALTORS® and its state and local associations will not favor or disadvantage any member because of the amount contributed or a decision not to contribute. You may refuse to contribute without reprisal. Your contribution is split between National RPAC and the State PAC in your state. Contact your State Association or PAC for information about the percentages of your contribution provided to National RPAC and to the State PAC. The National RPAC portion is used to support federal candidates and is charged against your limits under 52 U.S.C. 30116.

RSVP to Arabelle@mlar.org

MJCR Christmas Party Thursday, December 6, 2018

The Grove at Williamson Place—Medical Ctr. Blvd. & Wilkinson Drive

Major Prize Sponsors include:

Gateway Tires—Pay Cash Auction & Really—Guaranty Trust—Ascend

Federal Credit Union

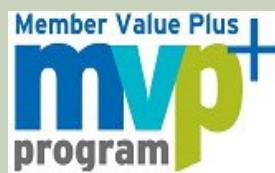
**Middle Tennessee
Association of**
311 Butler Drive
Murfreesboro, TN 37127
Phone: 615-893-2242
Toll Free: 877-893-2242
Fax: 615-893-2250
Toll Free Fax: 877-893-2250



11-Nov Barbara J. Nelson
11-Nov Angie Tucker
11-Nov Corey Perkins
12-Nov Lynn Tede
12-Nov Mike Jones
12-Nov Mario Zubia
13-Nov Amanda Myers
13-Nov James Seibert
13-Nov David Bruce Hale, Jr.
13-Nov Ann W. Allison
13-Nov Kelsey McCall
13-Nov Jesse Trask
14-Nov Bianca Cerio Tinsley
14-Nov Christy Lewis
14-Nov Savannah Blackwelder
14-Nov Vanessa Coe
14-Nov Sharon Swafford
14-Nov Travis A. Johnson
15-Nov Keith Gunder
15-Nov Melissa Taylor
15-Nov John Fairbanks
15-Nov John Marc Stephens
15-Nov James Warren
15-Nov Connie Gray
16-Nov Archie Miller
16-Nov Randy Yarbrough
16-Nov Cynthia Cheizoo
16-Nov Celia Swender
16-Nov Lynda Welty
16-Nov David Parker
17-Nov Robert B. Todd
17-Nov Lizbeth Lopez

MTAR MEMBER BULLETIN BOARD

YOUR OFFER DATES: November 1-15, 2018
YOUR ACTION: Download Social Media Marketing and/or Recruiting New Agents eBooks from Back At You Media, a REALTOR Benefits® Program Partner.



YOUR REWARD: Waived activation fee on any Back At You Media social media plans, valued at \$149.

The enormous daily traffic on Facebook, Twitter, and LinkedIn has made social media marketing too big to ignore. Luckily, Back At You Media's social media automation system makes it easy for you to advertise on social media! As an NAR member you enjoy a discount on this service through the REALTOR Benefits® Program.

Back At You Media provides REALTORS® with a Social Media Center that's simple to use and customized to your marketing needs. Simply choose your level of automation and Back At You Media does the rest: promoting you and your listings on today's most popular social networks including Facebook, LinkedIn, and more.

There are three different plans to choose from, they are:

- **The NAR Starter Plan**-For REALTORS® just getting started with social media marketing.
- **Advanced Subscription Plan**-REALTORS® with more advanced social media marketing needs who want additional features.
- **The Enterprise Plan for Brokers**-Brokers who want to help their agents succeed in social media marketing.

DIG DEEP. DOWN TO THE CORE!

TREC Core Class

Monday, November 26

9 am - 4 pm

MTAR Bldg., 311 Butler

Sponsored by

iBeria Bank Mortgage

IBERIABANK
MORTGAGE

6 CE - \$45

TREC RULES | ADVERTISING | PROPERTY
MGMT
CONTRACTS | ESCROW | COMMERCIAL |
DISCLOSURE

TO SIGN UP,
[HTTP://MTAR.ORG/EDUCATION-REGISTRATION](http://MTAR.ORG/EDUCATION-REGISTRATION)