

# MTAR Member News

November 11, 2019



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Have you received YOUR 2019 Golden Rule(r) yet? **53** 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.



## Warm Hearts & Warm Souls Coat Drive

All coats and sizes, in gently used condition, are welcome!

### 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.  
 Coldwell-Banker Seagroves-Neese - 1708 N. Main St., Shelbyville, TN 37160  
 Craig & Wheeler Realty and Auction - 508 Cannon Blvd., Shelbyville, TN 37160

**Coffee County:** Coats will benefit Manchester City Schools, Tullahoma City Schools, and Coffee County Schools  
 Coffee County Realty and Auction - 2104 North Jackson St., Tullahoma, TN 37388  
 First Choice Realtor - 211 South Jackson St., Tullahoma, TN 37388  
 Coffee County Realty and Auction - 532 Hillsboro Blvd., Manchester, TN 37355  
 Exit Realty Partners - 861 McArthur St., Manchester, TN 37355  
 Middle Tennessee Properties - 216 North Irwin St., Manchester, TN 37355  
 RE/Max 1st Realty - 2830 Woodbury Hwy., Manchester, TN 37355

**Franklin & Grundy Counties:** Coats donated to Decherd Good Samaritan for free distribution.  
 Swafford's Property Shop - 309 2nd Ave., Winchester, TN 37398  
 RE/Max Mountain Views Realty - 1024 Dinah Shore Blvd., Winchester, TN 37398

**Rutherford County:** Coats will benefit Last Call for Grace  
 Middle Tennessee Association of Realtors® - 311 Butler Drive, Murfreesboro, TN 37127

Please contact **Rex Brown** with any questions: [rex@mtar.org](mailto:rex@mtar.org) or (615) 893-5273

SAVE THE DATE

## 2020 INSTALLATION & AWARDS DINNER

JANUARY 14, 2020  
EMBASSY SUITES HOTEL  
6 PM

*New dates & location!*  
February 3-5, 2020  
Hilton Nashville Downtown

2020  
TNEX  
SUMMIT

Tennessee Excel Summit (TNEX)®



\*formerly Spring Conference

## MTAR Calendar

**Tuesday, Nov. 12**  
**10:00-2:00—** Real-Tracs training in Manchester! Coffee County Adm. Bldg. Register online at [www.realtracs.net](http://www.realtracs.net)

**Wed., Nov. 13**  
**9:00-10:30—**MTAR Board of Directors meeting

**Thursday, Nov. 14**  
**8:30-4:30—**Pricing Strategy Advisor Designation class, 7 CE, \$100  
**11:30-1:00—**WCR— Preparing for a Changing Market, register [here](#), Smyrna.

**Friday, Nov. 15—**2020 MTAR Dues Billing begins! Watch your email for information for online payments!

**Monday, Nov. 18**  
**9:00-4:00—**TREC Core Class, 6 CE, \$45, D.W. Wilson Center, Tullahoma, Bobby Wood, Instructor

**Wed., Nov. 20**  
**9:00-12:00—** Professional Standards training for 2020 leadership, MTAR  
**1:00-4:00—** Leadership training for 2020 Board members

**Thursday, Nov. 21**  
**8:00-12:00—** Working with Sellers, 4 CE, \$30, MTAR office

**Thursday Nov. 21**  
**2:00pm** Community Relations Committee Meeting

**Thursday Nov. 4 & Friday Nov. 5—** MTAR Closed for Thanksgiving!



<https://www.c2ex.realtor/>

The National Association of REALTORS® created the Commitment to Excellence program to encourage the professional development of REALTORS® by utilizing a multifaceted approach aimed at offering opportunities for continuing education and professional growth. A member's Commitment to Excellence is a continual practice, and a lifelong commitment to superior professionalism and providing first-rate customer service.

The Commitment to Excellence Program is defined by eleven competencies which indicate a REALTOR®'s commitment to ethics, advocacy, technology, data privacy, outstanding customer service, and much more. Each competency is tied to tasks and learning modules which are preceded by a Skills Assessment. These assessments offer each REALTOR® the opportunity to receive a comprehensive identification of skills that measure a REALTOR®'s proficiency in the related C2EX competency.



Based out of Murfreesboro, Tennessee, Premier Land Title and Escrow, LLC provides land, title, and escrow services to meet all your real estate closing needs.

[WWW.PREMIERLTE.COM](http://WWW.PREMIERLTE.COM)

Murfreesboro: 615-410-3600

Smyrna: 615-625-3650

# Training & Educational Choices for MTAR Members!

## NOVEMBER Education Classes

November 12—RealTracs training, 10:00-3:00, Coffee County Adm. Bldg., register online at <https://realtracs.net/Help/ClassSchedule>

November 14—Pricing Strategy Advisor certification, MTAR, 8:30-4:30, 7 CE, \$100, MTAR office

November 18-22—Cram Week at MTAR! 20+ CE hours in one week!



**The CE Shop**  
**SAVE 25%**  
 on your real estate education today!  
 promo code **NOV25**

**Enroll today:**  
<http://mtar.theceshop.com/>  
 Promotion expires Nov. 30, 2019

### Start Pricing Homes with Confidence.



Sponsored by  
**LAWYERS LAND & TITLE**

**Register for the Pricing Strategies: Mastering the CMA course.**

The key to competitive home pricing is becoming proficient at comparative market analyses (CMAs). In the Pricing Strategies: Mastering the CMA course, you will learn how to evaluate the existing real estate market to take the guesswork out of pricing homes.

**As the core requirement for the Pricing Strategy Advisor (PSA) certification, this course will enable you to:**

- Determine the market-based value range of a home
- Choose the most appropriate comparables for a property
- Compile a CMA report for proper presentation
- Collaborate with appraisers

Take the Pricing Strategies: Mastering the CMA course and become a recognized leader in home pricing.

Visit [PricingStrategyAdvisor.org](http://PricingStrategyAdvisor.org) to learn how to earn the PSA certification.


**Thursday, November 14**  
**8:30-4:30**  
 Middle TN Assn. of REALTORS  
 311 Butler Dr., Murfreesboro, TN



7 CE hours  
 \$100  
 Robert Morris, instructor

Register Now!  
<http://www.mtar.org/education-registration>





### SERVE THOSE WHO SERVE OUR COUNTRY

Sign up for NAR's Military Relocation Professional (MRP) Certification Course.

When military staff and their families relocate, the services of a real estate professional who understands their needs and timetables makes the transfer easier, faster, and less stressful.

The Military Relocation Professional Certification Course educates REALTORS® about working with U.S. service members and their families and veterans to find the housing solutions that best suit their needs and to take full advantage of available benefits and support.

To earn the MRP certification, REALTORS® must complete a few basic requirements:

1. Be in good standing with NAR;
2. Complete the one-day MRP certification course;
3. Complete two one-hour webinars; and,
4. Submit certification application and one-time fee of \$195.



**TAKE THE COURSE!**

**Friday, November 22**  
**8:00-5:00**  
 Middle TN Assn. of REALTORS  
 311 Butler Dr., Murfreesboro, TN

8 CE hours  
 \$125  
 Robert Morris, instructor

Register Now:  
<http://www.mtar.org/education-registration>

LEARN MORE AT  
[WWW.MILITARYRELOCATIONPRO.ORG](http://WWW.MILITARYRELOCATIONPRO.ORG)

## FINAL NAR ETHICS & TREC CORE CLASSES FOR 2019!

### Mark your calendar now!

**November 18—TREC Core Class D.W. Wilson Comm. Center, Tullahoma**

**December 9—NAR Ethics MTAR office**

**December 16—TREC Core Class MTAR office**



One more 6 to \$99 opportunity. Let's make this one the biggest and best . We need you to bring new investor's to reach our 2019 NAR RPAC goal.

### RPAC'S "6 TO \$99" SOCIAL EVENT

**November 18, 2019**  
**5:00 pm—7:00 pm**

**Bad Daddy's Burger Bar**  
**2243 Medical Center Parkway**



*Please join us for the final event in our 6 to \$99 series for 2019. It promises to be a night of fun and festivity with great food in a new and exciting venue. Bring a friend or two and help make this event the best one yet. Fun, food and friends on the heated patio of Murfreesboro's latest culinary locale.*



Your \$25 investment helps RPAC to continue being the strong voice needed for our lawmakers on a local, state, and national level!

#### THANK YOU TO OUR WONDERFUL SPONSORS!



RSVP to Rex Brown, [rex@mtar.org](mailto:rex@mtar.org)

CONTRIBUTIONS ARE NOT DEDUCTIBLE FOR INCOME TAX PURPOSES. CONTRIBUTIONS TO RPAC ARE VOLUNTARY AND ARE USED FOR POLITICAL PURPOSES. YOU MAY REFUSE TO CONTRIBUTE WITHOUT REPRISAL AND THE NATIONAL ASSOCIATION OF REALTORS® OR ANY OF ITS STATE ASSOCIATIONS OR LOCALS BOARDS WILL NOT FAVOR OR DISFAVOR ANY MEMBER BECAUSE OF THE AMOUNT CONTRIBUTED. 70% OF EACH CONTRIBUTION IS USED BY YOUR STATE PAC TO SUPPORT STATE AND LOCAL POLITICAL CANDIDATES. UNTIL YOUR STATE PAC REACHES ITS RPAC GOAL, 30% IS SENT TO NATIONAL RPAC TO SUPPORT FEDERAL CANDIDATES AND IS CHARGED AGAINST YOUR LIMITS UNDER 2 U.S.C. 441a. AFTER THE STATE PAC REACHES ITS RPAC GOAL, IT MAY ELECT TO RETAIN YOUR ENTIRE CONTRIBUTION FOR USE IN SUPPORTING STATE AND LOCAL CANDIDATES.

We would like to recognize our MTAR Major Investors so far in 2019.

#### Golden R President's Circle

*Debra Beagle*

*Janice Carlton*

*Chris Garrett*

#### Sterling R

*Debbie Mann*      *Greg Myers*

*Janet Nettles*      *Matt Sargent*

*LeShaye Sawyer*      *Bob Sorey*

*Sharon Swafford*      *Stan Vaught*

*Katrina Waldrip*

*Christopher Wilson*

#### Bronze R

*Sandra Blunkall*      *Jay Cash*

*Chuck Shaw*

*Stephanie Tellez*      *Candy Joyce*

RPAC *The voice of the REALTOR Party*

The Government Affairs Committee will meet November 20, at 2:00pm at MTAR office.



Committee assignments will be coming soon. If you are interested in volunteering for the RPAC or the Government Affairs Committee, contact [rex@mtar.org](mailto:rex@mtar.org).



# MTAR Christmas Party SPONSORSHIPS

Show your support for your clients and friends! Help us celebrate this wonderful year that we have all had and be a sponsor of the MTAR Christmas Party!

**Thursday, December 5th, 6:00 pm – 10:00 pm**  
**The Grove at Williamson Place**

- ◊ **Santa Sponsor - \$500 - (4 only)** Sponsor has the opportunity to address the attendees from the stage once during the evening, company name on signage.
- ◊ **Major Prize Sponsor - \$250 - (4 only)** Sponsor will receive additional tickets to personally share with guests that evening, company name on signage.
- ◊ **Beverage & Cocktail Sponsor - \$250 - (4 only)** Sponsor will have signage at the bar, company name on signage.
- ◊ **Elf Sponsor - \$200 - (4 only)** Sponsor may have a representative accepting Toys for Tots donations for one hour, company name on signage.
- ◊ **Dessert Sponsor - \$150 - (2 only)** Sponsor will have signage at the dessert table, company name on signage.
- ◊ **Entertainment Sponsor - \$150 - (3 only)** Sponsor will have signage by musicians & DJ, company name on signage.
- ◊ **Reindeer Sponsor - \$100 -** Company name on signage.
- ◊ **Gift Sponsor -** Donate door prizes to be given out during the evening with donor recognition.

**PAYMENT INFORMATION**

Santa \$500\_\_\_\_ Major Prize \$250\_\_\_\_ Elf \$250\_\_\_\_ Dessert \$150\_\_\_\_ Entertainment \$150\_\_\_\_ Reindeer \$100\_\_\_\_

VISA/MC/DISC Number\_\_\_\_\_ Exp. Date\_\_\_\_\_

V-Code\_\_\_\_\_ Billing Address Street #\_\_\_\_\_ Zip Code\_\_\_\_\_

Signature\_\_\_\_\_ Date\_\_\_\_\_

Email form to [wayman@mtar.org](mailto:wayman@mtar.org) or fax to (615) 893-2250

If you need an invoice or a receipt for your sponsorship, please call the MTAR Office at (615) 893-2242 or email [candy@mtar.org](mailto:candy@mtar.org).  
Make checks payable to MTAR and mail to 311 Butler Drive, Murfreesboro, TN 37127.

*Thank you for your support!*





**MTAR VOLUNTEERS NEEDED!**

## Salvation Army Bellringing

FRIDAY, DECEMBER 6, 2019

VOLUNTEER FOR SHIFTS -  
CONTACT CANDY@MTAR.ORG

**REALTORS Ring Day 2019**

**Friday, December 6th**

MTAR Members will cover all the Kroger Stores in Rutherford County. Sign up for available 2-hour shifts—bring your family, and help reach our goal of \$300 per bucket for the day!

**2020 Volunteer Opportunities—Sign Up Now!**



Middle Tennessee Association of REALTORS®

**2020 MTAR Committee Volunteer Opportunities**

**It's Time to Get Involved!**

We know you're busy! Busy people get things done, and we need your help to get it done for everyone! 2020 begins our 59th year at MTAR, and our legacy of member service, professionalism and success needs your help to continue. Find your niche, make connections, and be a part of Tennessee's most fun REALTOR® association! Sign up today!

- COMMUNITY RELATIONS:** **2020 Chair Karren Welborn** Plan & assist with projects & raise funds to promote the REALTOR® image in the community – golf tournaments, scholarships, service opportunities; review community service recommendations in member markets  
*Will meet on the fourth Thursday at 2 pm*
- EDUCATION:** **2020 Chair Stephanie Tellez** Conduct Orientation classes for new members; plan educational (CE and issue-oriented) programs for members; recruit instructors; coordinates annual education awards program and Hall of Fame recognitions, hot topics updates  
*Will meet on the third Tuesday at 2 pm, alternate months*
- GOVERNMENT AFFAIRS:** **2020 Chair Curran Scarlata** Monitors legislative changes that impact our members and industry; recommends new legislation to promote & protect private property rights and enhances the real estate climate in our communities; engages members in local & state issues; coordinates annual Hill Day legislative meeting  
*Will meet on the third Wednesday at 2 pm*
- GRIEVANCE:** **2020 Chair Katrina Waldrin** Reviews complaints for due process & hearing cause. **\*\*Requires annual training and minimum of 3 years as a REALTOR®; 3-year term. (Meets as needed) ( You cannot serve on both the Grievance Cte. and the Professional Standards Cte.)**
- MEMBER SERVICES:** **2020 Chair Melissa Taylor** Coordinate member programs in our market areas & present member recognition programs; plan & present member luncheons, socials, affiliate appreciation programs, media campaign for consumer education on REALTOR® Value  
*Will meet on the first Tuesday at 1 pm*
- PROFESSIONAL STANDARDS:** **2020 Chair Darrell Huffman** Serve as panelist for arbitration cases and ethics hearings. **\*\*Requires annual training; 3-year term and minimum of 3 years as a REALTOR®. (Meets as needed) ( You cannot serve on both the Grievance Cte. and the Professional Standards Cte.)**
- RPAC:** **2020 Chair Debbie Mann** Coordinate annual member investment campaign & increase participation in RPAC, recommend candidate funding and grassroots issue investments, coordinate annual fundraising events and recognition program, focuses political awareness & support to candidates who support real estate issues.  
*Will meet on the first Wednesday at 1 pm*

**PLEASE RETURN TO MTAR TODAY!** [candy@mtar.org](mailto:candy@mtar.org) or online at [www.mtar.org](http://www.mtar.org)

Name \_\_\_\_\_  
 Company \_\_\_\_\_  
 Email \_\_\_\_\_  
 Cell number \_\_\_\_\_  
 I volunteer to serve in 2020 on the committees /programs indicated, and participate actively by attending meetings, projects, and classes as my leadership role requires. I also give permission for MTAR to contact me via email, text messaging, or smoke signal as needed.  
 Signature \_\_\_\_\_

Please consider me for service on the following MTAR leadership opportunities: (select all that you can do)

- Community Relations Committee
- Education Committee
- Government Affairs Committee
- Grievance Committee (3-year term)
- Member Services Committee
- Professional Standards Committee (3-year term)



- RPAC Committee
- OTHER MTAR VOLUNTEER ACTIVITIES:**
- Social/Decorating Team—for member events & socials
- Leadership MTAR—future MTAR leaders training
- Anything else you would like to do with/for MTAR?



**NAR + RLI Land Markets Survey**

Do you conduct land transactions? Reserve your free copy of the NAR + RLI Land Markets Report by participating in this [short survey](#). All participants will receive a complimentary copy of the final report in January 2020. Don't delay – the deadline to participate in this year's Land Markets Survey is **Friday, November 15!**

Direct Link: [https://www.research.net/r/RLI\\_NAR\\_2019Q4](https://www.research.net/r/RLI_NAR_2019Q4)

**NEW in the REALTOR® Store**

**OPEN HOUSE Today Sign Kit**

Get your Open House NOTICED with our OPEN HOUSE TODAY SIGN KIT!

Each sign is 18" high x 24" wide and comes with a 24" step stake!  
 When signs are placed side by side, you have an OPEN HOUSE sign at least 10' wide!

The combo kit has 5 individual signs - each letter of OPEN and a TODAY with time space.

**\$39.95**

Middle Tennessee  
Association of  
REALTORS®

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

THAT'S WHO WE 



- 10-Nov Fred Bugg
- 10-Nov Selena Ramangkoun
- 10-Nov Larry Lockhart
- 10-Nov Rhonda Hatmaker
- 10-Nov Leslie Hibdon
- 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 Kelsey McCall
- 13-Nov Jesse Trask
- 13-Nov Ann W. Allison
- 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 Connie Gray
- 15-Nov Sally Locke
- 15-Nov William J. Sims
- 15-Nov James Warren
- 16-Nov Archie Miller
- 16-Nov Cynthia Cheizoo
- 16-Nov Celia Swender
- 16-Nov Lynda Welty
- 16-Nov David Parker

## MTAR MEMBER BULLETIN BOARD

**YOUR OFFER DATES:** November 1-15, 2019

**YOUR ACTION:** Register for a Digital Marketing Best Practices workshop hosted by Adwerx

**YOUR REWARD:** "10% off your Adwerx digital advertising campaign, PLUS a chance to win three months of Sphere advertising (valued at \$300)"



REALTORS® are invited to participate in a member-only Digital Advertising workshop led by Adwerx marketing experts.

Come prepared to learn:

Powerful digital "hacks" that will help you **win more listings**

- A surprisingly simple strategy to **nurture your referral networks** with digital ads
- How to **bolster your personal brand** in your own backyard
- Best practices for designing ads that will **grab attention** on any website and much more!

Sign up for one of two workshop dates, by clicking the "ACT NOW" button and filling out the form. You'll receive 10% off your next Adwerx digital advertising campaign PLUS a chance to win three months of Sphere advertising (valued at \$300). Sphere of influence advertising empowers you to stay top-of-mind with a targeted digital ad campaign to everyone on your contact list. Learn more about Adwerx's offerings including the [Sphere product](#). Workshop dates:

1. **Friday, November 8th, 1-2pm EST**
2. **Friday, November 16th, 12-1pm EST**



All offers welcome!

**Weichert**  
REALTORS  
Southern Realty  
Partners

Rick Greenfield  
rgreenfield@partnerwithsouthern.com

615-806-4428 (c)  
615-431-8787 (o)

