



Opportunity Knocks



MISSISSIPPI
ASSOCIATION
OF REALTORS®

Unlock YOUR potential by taking advantage of the tools, resources, programs, products and services highlighted in this monthly bulletin distributed to Mississippi's 21 local boards of REALTORS®.

A door-opening newsletter from the Mississippi Association of REALTORS®

MAR announces 2010 slate of MAR officers/directors

The MAR Nominating Committee announces the following slate of MAR officers and directors-at-large for 2010:

- President: Tony Jones, Olive Branch
- President-Elect: Dee Denton, Jackson
- First Vice President/Southern District Vice President: Watkins "Noggin" Wild, McComb
- Central District: Janice Shows, Jackson
- Northern District: Andrea Cummins, Oxford
- Treasurer: Adam Watkins, Hattiesburg
- Immediate Past President: Lynette Praytor, Jackson

DIRECTORS-AT-LARGE

District 1 Director-at-Large

- Kay Jefferies, Southaven, term expires 2012

District 2 Director-at-Large

- Robert Andrews, Greenville, term expires 2012

District 3 Directors-at-Large

- Dorothy Thompson, Jackson, term expires 2012

District 4 Director-at-Large

- Lisa Hollister, Ocean Springs, term expires 2012

Online voting will open at 12:00 a.m. on August 28, 2009 and will close at midnight on September 11, 2009. Any active REALTOR® member of the association is eligible to vote in officer/director elections. These members will receive via mail voting instructions, a login and password, along with a copy of the slate. Due to a mailhouse error, the first letter mailed out to members inadvertently omitted the login and password. A new letter with the correct information has been mailed. Members should receive the second letter in early August.

MAR makes plans for Real Estate Banking Summit

Stayed tuned for upcoming information as MAR initiates plans for an exciting and informative banking summit this fall. Mississippi's leaders in the banking industry, as well as real estate professionals and elected officials will join forces to guide Mississippi REALTORS® through rapidly changing and often confusing lending regulations. Watch for communication concerning where and when this fall, and don't miss this exciting opportunity to help consumers obtain homeownership.

What's new & now

If a picture is worth a thousand words, then a video could be worth a thousand bucks!

With major media outlets touting the negatives of the real estate market, isn't it time for local REALTORS® to speak up about the positives in their local markets? The Mississippi Association of REALTORS® is introducing the Buy NOW Mississippi campaign to bring information and resources to real estate professionals who are looking on the bright side and utilizing the latest modes of effective communication. In an effort to help REALTORS® get the word out that now IS a great time to buy, MAR is hosting a Buy NOW Mississippi Video Contest. Entering is simple – make a short video that creatively addresses either (a) why buyers and sellers should use a REALTOR® or (b) why now is a good time to buy in Mississippi. The video cannot be longer than three minutes and must contain the words "Buy NOW Mississippi" in text or audio. Participants must be Mississippi REALTORS®. The grand prize is \$1,000! Second prize is \$500 and third prize is a Flip Mino™ video camera (a \$180 value). Help us get the word out that whether someone is looking for a spot in the woods, a place near the beach, or urban digs in the capital, NOW is the time to buy!



Buy NOW Mississippi campaign

Visit www.msrealtors.org and click on the "Buy NOW Mississippi" link to take advantage of the FREE fact sheets, audio advertisements and tools available to understand and promote the \$8,000 tax credit and other housing resources.

Catch the second wind in your sale



2009 Convention & EXPO
Dec. 1-3 • Beau Rivage • Biloxi, MS

while learning from nationally recognized instructors.

August breezes have blown in another opportunity to register for MAR's 2009 Convention and Expo at a reduced rate. Register before August 31, 2009 and shore up savings with an early bird rate of \$159. Don't miss MAR's return to the Mississippi Gulf Coast, host of this year's MAR Convention! Come learn, laugh, network and refresh at the "Beau" while you keep the wind in your sales. Convention attendees can earn all required and elective CE

PLUS get EXPO admission, two lunches, two receptions and a dinner/dance for the low price of \$159 for REALTORS® and only \$129 for Rookies until August 31. Register online at www.msrealtors.org or call 800-747-1103.

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2009 LeadershipMAR project gives REALTORS® a voice

The 2009 LeadershipMAR class recently presented their class project CLICK TO BE HEARD campaign to the MAR Board of Directors. One of the fundamental goals of the project is to educate MAR membership on NAR grassroots advocacy programs including the REALTOR® Party, the REALTOR® Political Involvement Committee (RPIC), the NAR Action Center and the new NAR Broker Involvement Program.

The LeadershipMAR class project puts special emphasis on encouraging the use of NAR's new Broker Involvement Program which focuses on the principal broker as the source of spreading the word to their agents concerning issues of legislative importance. This NAR program provides a web-based portal called the Broker Portal to personalize messages to each of the broker's agents requesting them to participate in federal "Calls to Action."

NAR makes progress concerning the HVCC

The Home Valuation Code of Conduct (HVCC) establishes standards for solicitation, selection, compensation, conflicts of interest and appraiser independence. It became effective May 1, 2009, for any mortgage that is sold to Fannie Mae or Freddie Mac; Federal Housing Administration (FHA) and Federal Home Loan Bank (FHLB) mortgages are not covered in the agreement.

As a direct result of NAR's recent meetings with the New York Attorney General's office, the Federal Housing Finance Agency, and Fannie Mae, both Freddie Mac and Fannie Mae have issued new guidance to all lenders on the Home Valuation Code of Conduct. In addition, the Federal Housing Finance Agency issued a press release addressing misinterpretations and concerns about the Code.

The alert clarifies two very important points that NAR raised in meetings with officials. First, it states that lenders should use appraisers who have clear experience in the geographic area. Second, it clarifies that appraisers are not prohibited from talking to real estate agents. Although much progress has been made, NAR will continue to push for a moratorium on the Code. Read more concerning this issue at www.Realtor.org/HVCC.

The Mississippi Association of REALTORS® will also push for appraisal legislation at the state level in 2010.

Upcoming virtual sales meetings

Join us on August 18th from 9:00 to 10:00 a.m. for MAR's Virtual Sales Meeting to share ideas and dis-

cussion related to today's real estate profession. To participate, go to www.msrealtors.ilinc.com. Select "Join a Public Session" then "Virtual Sales Meeting." Listen through your computer's speakers or dial the conference call number listed on your screen for the audio portion. You'll be able to log in beginning 15 minutes before the webinar. For help, contact Autumn Calhoun at acalhoun@msrealtors.org or 601-932-5241. If you can't join our webinars live, then be sure to visit MAR's Multimedia Library page on www.msrealtors.org for past presentations from each webinar series.

Stay updated on MAR's latest news and events

MAR encourages you to join us on all the latest social networking opportunities with REALTORS® from across the state. Visit us on:



www.facebook.com and search Mississippi Association of REALTORS®



www.twitter.com/msrealtors



www.youtube.com and search MSAssocof REALTORS®

Upcoming classroom opportunities from the Mississippi REALTOR® Institute

Learn from the best by taking advantage of upcoming MRI continuing education and licensing classes.

Show Me The Money	Aug 10 2009 9:00AM - Jackson
Agency Law	Aug 12 2009 6:00PM - Jackson
License Law	Aug 13 2009 6:00PM - Jackson
Contract Law	Aug 13 2009 8:00PM - Jackson
Salesperson Pre-License	Aug 17 2009 8:00AM - Tupelo
GRI III Broker B Pre-License	Aug 17 2009 9:00AM - Jackson
Green Designation Core Course	Aug 17 2009 9:00PM - Nesbit
Green Designation Residential Elective Course	Aug 19 2009 9:00PM - Nesbit
Website & Internet Basics for Real Estate Professionals	Aug 18 2009 9:00AM - Gulfport
GRI I - Rooker Boot Camp (Salesperson Post License)	Aug 31 2009 9:00AM - Jackson

Online education offerings at the REALTOR® Institute

- Courses available anytime
- Don't have to wait for classroom offerings
- Set your own schedule

To register visit www.realtorinstitute.org

Pre-license & Post-license Courses

- Salesperson Pre-license: Mississippi Real Estate Principles
- Salesperson Post-license course
- Broker Pre-license: Broker A
- Broker Pre-license: Broker B
- Home Inspector Licensing course

Real Estate CE

- Required License Law & Contract Law
- Required Agency Law
- Buyer Representation in Real Estate
- Commercial Real Estate: Understanding Investments
- Commercial Real Estate: Listing Properties
- Diversity & Doing Business
- Environmental Issues in Your Real Estate

Practice

- Ethics in Real Estate
- Fair Housing
- Fair Housing: Law & Practice
- Home Inspections & Environmental Basics
- Investment Property Practice & Management
- Property Management & Managing Risk
- Real Estate & Taxes
- Real Estate Finance & Tax Issues
- Real Estate Finance Today
- Red Flags: Property Inspection Guide
- Risk Management
- Seller Representative Specialist (SRS Designation)



To register visit www.realtorinstitute.org