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DEBRA TOWNSEND—ASSOCIATION EXECUTIVE
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CENTRAL MICHIGAN ASSOCIATION OF REALTORS®
CENTRAL DISPATCH

THERE'S STILL TIME TO EARN YOUR BROKER'S LICENSE!

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**Take the Broker Prep
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111 S. Lansing St. ~ Mt. Pleasant
Central Michigan Association
of REALTORS® Office

Broker Prep ~ March 17, 18, 19 and 20
9:00am to 5:00pm, \$295.00
30 hours credit towards Broker License

THE ACME INSTITUTE
Register Online: www.theacmeinstitute.com

Or Call: 800-799-0483

Course Approval Numbers: Broker Prep #1045
School Approval Number #348

Broker

Sales Person



Paint Party!

A NEW YEAR CALLS FOR A FRESH, NEW LOOK!

Please join the association staff to help paint the CMAR office

Saturday, March 15th

9:00am start time

Lunch will be provided

Please contact the Association office if you are able to help so we can provide enough painting tools.

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Any and all help would be greatly appreciated!



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MARCH CALENDAR

10 th	Membership Committee	10:00am
11 th	Board of Directors	8:30am
13 th	Technology Committee	9:00am
17 th , 18 th , 19 th & 20 th	Broker Series Courses	9:00am-5:00pm
21 st	Standard Forms @ Alma	8:30am
25 th	Public Relations	9:00am
26 th	Summer Event Committee	9:00am
27 th	MLS Committee	8:30am

APRIL CALENDAR

1 st	Education Committee	9:00am
3 rd	Bylaws Committee	8:30am
8 th	Board of Directors Meeting	8:30am

Find Calendar of events and meetings anytime at:
http://www.cmiar.com/CMAR_Calendar_2014.html



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WELCOME NEW AGENTS:

*Rick McGuirk: Central Management Inc., DBA
United Apartments*

BEST WISHES TO AGENTS MOVING ON:

*Mike Mazurek—New Horizons Realty
Charles Barnard—Coldwell Banker Weir Manuel
Hoppough, Alma*

MONTH SALES COMPARISONS

	February 2013	February 2014
Units Sold	73	50
Average Sale	\$77,730	\$95,977
Total	\$5,674,351	\$4,798,890



Carrie S. Smith
Assistant Vice President
Mortgages

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Fx. 989-775-8209
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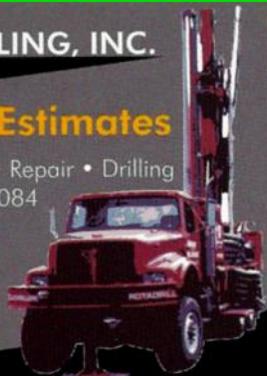
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CMAR Vision Statement:

CMAR, a premier REALTORS® Association, provides focused educational opportunities, enriched membership services, community involvement, and expansion of technology for its members and the public.

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khoran@newexecmtg.com

www.newexecmtg.com



Central Michigan Association of Realtors® General Membership Meeting



Date: Tuesday, April 15, 2014

Time: 8:00am Registration; 8:30am Start

Location: Pine River Country Club

1400 W. Superior St, Alma

TAKE TWO!

Because the February GMM was canceled, we will be holding its meeting agenda and more at April's GMM!



Breakfast will be prepared and provided by:

Lori Young- Mt Pleasant Abstract and Title, Steve Branigan- Chemical Bank, Sherri Downing- Commercial Bank, Becca Clennan- Corporate Settlement Solutions, Jennifer Smith- Superior Title, Tina Lehman- Chemical Bank, Maria Fernette- Independent Bank, Jessica Turner - Isabella Bank, Carrie Smith - Isabella Bank

Guest Speaker: Greg Vaughn of Wolverine Engineers & Surveyors, Inc.

Topic: FEMA Flood Maps Update

Other Agenda Items:

- Special Recognitions
- Association Updates
- Committee Updates



ALSO...

FREE 2 HOUR CON ED course will be held after the meeting.

Nancy Baker: MSHDA update • Kevin Smith: RD update

Please RSVP no later than Friday, April 11th, 2014 by 5:00pm. Contact the Association office to register: Phone (989) 773-2564 • Fax (989) 773-0193 • Email office@cmiar.com.

CENTRAL MICHIGAN ASSOCIATION OF REALTORS® IS DEDICATED TO SERVING THE COMMUNITY BY PRESERVING PRIVATE PROPERTY RIGHTS AND PROVIDING EDUCATIONAL, ETHICAL, AND PROFESSIONAL SERVICES WHILE HOLDING THE REALTOR® TO A HIGH STANDARD OF ACCOUNTABILITY.

OWNER OCCUPIED INCENTIVE PROGRAM

The City of Mt. Pleasant would like to remind area Realtors and Brokers that our *Owner Occupied Incentive Program*, created in 2005, is still available to home buyers. The goal of the program is to reduce the number of rental units in a target area of the city and encourage neighborhood stability by increasing the number of owner occupied properties.

Individuals interested in the program are encouraged to contact a mortgage lender of their choice for pre-qualification of a home loan prior to making application to the City. Applicants will be accepted on a first come, first served basis. Funds will be reserved for up to 60 days following delivery of a Purchase Agreement to the City and will be distributed at closing as follows:

- 5% of the purchase price up to \$10,000 per applicant for the purchase of a licensed “family” rental.
- 8% of the purchase price up to \$16,000 per applicant for the purchase of a licensed “rooming and boarding” rental

Prior to closing, the City will prepare a check for up to the program limit, along with a document in which the purchaser agrees to:

- a. Surrender the property’s rental license.
- b. Eliminate any nonconforming uses, such as a rooming dwelling or multi-unit structure.
- c. Own and occupy the property for at least 5 years, or sell to another owner-occupant.

The Neighborhood Recourse Unit is currently evaluating the program to determine if changes are warranted in either the amount of the incentive and/or expanding the program boundary. I would suggest that if you have other properties that are listed in the City, that have a valid rental license that fall outside the target area in the near future, that you may want to contact the City to see if they qualify.

If you have any questions regarding this email or any other matter you may contact Mike Dunham, Fire Sergeant and Neighborhood Resource Unit Coordinator, at 989-779-5123 or Brian Kench, Building Official at 989-779-5301.

CMAR Board of Directors Actions: February 2014

- - Motion was made to approve the December 17th ballot recount. Support, Pass
- - Motion to have the BOD review each monthly Profit and Loss statement containing Current Month, Year to Date, and Budget Year to Date information, along with Balance sheet and to change the financial procedures accordingly. Support, Pass
- - Motion to add the Accounts Receivable Aging Report to the Finance Committee’s Quarterly Review, and change the financial procedures accordingly. Support, Pass
- -Motion to approve the revised CMAR MLS reports, All fields detail & Client handout. Support, Pass *amended with the following changes: Add taxable value, PRE should be in percentage format, group commission.
- -Motion to approve the new strategic plan and goals. Support, Pass
- -Motion to support Rebecca joining the Mt Pleasant Young Professionals Network by paying the \$40.00 Membership fee. Support, Pass *amended with change of paying for her lunch as well and to provide the BOD with quarterly reports.
- -Motion to approve H&S Companies to do the annual 990 and 990-T tax returns for a cost of \$680.00. Support, Pass
- -Motion to approve closing the office at Noon on February 18th, so Becca can attend a function at her college and the AE to attend the NGLR Board meeting. Support, Pass
- -Motion to approve the committee changes. Support, Pass *amended with the following changes of excluding banquet committee and removing Diyonn Fahlman from ByLaws Committee.
- -Motion to approve the MAR Professional Standards workshops as fulfilling the NAR quadrennial training requirement. Support, Pass

See website for full monthly BOD minutes: <http://cmiar.com/members/bodagendas.htm>

Top 5 Kick Starters to the Almighty Customer Experience

by Nancy Friedman, The Telephone Doctor

Top 5 Kick Starters to the Almighty Customer Experience

How do you make sure every customer's visit turns into the Almighty Customer Experience, the kind that creates a great lasting impression? You start things off right! Here are the top 5 ways to set the stage with your customers at your establishment, right from the get-go! And it doesn't matter what industry...the top 5 are the top 5! Here's what your customers are looking for in those critical first moments:



1. A Proper Greeting

The first words a customer hears really do matter, so make them count! The most common greeting we seem to hear is, "Hi, how are ya?" While it's not the worst thing you can say, it's weak and ineffective. Why? Well, because it's social noise. Let's face it... most folks don't care how you are. And it's usually just returned with, "Fine, how are you?" Again, there's no substance, and therefore no basis to begin building rapport. Kick start that almighty customer experience with one of these:

"Nice to see you!"

"Glad you're here!"

"Nice of you to stop in today!"

The list goes on. Anything but the dull, overused, "Hi, how are you?"

2. A Few Good Manners

Please. Thank you. You're welcome. Come on...your mother taught you these! But sadly, they're underused, replaced by casual, sloppy language and just plain bad manners.

"No problem" is NOT "You're welcome"

"Here ya go" is NOT "Thank you"

Any instruction you give that doesn't begin or end with "please" is an order ("Pull forward to the next window.")

Please. Thank you. You're welcome. These are words that every customer needs to hear. Add them into your conversations, phone calls, emails...wherever and whenever you're working with a customer. Darn it, I shouldn't have to tell you this! It would be nice to hear a "Thank you for holding," when you come back after putting a caller on hold, too.

3. Turn Your Ears On

Your customers must believe they're being heard, and that means you need to listen! When a customer has to repeat themselves, they get frustrated. Why? Because they feel you're not listening. So even if you need pen and paper to jot notes as they talk, be sure you've listened and heard what they have to say. Then ask questions. Building rapport begins with good listening skills. Your customers need to be heard.

4. Show What You Know (Job Knowledge)

Customers want to deal with people who know what they're doing, and that's why the phrase, "I don't know" must be banished from your vocabulary. As most of our Telephone Doctor clients know, "I don't know" is a forbidden phrase. It's not allowed. At Telephone Doctor, it's a condition of employment, grounds for termination. That's right, you will never hear, "I don't know" from a Telephone Doctor employee. You might hear, "Gee, that's a great question! Let me find out for you." Don't derail yourself with that one forbidden phrase! Show your customers that you're knowledgeable and competent.

5. Smile

Right, smile! You knew that, didn't you? And smiling means we want to see those pearly whites! (Otherwise, you're just grinning, and that makes you look goofy.) Here's the coolest thing about a smile...it's contagious! Once you start one, your customers catch it. Your co-workers catch it, and maybe even your grumpy ol' boss catches it! Pretty soon, you have a full-on smile epidemic, and the world is a better place!

The list of things that go into creating that Almighty Customer Experience goes on, but I promise you, these Top 5 Kick Starters will set you on the right path!

MAR LEGAL LINES: Limited Liability Companies

With the help of McClelland & Anderson, we are taking the most recently asked questions from our legal hotline and putting them in E-news. We will be featuring a different question each issue.

Question: My business model is such that my brokerage firm never holds buyers' earnest money deposits. Am I nonetheless required to maintain a trust account?

Answer: NO. You are only required to maintain a trust account if you are holding money belonging to others.

App of the Month:

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Cartavi is a simple and secure way for real estate professionals to manage and share documents while on the go. From listing agreements to tax assessments, inspection reports to offer letters, Cartavi gives you one easy-to-use, cloud-based solution to view, manage and share documents from wherever you are.

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