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February 2010

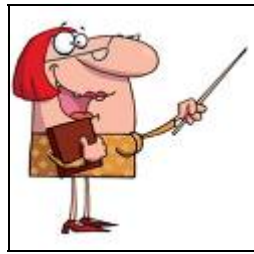
Volume 2, Issue 2



CENTRAL MICHIGAN ASSOCIATION OF REALTORS®



Central Dispatch



EDUCATIONAL OPPORTUNITIES

FEBRUARY 6TH
GENERAL MEMBERSHIP MEETING
PINE RIVER COUNTRY CLUB
1400 W. SUPERIOR ST. ALMA
8:30am

SEATS STILL AVAILABLE

FEBRUARY 17TH
SFR CERTIFICATION
 Mid-Michigan Community College
 HARRISON MI 48625
8:00am-5:30pm

FEBRUARY 23RD CON-ED
CLARK CONFERENCE CENTER
114 SOUTH BRADLEY MT.PLEASANT
9:00am-3:00pm

WELCOME MATTHEW GROSS TO THE ASSOCIATION OFFICE AS OUR NEW INTERN. MATTHEW IS JUNIOR AT CENTRAL MICHIGAN UNIVERSITY MAJORING IN REAL ESTATE DEVELOPMENT AND A MINOR IN ECONOMICS.

WHAT DO I GET FOR MY DUES

8 THE MORE YOU LEARN THE MORE YOU EARN
 Tap into new opportunities in you market-and as much as double your salary- by gaining advanced credentials that set you apart from the rest. Earn the prestigious Graduate REALTOR Institute designating with clients with specific needs. Take courses and earn continuing education credits online through REALTOR University or at your local state, and national REALTOR association.

9 REAL SAVINGS AND EXCLUSIVE OFFERS

From national partners-including FedEx, Dell, Lowe's, Avis, Budget, and Hertz- your REALTO membership ensures offers and savings on products and services through NAR'S

SALES COMPARISONS

JANUARY 2010
 Units sold 48
 Average Sale 74,464
 Total 3,574,277

JANUARY 2009
 Units Sold 42
 Average Sale 77,905

2010 Leadership

Paula Arndt
President

John Leonard
President Elect

Kevin Keating
Past President

Eileen Rush
Treasurer

Rebecca Terpening
Secretary

Directors:
Melissa Allen

Susan Massaway

Marci Browne

Sandi Jeffery

Brandon Labelle

Denise Love

**Affiliate
Director**

Paul Alexander

**WANTED
ARTICLES, JOKES,
ANNOUNCEMENTS**

This is your news link
to other REALTORS

**SUBMIT ALL
REQUEST TO**

Normaje@cmiar.com

2010 Media Plan Highlights

In 2010, the Public Awareness Campaign will include TV, radio, print and online advertising, increasing the awareness of NAR's message and encouraging more people to take advantage of the home buyer tax credit. Consumers will see and hear Public Awareness Campaign messages nearly eight billion times in 2010.

Our increased presence on prime time programs can be seen on shows like *Grey's Anatomy*, *Dancing with the Stars*, *Extreme Makeover Home Edition*, *The Big Bang Theory*, *NCIS*, *The Mentalist*, *CSI:NU*, *House*, *24*, *Fringe*, *Bones* and *Lie to Me*. Also look for ads running on cable networks like *HGTV*, *TLC*, *TBS*, *USA*, *DISCOVERY*, *FOOD NETWORK*, *TNT*, *COMEDY CENTRAL*, *DIY* and, new this year *NICK at NITE* and the *NATIONAL GEOGRAPHIC* Channel.

Late night programs have been added with popular shows such as *Jimmy Kimmel Live*, *The Late Show with David Letterman* and *The Late Late Show with Craig Ferguson*. Premium syndications has also been added to the media plan, where we can reach our audiences via top-rated programs they love to watch, including *Seinfeld*, *Everybody Love Raymond* and *King of Queens*.

We all sponsor the *NCAA* basketball tournament in March and begin our new and exclusive *This Old House* sponsorship, a multiplatform endeavor that includes print, online, TV and radio.

This year's radio includes top-rated programs such as the *MLB* regular season and playoffs, *NFL* football, *NCAA* college basketball and football, *ESPN Morning Show* and *XM/Sirius* radio.

In 2010 your Public Awareness Campaign will debut in premium consumer magazines, capturing the target readers of *Martha Stewart Living*, *Real Simple*, *Popular Mechanics* and *This Old House*.

In addition, the campaign's messaging will be featured online, in content that is relevant to our home buying audience. Be sure to browse sites including *HGTV.com*, *DIYnetwork.com*, *RealSimple.com*, *TLC.com*, *About.COM* and *ThisOldHouse.com* to catch our brand new online ads!

(information REALTOR magazine February 2010)

JUST FOR LAUGHS

NEW MEMBERS

Barbara McCollom / Coldwell Banker MPR

Jenny Vogelaar / Miller Realty

ON THE MOVE

Rob Morse / Summit Realty

DROPPED MEMBERS

Brad Hansen

LOST BUT NOT FORGOTTEN

Maurice John



Upcoming Events and Meetings February

9TH BOARD OF DIRECTORS ♥
MEETING 8:30AM

11TH PUBLIC RELATIONS ♥
MEETING 1:30

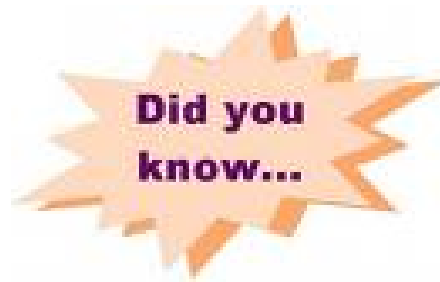
16TH GENERAL MEMBERSHIP ♥
MEETING 8:30

17TH SFR CERTIFICATION ♥
HARRISON 8:00-5:30

EQUAL OPPORTUNITY ♥
MEETING 1:30

23RD CON-ED ♥
MT. PLEASANT 8:30-3:00

25TH PRO STANDARDS ♥
MEETING 1:30



*The MLS has added 2 new lookup fields. Type of Ownership and Mortgage Status. You can find these in the Financing section. Each category has a drop down tab. Type of Ownership's are: Bank Owned, Bankrupt, Corporate owned, Estate, Foreclosure, Private owner and Relocation. Types of Mortgage Status are Assumable, Foreclosure, None, Not Assumable, Redemption and Short Sale.

* New input forms will be sent out soon. For now, please write in your types in the Finance section of the input form.

*Good News! The National Association of REALTORS® is making Aflac available to association members. Aflac programs are designed to pay benefits directly to the family (unless otherwise directed), with tax free dollars, to be used at their discretion.

Many families use these benefits to help pay out of pocket medical expenses. Examples like deductibles and co-pays, income replacement while off work, everyday living expenses like mortgage and car payments, even credit card bills. Some may decide to take a vacation to just get away for a while. How these benefits are used is up to you.

This way when an accident or illness takes place, instead of worrying about how they are going to pay their bills, families can concentrate on what is most important, getting better. That's why over 40 million people worldwide have chosen Aflac with confidence.

Interested parties should contact the Central Michigan Association of REALTORS® for more information.

*NAR has provided the Association with a "REALTOR SAFETY RESOURCES KIT" it is available for you to sign out and use. They are also providing you with a free webinar on Feb18th at 11am. Register today at www.REALTOR.org/safetywebinar (space is limited).

*Convention Expo 2010 September 29th and 30th at Soaring Eagle. For further information you can contact them at expo@mirealtos.com or call 800-454-7842

*FREE DOWNLOADS Make yourself even more VALAUBLE with Education Products and Resources available for free. A.) RCA Tenants-in-Common B.) Fair Housing Video C.) Fair Housing Handbook 4th Edition. D.) Fair Housing Sales Pocket Guide E.) Save Now With The Homebuyers Tax Credit

Mt. Pleasant Water Testing

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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




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America Counts on CPAs



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