



VOLUME 3 ISSUE: 1
DECEMBER 2010

CENTRAL MICHIGAN ASSOCIATION OF REALTORS®

CENTRAL DISPATCH

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Debra Townsend- Association Executive

Normajeane Fry- MLS Coordinator/Admin Asst.

CONGRATULATIONS

REALTOR OF THE YEAR

James Parsons III

AFFILIATE OF THE YEAR

Mt Pleasant Abstract

And Title

Paul Alexander , Lori Young, Julie Rush
& Marcus Schreiber

PRESIDENTS AWARD

Betty Livermore

EMERITUS AWARD

Rosemary Reid

Keith Feight

SPECIAL THANKS

Corporate Title, Isabella Bank, Saginaw Valley Shopper, Alma Abstract and Title, Coldwell Banker MPR, Firstbank-Alma, Firstbank-Mt. Pleasant, Gateway Title, Mt. Pleasant Abstract and Title, America's Choice Realty, Brad Malley Well Drilling, Broadway Realty, Century21 Bowerman/Peake, Century 21 Lee-Mac, Century 21 Pioneer, Chemical Bank, Commercial Bank, Greenstone Farm Credit Services-Alma, Williams Appraisal, Greenstone Farm Credit Services-Mt Pleasant, Malley Construction, Labelle Realty, Moore Appraisal, Murray & Associates, Murphy & Associates, Rohman Builders and Banquet Committee

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Sherri Downing

Thank you for all your support for a great 2010. CMAR continues to be strong. This past year opened many doors and opportunities for CMAR members. We participated in a Feasibility Study with 5 other MRA Associations to determine if we could provide better/more services to our members at the same or no costs. Data share agreements with Greater Lansing Association of REALTORS and Grand Rapids Commercial Alliance should result in access to both within the first quarter of next year. NAR launched RPR, a REALTOR only database of all 50 states property information. Although there still needs to be a lot of work done in RPR it still is a great tool. CMAR was one of the first Associations to agree to participate. RPR could open doors to a Single Sign On to the MRA members MLS' who have also agreed to participate in RPR. We applied and received a Diversity Grant from NAR. This will bring a Fair Housing program to members in April, 2011. We have opened communication and built relationships with Diversity groups in Mt Pleasant and surrounding areas. MLS searches can now be done on Smart phones, I-phones and Blackberries. Paragon 5 has been an ongoing process during the year with a launch to CMAR members within the next 30-60 days. CMAR also shared education opportunities with neighboring Associations and the Mt Pleasant Home Builders Association.

As 2011 approaches there are many new initiatives, programs and technologies that the Michigan and National Associations are working on that CMAR will continue to bring to its members.

We want to wish you all a Merry Christmas and a Blessed and Prosperous 2011.

Debbie and Normajean

Today's market vs. 5 years ago

5 years ago homes sold themselves. You just needed to put the sign in the yard and put it on the MLS. Today the agent needs to work at selling the home. The market is more like a "W". It is in it's second dip. There has been a six trillion loss in housing wealth since 2005. Five years ago baby boomers stayed in their home for an average of 22.5 years. Now they are staying in their homes 5-7 years. One in four homeowners are underwater. 75% of agents are dealing with short sales. 92% of buyers are picking properties first, then finding an agent. Today's homes for sale are being staged. 15 years ago, no one staged a home. Text messaging is the new way to stay in touch with consumers. In 2007 the average voice mail message was 3 minutes. Today its 1.5. Visual voice mail converts voicemail messages to text messages. Text messages are sent to set up a phone call. People aren't talking to people any more. 2/3 of all households are singles, childless couples or empty nesters. Communication is still the most important to today's clients. Single agency or exclusive agency is coming nation wide. Consumers will not accept dual agency any longer.

SALES
COMPARISONS

NOVEMBER 2009


UNITS SOLD: 108
AVERAGE SALE: 79,860
TOTAL: 8,624,921

NOVEMBER 2010

UNITS SOLD: 64
AVERAGE SALES : 80,792
TOTAL: 5,170,694



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**ARE YOU READY FOR
PARAGON 5 ?**

**CMAR
GIVES BACK**



The Association sent out 32 boxes to our members who have family serving in either Iraq or Afghanistan.

We have received responses.

Sgt. Jonathan Schmanski in Bagram Afghanistan:
"I got an Awesome package today from your association and shared it with everyone. Thank you so much it was great!"

E5 Chris Johnson in Balad Iraq: "I was so excited to receive my first package in Iraq. Thank you so much and to all who have helped.

Have a blessed Holiday"

Sp. Cathrine Maloy in Qalat Afghanistan: "Mom, everyone was so excited with all of the goodies in the box. . Tell everyone Thank you so much for sending us reminders of HOME"

RPR has arrived! Register for Free Training Webinars Now!

RPR is the National Association of Realtors® exclusive online real estate library. With this new resource you will have unparalleled access to data that will give you a competitive edge with your clients. At its base are over 147 million property records, built from public record and assessment information. Then layers of data have been added such as zoning, permits, and mortgage and lien data. The comprehensive data integrated in RPR goes far beyond typical real estate information and can be used in evaluating any property and target neighborhood for your clients as well as get a snapshot of trends in your market for your business development plans. And most importantly we have enhanced the datasets by integrating Central Michigan Association of REALTORS MLS data to create the most robust catalog of properties ever assembled. RPR offers reports and analytical tools that help you turn a mountain of data into genuine market insight. That's why we're bringing RPR to you.

Learn all about how to use RPR at free live-online webinars held every weekday.

Just go to <https://rpr.webex.com/mw0306lb/mywebex/default.do?siteurl=rpr> to access the class schedule and to register. In less than an hour, you'll be ready to start exploring data and creating reports that help take your business to a new level. If you're a smart phone user, check out the "30 Minutes to Mobile" courses every Friday. Be among the first to put the power of RPR to work for you - sign up for your classes today!

RPR Demos Learn about RPR in this video lead by Mona Steen, Senior Vice-President of Industry Relations. Or sign up for a live demo. <http://blog.narrpr.com/demo>

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Lori Carey
Loan Originator



And the Grinch, with his Grinch-feet ice cold in the snow, stood puzzling and puzzling, how could it be so? It came without ribbons It came without tags. It came without packages, boxes or bags. And he puzzled and puzzled 'till his puzzler was sore. Then the Grinch thought of something he hadn't before. What if Christmas, he thought, doesn't come from a store. What if Christmas, perhaps, means a little bit more. ~Dr. Seuss

DECEMBER

7TH
EDUCATION MEETING 9AM
AFFILIATE MEETING 10AM

9TH
BY LAWS COMMITTEE 9AM
MLS COMMITTEE 10AM
BUILDING COMMITTEE 1PM
GRIEVANCE COMMITTEE 2PM

10TH
LEGISLATIVE COMMITTEE
9AM
TECH COMMITTEE 10AM

13TH
FINANCE COMMITTEE 9AM
EGUAL OPP COMMITTEE 10AM
FORMS COMMITTEE 1PM

14TH
BOARD OF DIRECTORS 8:30AM

24TH
ASSOCIATION OFFICE
CLOSES AT NOON

NEW MEMBERS

Kaureen Horan of
Executive Mortgage

Jennifer Whitford
Greenstone Farm of
Credit Services, Alma

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Schedule of Events, 2010-11

December	
2 nd	Annual Banquet
14 th	BOD meeting
January	
11 th	BOD meeting
February	
15 th	BOD meeting (Leadership Retreat)
22 nd	Membership meeting
March	
8 th	BOD meeting
April	
12 th	BOD meeting
19 th	Affiliate Fair
May	
10 th	BOD meeting
June	
14 th	BOD meeting
21 st	Membership Meeting
July	
12 th	BOD meeting
August	
9 th	BOD meeting
17 th	Golf Outing ?
September	
13 th	BOD meeting
October	
11 th	BOD meeting
18 th	Annual Membership meeting
November	
8 th	BOD meeting

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

Bill Winter
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**THANK YOU
FOR YOUR CONTRIBUTION!
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INDUCTION OF 2010-11 OFFICERS





Congratulations to Jim Parsons, REALTOR of the Year and Proud new papa.



Paula gladly passes the gavel to John. She only thinks we're done with her.



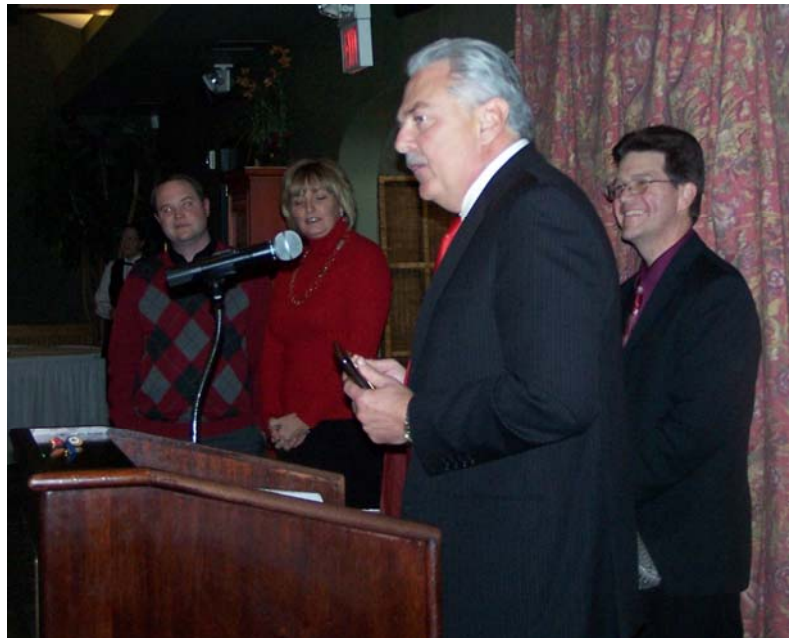
MR. PRESIDENT



Thank you Paula for a GREAT Year.



Looking Good even after 40 years as a REALTOR



Affiliates of the Year, Mt Pleasant Abstract and Title.