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CENTRAL MICHIGAN ASSOCIATION OF REALTORS®

CENTRAL DISPATCH

CMAR at the Alma Highland Festival

Agents had fun working at the entertainment tent for the Highland Festival. A special thank you to all who volunteered to work.



CMAR Vision Statement:

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

Happy
50th
Anniversary
Central Michigan
Associations of REALTORS®

Looking for YOUR help in planning our 50th Anniversary!

Please submit any photos or information you would like to see presented throughout the year and at the Annual Banquet.



JUNE

6 th	Summer Event Committee	8:30am
7 th	PR Committee	9am
8 th	50 th Anniversary Committee	9am
11 th	Forms Committee @ Alma	9am
12 th	Board of Directors	9am
19 th	General Membership Meeting	9am
20 th	Tools for Success	1pm
25 th	MLS Committee	8:30am
26 th	Education Committee	9am



WELCOME ABOARD...

Josh Zamarron— Central Real Estate

Ian Ruggles— Coldwell Banker Mt.
Pleasant Realty



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JUNE20

SALES COMPARISONS

	<u>May 2011</u>	<u>May 2012</u>
Units Sold	70	103
Average Sale		
Total	6,581,597	8,627,430

2011-2012 LEADERSHIP

PRESIDENT

Sandi Jeffery

PRESIDENT ELECT

Kevin Keating

PAST PRESIDENT

John Leonard

TREASURER

Rick Arlt

SECRETARY

Cheryl Jindeel

DIRECTORS

Leslie Walton

Susan Massaway

Cindy Rank

Carol Farnan

Maggie Murphy

Dianne Beard

Jim Parsons

AFFILIATE DIRECTOR

Sherri Downing



ONLINE COURSES

Click Here to Access Our Educational Portal

Northern Great Lakes REALTORS-MLS (NGLR-MLS)

The Northern Great Lakes REALTORS-MLS is a group of 3 Associations from the MRA that have collaborated to form a Regional Northern Michigan MLS. This is a result of the survey that was conducted by Kevin McQueen in the fall of 2010 that revealed the members wanted to access all of the MRA with one log in and reduce costs. There are 3 Associations that are forward thinking and want to make this happen. They are CMAR, Traverse Area Association of REALTORS, and Northeastern Board of REALTORS.

The goal is to launch the new MLS in the first quarter of 2013 with a public facing website for consumers to find property in northern Michigan. The ultimate goal is to get the remaining members of the MRA to join the new MLS. Also to achieve single sign on for the whole group and create a “Brand” with the public facing website that will be recognized as the place to go to find property from Mt Pleasant to Mackinaw.

The three Associations have been meeting since the fall of 2011. The group has formed an LLC, appointed a Board of Directors, interviewed various MLS vendors, merged MLS input forms, and started work on a business and marketing plan to present to the remaining MRA members and neighboring Associations.

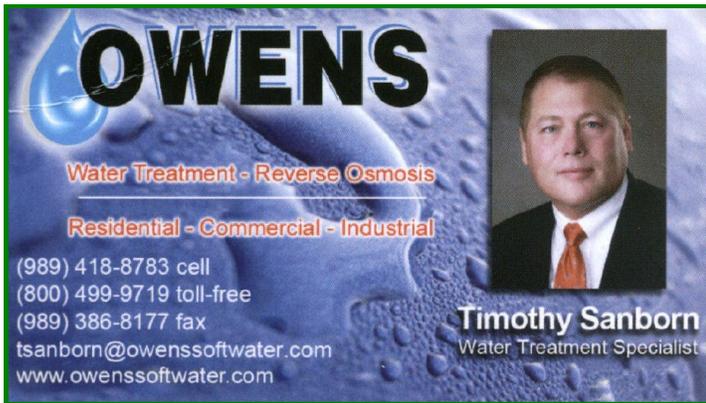
At this time there are close to 1000 members in the new LLC. This will give us a stronger voice when negotiating contracts which will in turn reduce costs. The public facing website will sell ad space and as other MRA members come on board this will also offset costs. Feel free to call if you have any questions.

Stay tuned for monthly updates.

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.

Questions: I am a Broker REALTOR® with an office in Grand Rapids. I would like to expand into the Lansing area. Do I need to have an associate broker supervise the agents on site at this location?

Answer: YES. The Occupational Code states: "A branch office maintained in excess of 25 miles from the city limits in which the broker maintains a main office shall be under the personal, direct supervision of an associate broker." MCL 339.2505(3).



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App for REALTORS

Place Tags is a geo tagging application.

Use Place Tags to add notes and photos to specific points of interest. (For Apple iPhones only)



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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.

Personal Growth Tips from 1,200 Great Sales Tips for Real Estate Pros

3 Ways to Respond to Buyer Questions That Challenge Fair Housing Law

Problem: You've heard it a hundred time from buyers, and you still don't have a good answer: "What kinds of people live in this neighborhood?"



Solution: The key is to provide concrete information that'll give buyers a sense of the area without mentioning protected classes: race, color, religion, sex, national origin, handicap, or familial status. Next time, instead of stammering when a buyer poses this dreaded question, try these legal-yet customer-friendly-responses.

1. Focus on economic status and occupation, which aren't protected by fair housing law. If you mention people you know or have worked with in the area, don't describe them in a way that includes a protected class.

Say: "This is a middle-income neighborhood. Many of the folks that live here work at the businesses downtown. It's a very easy commute from here. For example, Bob Smith, my accountant, lives in the next block."

2. Focus on specifics about the neighborhood that give a sense of its personality, such as whether it has many long-term residents or first-time home buyers. Information on the number of sales in the area may also give buyers a sense of an area's stability and vitality.

Say: "Most of the houses in the subdivision were built about 20 years ago, and a lot of the original buyers still live here. Aren't the houses beautifully maintained?"

3. Focus on providing objective data from third-party sources. Making the data available to all clients also could protect you from charges of discrimination.

Say: "I get that question a lot, so I asked the chamber of commerce to provide me with a fact sheet about the area's demographics that I could offer to all my clients. That way, you'll have all the data to take with you. I also put the chamber's number at the bottom so you can call if you have any more questions."

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RPAC

-Who is RPAC? REALTORS Political Action Committee and it supports candidates who support the Real estate Industry.

-What do they do? Represent Michigan

REALTORS in Lansing and all REALTORS in Washington DC to protect our interest

-Why do we need them? Having a PAC makes REALTORS a player in the political process. NAR wants to be at the table when bills are introduced that effect the Real Estate industry and the way you conduct your business. RPAC helps to open doors and encourages lawmakers to keep an open mind about our issues. RPAC is also an advocate for home ownership.

-When can you contribute to RPAC? RPAC donations can be made all year long. You can make a donation during dues renewal or make a pledge and make payments throughout the year.

2012 RPAC

Contribution Category.....Contributor

Golden R—\$5,000+.....Denise Love— Coldwell Banker MPR

Crystal R—\$2,500+.....

Sterling R—\$1,000+.....Jim Parsons— Century 21 Bowerman/Peake

.....Marci Browne— America’s Choice Realty

Gold Circle—\$500.....Paula Arndt— Broadway Realty

Silver Circle—\$200.....

Century Circle—\$100.....

RUDE?

by Nancy Friedman, The Telephone Doctor

Seems as though most folks have something they consider rude. To some, it's something someone says. To others, it's something someone did. Or maybe it's what wasn't said or what wasn't done. Happens all the time. And we hear it all the time "wasn't that rude?"

Nancy's personal RUDE list (6-10):

6. Bumping into someone or stepping on someone's toes (physically not mentally) and not saying, "Excuse me." - Happens all the time. Walking down the street, in a mall, at the airport. I'm amazed at the number of people who don't actually look where they're going. Good thing they're not driving. Bump into me? Please say "excuse me" or "I'm sorry." Thank you.

7. Not covering your mouth when you sneeze or cough - And a while back, I learned that it's best to sneeze or cough into your inner elbow instead of using your hand to cover your mouth. Makes sense to me. I speak at conferences and people like to come up after I speak and talk with me. They sneeze, cover their mouth with their hand and then nicely offer that hand to me. YIKES! Yes, I use a lot of hand sanitizer.

8. Loud voices in an airplane - To sit behind, in front of, or across from someone who is shouting to get over the sound of the airplane motor noise is maddening. It's RUDE to shout in those small areas. Same thing goes when you're in an elevator. I hear people shouting to the guy who's standing right next to him. It's rude to the others. FYI. Combining #5 & #8 - talking on a cell phone in an elevator. RUDE!

9. Not asking for time to talk, when you call someone - Barging into their lives as though they've been sitting there waiting for you to call. I turn down 100% of the sales calls I get when they don't ask if they've caught me at a bad time. It's just a simple little courtesy - and plain old RUDE if you don't. Even on a non-sales call to one of your relatives or friends, it's a nice thing to do. Ask for time to talk. "Do you have a quick minute, Nancy?" That would work.

10. Making me wait when there is no one else waiting and there are 2 of you talking to each other - Sorry, but that happens a lot. That's not just bad customer service. It's downright RUDE.

SEE LAST MONTH'S NEWSLETTER FOR THE FIRST PART OF NANCYS RUDE LIST!

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