



111 S. LANSING ST, MT.PLEASANT MI 48858
 PHONE" (989)773-2564 FAX: (989)773-0193
 DEBRA TOWNSEND—ASSOCIATION EXECUTIVE
 ROBYN SUTHERLAND—MLS COORDINATOR
 REBECCA WILES-TECHNOLOGY COORDINATOR



E-mail: office@cmiar.com Website: www.cmiar.paragonrels.com

CENTRAL MICHIGAN ASSOCIATION OF REALTORS®

CENTRAL DISPATCH

Capture Your Prize to a Better Business!

Obtain Knowledge & Earn
Real Estate CE

**CONVENTION
 & EXPO**
 MICHIGAN ASSOCIATION OF
REALTORS®
grand rapids
 September 28 - 30 • 2011
 Amway Grand Plaza Hotel • DeVos Place

SALES COMPARISONS

	<u>Aug 2010</u>	<u>Aug 2011</u>
Units Sold	86	85
Average Sale	\$122,707	\$122,356
Total	\$7,741,920	\$7,774,215

2010-2011 LEADERSHIP

PRESIDENT

John Leonard

PRESIDENT ELECT

Sandi Jeffery

PAST PRESIDENT

Paula Arndt

TREASURER

Rick Arlt

SECRETARY

Rebecca Terpening

DIRECTORS

Leslie Walton

Susan Massaway

Marci Browne

Cindy Rank

Brandon LaBelle

Carol Farnan

Maggie Murphy

AFFILIATE DIRECTOR

Sherri Downing

SEPTEMBER EVENTS

Sept 5th

Office closed to observe Labor Day

Sept 7th

Forms Committee @ C21 Alma 3PM

Sept 9th

PR Committee @ Corporate

Settlement Solutions 8:30AM

Finance Committee 8:30AM

Sept 12th

MLS Committee 9AM

Sept 13th

Board of Directors 8:30AM

Sept 15th

Brokers Meeting @ City Hall 10AM

Sept 20th

Education Committee 9AM

Election Committee 10AM

Tools for Success 1PM

Sept 21st

Forms Committee 3PM

Sept 22nd

Golf Committee follow up 1PM

Sept 27th

Uniform Appraisal Data Set

Training @ City of Mt. Pleasant 9AM-12PM
Conference Room & 1-4PM



Kurt E. Feight, CIC
 Certified Insurance Counselor

MT. PLEASANT AGENCY, INC.
 INSURANCE

119 South Franklin
 Mt. Pleasant, MI 48858
 989-772-2977
 989-772-3843 fax
 989-560-1120 cell
 800-577-3576 toll free
 kurt@mtpleasantagency.com
 www.mtpleasantagency.com

INSURANCE PROTECTION
HOME • AUTO • COMMERCIAL • LIFE • FINANCIAL SERVICES

ISABELLA BANK

Shannon J. Gagne
 Assistant Branch Manager / Lending Officer

Ph. 989-875-5080
 Fx. 989-875-2098

sgagne@isabellabank.com
 www.isabellabank.com

1402 E. Center St. | Ithaca, MI 48847

(989) 466-2300 BUSINESS (989) 463-6381 HOME

AARON WALDRON TRUCKING

DUMPSTER CLEAN UP
 Temporary • Permanent • Dumpster
 10 Yd. 20 Yd. 30 Yd.
 Lite Cleanup - Construction - Remodeling
 BUSINESS: 1-866-507-2300

Mt. Pleasant Water Testing

Well & Septic Inspections Water Testing Lab

5701 W. Baseline Rd.
 Weidman, MI 48893

Phone: 989-644-8269
 Fax: 989-644-3295

MSHDA MICHIGAN STATE HOUSING DEVELOPMENT AUTHORITY
 DEPARTMENT OF LABOR & ECONOMIC GROWTH

CAROL BRITO
 DIVISION OF HOMEOWNERSHIP

735 EAST MICHIGAN AVENUE
 P.O. BOX 30044
 LANSING, MICHIGAN 48909
 www.michigan.gov/mshda

PHONE: (517) 373-9866
 CELL: (517) 243-1922
 FAX: (517) 241-1177
 E-MAIL: britoc@michigan.gov

Animal Health Associates, P.C.

Alex P. Imlay, DVM
 Linda Rousseau, DVM
 Alana Wenban, DVM

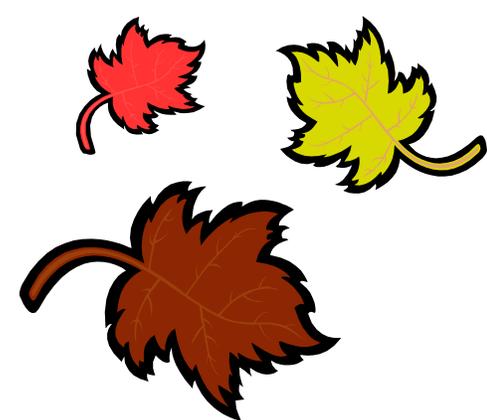
2039 E. Pickard Rd.
 Mt. Pleasant, MI 48858 (989) 773-3434

Firstbank

Robert L. Wheeler
 Senior Vice President

102 South Main Street
 Mt. Pleasant, MI 48858-2336
 www.firstbankmi.com

(989) 773-2600
 Fax (989) 773-0814
 rwheeler@firstbankmi.com





Gratiot County
Relay For Life Event...our
infield campsite!

Walkers at dusk:
Bob & Mary Fleming,
Jon Rhynard,
Alaina Wills,
& Robyn Sutherland...
the Luminaria
ceremonies are about to begin!!



Dianne was a big help setting
up our site!!



Mary Fleming & Dianne Beard

WELCOME ABOARD

A warm welcome to our New Members

Rebecca Wiles Board Staff-Technology Coordinator

Returning Members:

Jon Rhynard

Century 21 Lee/Mac

June Bonstelle

Central Real Estate

MAR UPDATE

WALL LICENSE LEGISLATION

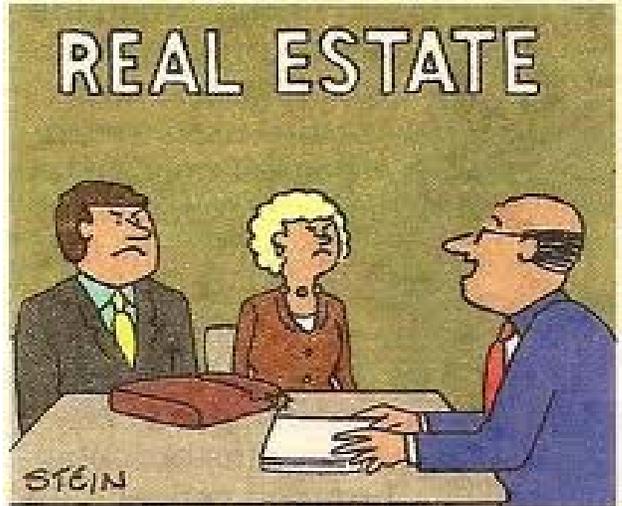
The Senate has passed legislation eliminating the requirement for Wall Licenses. Representative Nancy Jenkins (R-Dover Twp) sponsored House Bill 4113, which is the next step in the progression of licensing standards and keeping up with today's technology.

Currently, the Occupational Code requires a real estate broker to display his or her broker's license and the license of each real estate salesperson that he or she employs. Nowadays, people will rarely go into an office off the street to verify that their broker or agent is licensed.

The MAR has been working with the Licensing and Regulatory Affairs (LARA, formerly DELEG) on this issue over the last few years in keeping licensing and regulation codes up to date. Pocket ID cards are available for all new agents through LARA that have their licensing information on the card. It is our hope that this change is the first step in utilizing technology to streamline licensing requirements for all REALTORS®. The bill is also on its way to the Governor's desk for his signature. We appreciate the hard work of Representative Jenkins for introducing this legislation and look forward to seeing this bill become law.

JUST FOR LAUGHS

REAL ESTATE



"Ha, that's very funny, but seriously, what price range did you have in mind?"



Rob Campau & Brad Ward MAR Government Affairs Podcast



[Listen to August Government Affairs Podcast - 8.12.11](#)
Summer Recap

[Listen to July Government Affairs Podcast - 7.12.11](#)
Part 2
with special guest Speaker of the House James "Jase" Bolger R-63

[Listen to July Government Affairs Podcast - 7.01.11](#)
Part 1
Independence Day Edition

Visit www.mirealtors.com for more Podcasts....

"25th Anniversary"



SANDY L. HALASZ
OWNER

TV, DVD, & Camcorder Sales
Home & Car Stereo (Install Available)
Complete Service Dept.

(989) 773-7370
701 North Mission St.
Mt. Pleasant, MI 48858

www.mainstreetaudiovideo.com
sandyhalasz@mainstreetaudiovideo.com

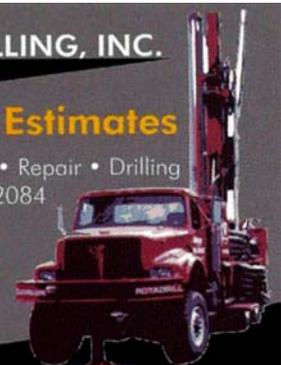
BRAD MALLEY WELL DRILLING, INC.

Free Estimates

Residential • Commercial • Service • Repair • Drilling
Licensed & Insured • State Lic. #372084

Phone: (989) 772-2765
Fax (989) 433-2164

1531 N. Lincoln Road
Mt. Pleasant, MI 48858



Great Links

Be sure to bookmark these useful links listed below

National Organization of REALTORS

www.realtor.org

Michigan Association of REALTORS

www.mirealtors.com

Paragon 5 Mobile

cmiar.mobile.paragonrels.com

CMAR On-line CE Classes

cmiar.theceshop.com

Michigan Real Estate Commission

michigan.gov/lara

CMAR FaceBook

facebook.com/cmiar

CMAR Blog

cmiar.blogspot.com

ROHMAN BUILDERS, INC.



Office And Fax (989) 773-4152
Cell (989) 560-2090

DAVID ROHMAN

416 Smalley Dr.
Mt. Pleasant, MI 48858

ADVERTISING PUBLICATIONS - COMMERCIAL PRINTING

SAGINAW VALLEY SHOPPER

221 E. SAGINAW STREET, P.O. BOX 185
BRECKENRIDGE, MICHIGAN 48615

OFFICE: 989/842-3164
FAX: 989/842-5203
HOME: 989/842-3777

ED BELLES

989.546.7355 scott@sellingUdesign.com

SELLINGU
Helping You Sell You

Scott Gillespie

www.sellingUdesign.com

websites • e-newsletters
social media profiles



Follow me @ www.facebook.com/sellingu

Just for Fun

Somewhere hidden in this newsletter is a hidden "Sold" sign. Similar to *Where's Waldo?* This image has been shrunk down and strategically placed amongst the exciting information we have listed through our monthly newsletter. Can you find it?

This week's **FOR SALE** image looks like this...



Good luck and happy searching!

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

Clare County Habitat
donation...Alaina & Lori Martin



Chips &
Salsa...?

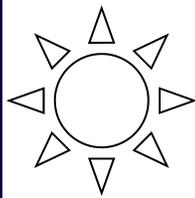
Steve Branigan & Heidi Sitts



Rick & Alaina 'draw' the golf ball winner!



Paul Alexander & the grillin' gang...let the grill begin!

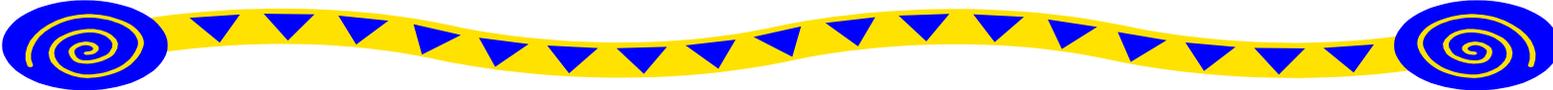


GOLF ANYONE?...

Cheesy!



Leslie Walton & Lori Young



New FTC Rule May Impact Brokerages

The Federal Trade Commission ("FTC") has recently issued its Mortgage Acts and Practices - Advertising, or "MAP", rule ("Rule"). The Rule imposes requirements on those that provide information about mortgage credit products to consumers by prohibiting misrepresentations during these communications and also imposing recordkeeping requirements. The Rule will impact real estate professionals that provide this information to consumers, such as giving a consumer a lender's rate sheet. The Rule takes effect on August 19, 2011.

Background

The FTC published an Advance Notice of Proposed Rulemaking in 2009, and issued a proposed rule relating to unfair or deceptive acts and practices that may occur with regard to mortgage advertising in September 2010. NAR filed a comment letter seeking an exemption for real estate professionals from the Rule.

The Rule is intended to regulate unfair or deceptive practices in the advertising of mortgage products, and covers all entities involved in the process such as mortgage brokers, lenders, and home builders. The Rule will also cover real estate professionals when they are providing information about a mortgage credit product to a consumer, as outlined in this article. Rulemaking authority for the Rule has now transferred to the Consumer Financial Protection Bureau ("CFPB"). Enforcement authority for the Rule rests with the CFPB, FTC, and state attorneys general.

Rule's Requirements

The Rule prohibits misrepresentations in a commercial communication about any term of a mortgage credit product. A "commercial communication" is broadly defined within the Rule, covering both oral and written statements designed to "create an interest in purchasing goods or services", which in this case would be a mortgage credit product. A "mortgage credit product" is "any form of credit" that is offered to a consumer and secured by the consumer's dwelling. The Rule's coverage will include information about all mortgage terms and the Rule contains an extensive list of possible mortgage terms, including interest rates, products sold in conjunction with a mortgage such as credit insurance, amount of taxes, variability of interest rates, and prepayment penalties.

Application of Rule to Real Estate Professionals

The Rule will apply when a real estate professional provides information about a specific mortgage product to a consumer. An example would be providing a consumer with rate sheets containing the current interest rate from a lender or providing a consumer with applications or other information for a specific mortgage product. All statements about the terms of a mortgage will be covered by the Rule, and will need to be retained for two years. In addition, the statements should have the disclaimer language discussed in this article in order to protect against later misrepresentation claims.

The FTC has stated in its comments that the Rule does not apply to purely informational communications not designed to cause the purchase of a good or service because these are not commercial communications. So, providing a consumer general information about market rates for different types of mortgages products will likely not be subject to the Rule because these are not related to a specific mortgage product. However, providing a consumer with the daily rates from a specific lender would trigger compliance with the rule. Similarly, going through the prequalification process with a consumer in order to determine the range of properties that a consumer may be eligible to purchase won't require compliance with the Rule; however, providing a consumer with the documentation needed to apply for a preapproval from a lender for a mortgage loan will be covered by the Rule.

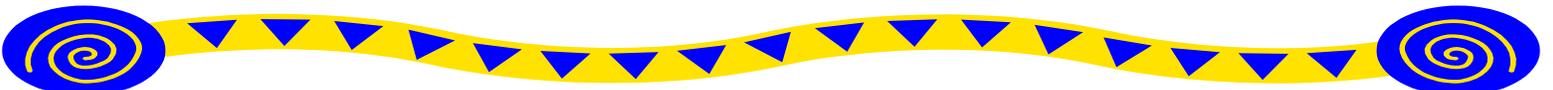
Disclaimer or Qualifying Statement

In the preamble to the final Rule, the FTC notes that a disclaimer provided with a covered statement "may correct a misleading impression, but only if it is sufficiently clear and prominent to convey the qualifying information effectively". Therefore, real estate professionals should always include a disclaimer when providing information to consumers about the terms of a mortgage credit product, as a properly crafted disclaimer can protect against later misrepresentation claims. The disclaimer will need to be prominent, as the FTC notes in its comments that disclaimers in small type placed at the bottom of a document will not protect against misrepresentation claims. The disclaimer text should be separated from the other text in the covered statement, as language buried within the text may not be effective to protect against misrepresentation claims.

Note that the disclaimer should be tailored to the type of information that you are providing to a client. If you are providing other services beyond transmitting basic mortgage information, you will need to tailor your disclaimer to cover those services.

Recordkeeping Requirements

If a real estate professional is subject to the Rule, the real estate professional is required to keep all covered commercial communications for 2 years from the date that the communication was made to the consumer. In order to comply with this section, the real estate professional should put all covered statements into writing and include the statements in each consumer's file (paper or electronic) with the brokerage. This record retention system should become part of the brokerage's overall record retention program.



Are You Our Friend?

Don't forget to friend us on FaceBook and "like" our CMAR page in order to get up-to-date, interactive information on mid Michigan realty news!



www.facebook.com/cmjar

**CONVENTION
& EXPO**
MICHIGAN ASSOCIATION OF
REALTORS®
2011
grand rapids

September 28th - 30th

Amway Grand Plaza Hotel • DeVos Place

You Don't Have to Wait Any Longer

MAR 2011
CONVENTION & EXPO
WEB SITE & REGISTRATION
ARE NOW OPEN.

Register Early & Save

*Don't forget - Paragon 4 is no longer in use!
Paragon 5 URL
[http://
cmjar.paragonrels.com](http://cmjar.paragonrels.com)

16 Consistent Characteristics of Greatness!

HOW THEY THINK

1. **IT'S PERSONAL-** They hate to lose more than they love to win.
2. **RUBBING ELBOWS-** They understand the value of association.
3. **BELIEVE-** They have faith in a higher power.
4. **CONTAGIOUS ENTHUSIASM-** They are positive thinkers... They are enthusiastic... and that enthusiasm rubs off.

HOW THEY PREPARE

5. **HOPE FOR THE BEST, BUT...** They prepare for all possibilities before they step on the field.
6. **WHAT OFF-SEASON?** They are always working towards the next game... The goal is what's ahead, and there's always something ahead.
7. **VISUALIZE VICTORY-** They see victory before the game begins.

8. **INNER FIRE-** They use adversity as fuel.

HOW THEY WORK

9. **ICE IN THEIR VEINS-** They are risk-takers and don't fear making a mistake.
10. **WHEN ALL ELSE FAILS-** They know how- and when- to adjust their game plan.
11. **ULTIMATE TEAMMATE-** They will assume whatever role is necessary for the team to win.
12. **NOT JUST ABOUT THE BENJAMINS-** They don't play just for the money.

HOW THEY LIVE

13. **DO UNTO OTHERS-** They know character is defined by how they treat those who cannot help them.
14. **WHEN NO ONE IS WATCHING-** They are comfortable in the mirror... They live their life with integrity.
15. **WHEN EVERYONE IS WATCHING-** They embrace the idea of being a role model.
16. **RECORDS ARE MADE TO BE BROKEN-** They know their legacy isn't what they did on the field. They are well-rounded.

www.DonYaeger.com