

**Mission**

We are a network of successful REALTORS® empowering women to exercise their potential as entrepreneurs and industry leaders.

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The Women's Council of REALTORS® is a community of real estate professionals creating business opportunities, developing skills for the future and achieving our individual potential for success.



President's Message...

...from the desk of JoAnn Hughes

Hats off to all our committee chairs and members! You have all been working very hard and it shows. Our website is "lookin' good," website sponsors are taking shape, meeting sponsors are in place, planned programs are awesome, lunch and learn series is on track, membership drive is in full swing, and fundraising efforts are underway.

Our January meeting featured guest speaker Lisa Moore who talked about "You Make a Difference." She explained how our opinion as a Realtor can cloud our judgment about different areas of our town and "who should live where." We had over 70 in attendance. In February the President of the Memphis Area Association of Realtors, Glenn Moore, was our guest speaker. His topic was "Leadership – Finding Your Path." He helped us understand the many paths you can take to help develop your leadership skills.

Our Membership Drive Kick-off party was a definite success. It was held on February 5 with more than 80 in attendance. Carmen Prince, our VP of Membership, and her committee did an awesome job planning and implementing a Chili Cook-off. We had trophies for 1st place in Spicy, Mild, and Exotic categories and a People's Choice award. Everyone in attendance voted for their favorite to win the people's choice award by putting money in a jar in front of the chili they preferred. The jar with the most money won. All monies collected were donated to Youth Villages. We were able to give a \$584 contribution to Youth Villages. Sue Turner and the Lenders provided the entertainment for the night singing hit songs from the 60's, 70's, and 80's.

Plan to join us on Thursday, March 11 when our guest speaker will be Cheyenne Johnson, Shelby County Assessor of Properties. Her topic is "Assessing in Challenging Times."

Save the date for our famous WCR "Night at the Races"! Join us for a ton of fun on Friday evening, April 30th (the night before the Kentucky Derby) at the MAAR Race-track on Poplar Ave. Details will be available at our March and April meetings. Sponsorships are available, and we thank those who signed up to be a sponsor during our February meeting when our announcement was made that "The Horses Are Coming!"... "The Horses Are Coming!"

What's Online:

Check out the Memphis Chapter's website:

www.memphis.wcr-tn.com

Check out the Tennessee State Chapter's website:

www.wcr-tn.com

Check out the National Organization's website:

www.wcr.org

**Congratulations to
our February
Member of the Month:
Tammie Ledford
CloseTrak**



***The horses are coming soon!
Save the Date: April 30th***

Meetings and Events:

January 14th Business Resource Meeting-Speaker: Lisa Moore, Facilitator, Consultant and Speaker-"You Make a Difference"

February 5th Chili Cook-Off @ MAAR...It's free! Special entertainment by: **Sue Turner and The Lenders!** Watch for pictures on next month's newsletter.

February 11th Business Resource Meeting-Speaker: **Glenn Moore**, 2010 MAAR President-"Leadership-Finding Your Path"

February 19th-First Quarter *Lunch and Learn Series*-Many "Thanks!" to speakers **Kathy Webb**, closing attorney with **Murphy, DeZonia and Webb, Attorneys**, who did a fantastic job explaining changes and updates to the Good Faith Estimates (GFE) and HUD-1 changes...and **Wendy Thompson of Patriot Bank** who skillfully presented information on the new RESPA requirements. Thanks, too, to **Liz Batkie** and Kemmons Wilson company for use of the facilities at **The Oaks at Woodchase Clubhouse** for this special training event for our WCR members.

March 8th-10th: TAR, Murfreesboro/WCR TN State Chapter Meeting: A special event for all Tennessee WCR members and attendees will be held on Monday evening, March 8th. More details at the TAR conference. In addition to a Talent Show, the fun-filled evening will include live and silent auctions! Come see our talented singers perform on stage. What a fun evening is planned! If you would like to be an event sponsor, or if you would like to donate auction items, let one of our Memphis chapter officers get more information for you.

March 11th Business Resource Meeting-Speaker: **Cheyenne Johnson**, Shelby County Assessor of Property-"Assessing in Challenging Times"

March 29th: MAAR's Residential Economic Summit-a special opportunity you won't want to miss. Information and reservation posted on www.maar.org.

April 8th Business Resource Meeting-Speaker: **Shelia Terrell**, Rise Foundation-"Fair Housing Month"

April 30th: "WCR Night at The Races"..."THE HORSES ARE COMING!...THE HORSES ARE COMING! You won't want to miss this very special event on Friday night, April 30th (the night before the Kentucky Derby) at the MAAR Racetrack. Look for sponsorship signup sheets and admission information at our March and April Business Resource Meetings.

May 13th-16th: NAR Mid-year Meeting in Washington, DC/WCR Regional and National Meeting. Note: No local chapter meeting in May due to NAR/WCR national meetings.

June 10th Business Resource Meeting-Speaker: **Deborah T. Gilmore**, WCR 2010 National President-"ARE YOU READY?"



**Quarterly
Lunch and Learn
Opportunities
are planned throughout
the year as a benefit
to our WCR members.
Thanks to presenters:
Kathy Webb
Wendy Thompson**





Katie's hat wins the top prize at last year's Night at the Races!

Don't forget to get your entry ready for show in the Hat Contest at WCR's Night at the Races on Friday, April 30th at the MAAR Race Track. **Who will be the lucky lady winning this year's contest?**



WCR members Stephanie Steele and Garnette Stephens with TN State Senator, Beverly Marreo, at the Operation Safe Community Forum.

The Memphis Chapter of the Women's Council of REALTORS® would like to acknowledge and thank our generous sponsors for our monthly Business Resource Meetings:

January, 2010

Sterling Amerispec© Home Inspection Service

Harold Sterling 901-725-9988

"Your FIRST CHOICE for Mid-South Home Inspections"

Magnolia Homes...that Extra Touch-Karen Garner

Your FIRST CHOICE for Luxury and Custom-Built Homes

www.YourMagnoliaHomes.com

February, 2010

Capital Construction

Justin Herter 901-870-3506

www.CapitalConstruct.com

Community Mortgage Corporation

Building Communities one Loan at a Time since 1988!

Al Pickett 901-759-4324 www.CommunityMortgage.com

March 2010

1st Tennessee-Mike Carey and Greg Ellenburt

Next Step Home Inspections, LLC

Andrew Sobral 901-832-7663 James Pitcarad 901-848-3574

MAAR This Month

Finding Success in an Unprecedented Market

What's the outlook nationally and locally for real estate in 2010?

What's your plan for prospecting and what will happen to the market after the tax credit expires?

With unemployment above 10 percent, what's the outlook in Memphis for new businesses or expansions to help absorb what's been lost?

What's changed in lending, appraisals and closing procedures in the past year that you need to know to help keep your next transaction on track?

If any of these questions have been on your mind, then make plans to attend our first Residential Economic Forecast and Planning Summit on **Monday, March 29**, from 1 to 4 p.m. at the Germantown Performing Arts Centre theater where a great lineup of national and local experts will try to provide answers.

Offering a broad overview of the national residential real estate market and what 2010 could bring is Lawrence Yun, senior vice president and chief economist with the National Association of REALTORS®. Recognized as one of the top 10 economic forecasters in the country, Yun brings his straightforward and insightful approach to Memphis and looks back and where we've come from in 2009 and where we're headed in 2010.

Additional presentations at the Summit include:

• **It's All Local: Memphis Area Economic & Jobs Outlook**

Dexter Muller, Senior Vice President, Community Development – Memphis Regional Chamber

• **Navigating New Minefields in Appraisals, Lending and Closings**

Michael Murphy, Attorney, Murphy, DeZonia & Webb

Lisa Reid, Executive Vice President & Mortgage Division

Manager – Magna Bank

Robert Stephenson, Appraiser, Stephenson & Associates

• **Things Just Don't Gotta Get Better – YOU Do**

Jerry Rossi, Certified CRS Instructor

Attendees should come away with a clearer understanding of where the national and local markets stand, economic issues that are at play to impact 2010, and how they can make changes to their business to come out of 2010 successful regardless of what happens around them.

Members can register online and cost is just \$25. Non-members can download this registration form and cost for non-members is \$40.

Special thanks to Summit sponsors Tennessee Housing Development Agency and Magna Bank.

Germantown Performing Arts Centre Theater

1801 Exeter Road, Germantown

1 to 4 p.m.

Members - \$25

Register Online

Non-Members - \$40

[Download Registration Form](#)

The extraordinary opportunity to attend this “First Class” presentation is one you won't want to miss! **It's one you *should not* miss.** MAAR and our Memphis WCR Chapter work together on many occasions, always supporting programs that help Realtors® and our Affiliate members stay on top of their game. **Lawrence Yun is a national level speaker/economist. Dexter Muller, Michael Murphy, Lisa Reid and Robert Stephenson are local experts recognized in their respective fields. Jerry Rossi is one of the nationally certified CRS instructors. Make your reservation on the MAAR website today for the Residential Economic Forecast and Planning Summit on March 29th at the Germantown Performing Arts Center.**