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Council of Residential Specialists
SIERRA NEVADA CHAPTER
The Proven Path To Success

June 2010

Message From Our President



Greetings,

It's June, which means summer will soon be here, so put down the iPhone or BlackBerry and take advantage of your CRS Chapter membership. You won't want to miss the fun and informative events your Chapter has planned this summer, so mark your calendar! A top producer's panel will highlight the joint meeting with WCR on June 17th at the Atlantis Casino. Don't miss the CRS night out at the Reno Aces in July. Looking for a fun networking event? Then don't miss the August mixer at Lake Tahoe where we'll be mingling at a beautiful lakeside property. Be sure to check out these events and others on our website at www.sierranevadacrs.com

If you're looking for CE classes, your Chapter is sponsoring a class with Tigor Title in Reno on June 11th, "Broker Management in a Nutshell". The class will be held at Toll Brothers Homes so be there by noon for a free lunch and a tour of the model homes. The price for Chapter members is only \$10.00. What a member benefit!

Welcome to our new Chapter members and Congratulations to members renewing their Council and Chapter membership. My message to you is **Get Involved!** Reap the benefits of fun, travel and referrals when you join CRS Chapter leadership. We're looking for members to serve or chair a committee and members interested in a position on the Board. The Chapter needs your talent so let us know what your interests are.

Have a great summer and remember, **Get Out There!** I look forward to seeing you at an educational or networking event this year.

Avis Cherry
President 2009/2010

Check out our website!-
Sign up and pay for events on line!
www.sierranevadacrs.com



Your 2010 Leadership Team



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Committee Chairpersons:

Affiliates: Erin Schiller & Mary Dinsmore
Bylaws: Victoria Williams
Chapter with a Heart: Kathy White
Education: Bonnie Dailey
Fashion Show: Donna Clark

JoAnn Allen Scholarship: Pam Ricci
Membership: Kathy White
Program Director: Trudy Brussard
Newsletter: Donna Clark
Website: Helen Graham

Mid-Year Meetings in Washington, D.C.



Avis, Bonnie, Gregg Fujita—President of CRS Council, Cyndy & Donna at Chapter Meetings



Avis, Donna and Cyndy on the Mall



Cyndy, Bonnie, Avis and Donna at the World War I memorial tribute to Nevada



Holiday Spirits in December



Holiday Spirits in December

Highlights:

CRS National Mid-Year Meetings

Avis Cherry, Donna Clark, Cyndy Brown and Bonnie Dailey attended the CRS National meeting in Washington, D.C. in conjunction with the NAR Midyear Meetings in May.

Membership

The Membership Committee, along with our own Donna Clark serving as a member, discussed ways to increase membership and retention of the current members. The overall CRS membership in 2009 has dropped significantly but the percentage is less than the decreased in overall REALTOR® membership.

Education

One of the main changes, effective in May for 2010 classes, is the Chapters or sponsors opportunity to negotiate directly with the course instructors, who are independent contractors, thus eliminating the Council's mandated prices for the courses. The instructors created a coalition once again fixing prices. In theory this should create cost effective opportunities for Chapters/sponsors to coordinate several classes regionally. The economy may cause the instructors to become more flexible in their pricing.

Branding

Our new branding, created by a national advertising firm, "*The Proven Path to Success*" will be used consistently in marketing to agents and to the general public. This program was designed to create a greater awareness of the designation and will be a constant theme to create value for people with regard to choosing a REALTOR® to represent them. We are hoping they will create more materials that we as a Chapter can use for public awareness. The current materials seem to be directed toward agent awareness to earn a designation. The real launch of materials will be revealed in San Diego this November.

Blogging

A lot of discussion was presented on the use of social networking on the internet: urging us to join Facebook, LinkedIn, Twitter and ActiveRain— blogging websites that connect with other REALTORS® and the public. Our chapter had considered a web blogging site but it was not recommended for chapter's to do on an individual basis.

On-line Learning

A discussion of the obstacles and benefits of webinars. It was suggested to produce more interactive webinars to facilitate excellent, inexpensive educational opportunities for our members.

Diversity

It was recommended to consider scheduling the NAR three (3) hour program entitled "*Leading with Diversity*" for Chapter Leadership at an appropriate time and place as part of their Leadership training.

Finance

The finance committee discussed the impact of the market on the Council's income and reserves. It was recommended that they incrementally move CRS investments toward an allocation of 40% Equities / 60% Bonds and Cash. All income producing activities were down from the budget and many cost cutting measures were presented to the board of directors.

CRS LIVE Webinars

CRS Webinars are a great way to stay current on hot topics in real estate education. How CRS Webinars are different:



- Discount pricing for live webinars: CRS Designees (\$20) and CRS Members (\$25)
- Quality CRS instructors and content experts
- Submit specific content questions *before* each webinar
- Register for live webinars to get slides, handouts and the recording for one year

Register today on www.crs.com for...one of the dozens of Webinars that are available

Washington D.C. Hill Visit reported by Cyndy Brown

Avis, Donna and I were among 55 Nevadans that took a trip to Capitol Hill during NAR Midyear meetings the week of May 11th. We had 30 minutes with each of our elected politicians - Representatives Dean Heller, Shelley Berkley, Dina Titus and Senators John Ensign and Harry Reid. The same four questions were asked of each one by people appointed from our state to ask those questions. The topics were: 1) Availability and affordability of property insurance including reauthorization of the National Flood Insurance Program (NFIP) and natural disaster coverage 2) Take action to enhance liquidity in the commercial real estate market to avoid driving down economic recovery 3) Strengthen the FHA mortgage insurance program, make permanent the higher FHA loan limits and exercise caution before considering additional proposals that may have a profound adverse impact on FHA programs that serve such a critical role to our nation's families 4) Enact legislation to restructure Fannie Mae and Freddie Mac (the GSE's) in a manner that provides the federal government a continued role in the secondary market in order to ensure mortgage liquidity in all markets. A letter was presented and asked of each Congressman to sign regarding appraisals. Underwriters are reviewing appraisals, the letter is asking for appraisers to re-view appraisals – local appraisers not appraisers from out of town. It was really interesting to hear the different comments and opinions from each one with no real solutions, just reiterating what is going on with each subject and their explanation on why the economy is where it is today. Some of them sounded like they are paying attention to our challenges as REALTORS® and they're doing all they can, in the positions they are in, to help rectify each situation presented to them. It was a good trip and a great experience to see our Congressmen and present our concerns to them in person!



A special thank you to **Cindy Stephens of MCS Mortgage** for facilitating our May lunch and learn. It was a fun afternoon learning in a game show style.



ED Expo 2010
Victoria & Cyndy man the booth at Peppermill.



CRS 210 Class in March with Frank Serio

Help an experienced REALTOR® to become a CRS

Now it is easier than ever for experienced REALTORS® to earn their CRS Designation. Under the Council's Pro-Program, REALTORS® who have been licensed for 10 years or longer can earn the CRS Designation if they:

- ◆ Document 150 transactions or an average of \$1 million per year of experience with a minimum of 40 transactions;
- ◆ Complete two Core Course units (one two-day core course or two one-day courses).

For more information and to apply, call CRS customer service at 800-462-8841 or go to www.crs.com/file/pdf/designation_application.pdf.

Annual Magazine Ads

Deadline iJune 30th

Sign up on our website at SierraNevadaCRS.net

Go the Pay now tab and sign up for the magazines you want to be included in.

HOMES & LAND

- Reno/Sparks \$25 homesandland@sbcglobal .net
- Lake Tahoe No/Truckee \$25 tahoe@farwestpubs.com
- Lake Tahoe South & East \$25 homes-land@gbis.com

PREMIER HOMES

- Carson/Gardnerville/Reno \$25 premhomes@sbcglobal.net

It is your responsibility to have your photo emailed to the magazine!

In this Challenging Market, it is Essential to Call a Certified Residential Specialist.

CRS

Only 4% of the nation's REALTORS® can call the Designee. The Certified Residential Specialist, CRS, is the symbol of excellence in residential real estate. To choose a CRS Designee to represent you in buying or selling a home, you can expect:

- Knowledge
- Technological Expertise
- Professional Integrity
- Experience

Choose Wisely, Choose a "CRS"

For more information visit: www.CRS.com or www.sierranevadacr.com or call 1-800-462-8841

Volume 25, Issue 2 — Say you saw it in Homes & Land of Lake Tahoe/South & East — 55

Past Year Sample
 Sign up on line to be
 included in this year's
 Summer Magazine ADS
 Just \$25



MARK YOUR CALENDAR

CRS Fashion Show Meeting—“Mrs. Claus is Coming to Town”

Tuesday June 15h Noon—Bring your lunch
First Centennial Title Company on Ridgeview in Reno
Call Donna 775-747-8874 with questions

CRS/WCR Joint Luncheon - Top Producer Panel

Thursday June 17th 11—1
Atlantis Hotel & Casino \$20 Members and their guests \$25 Non-members RSVP 775-333-1938

Sell-a-bration in Las Vegas

July 19-21st
Paris Hotel in Las Vegas
RSVP{ at CRS.com

Aces Baseball Game—“CRS and Friends come watch Aces vs Las Vegas”

Friday July 30th 7 pm
RSVP via www.sierranevadacr.com - go to pay for events button

Networking Event overlooking Tahoe

Thursday August 12th
Watch emails and website for details or contact Jody Scowcroft at 530-587-6920

September Luncheon

Thursday September 2nd
11:30-1:30
Peppermill Casino
RSVP via www.sierranevadacr.com - go to pay for events button

“Mrs. Claus is Coming to Town” - 26th Annual Fashion Show

December 3rd 11-1:30
Join us for a champagne reception at 11am, show starts at noon
Harrah’s Hotel Casino

Elections are next month!
Contact an officer if you are interest in a leadership position! (List of officers on page 2)_

Take me out to the Ball Game!

Join us on Friday July 30th at 7:05 for CRS at the Park!

Aces vs Las Vegas 51s.

Cost is just \$13, fireworks are free



RSVP at www.sierranevadacrs.com

We Need Your Help

We are always looking for hard working, fun, CRS agents for Chapter Leadership. Please contact any officer if you are interested in actively participating in helping our Chapter grow and deciding the direction of our Sierra Nevada CRS Chapter .

Share Your Talents and Reap the Benefits

- ◆ Website-blogging & design
- ◆ Newsletter Production
- ◆ Promotional ideas
- ◆ Event Planner
- ◆ Organizational Skills
- ◆ Strategic Thinker
- ◆ Educational Direction
- ◆ Out of the Box Thinker
- ◆ Creative Design
- ◆ Fundraiser
- ◆ Budget & Finance
- ◆ Public Relations

Please Welcome our New CRS Chapter Members

Leslie Cain, CRS, Re/Max Affiliates, Carson City

Marge Lugo Hauge, CRS, Chase International, Zephyr Cove

Dave Hilbig, CRS, Keller Williams, Reno



Important Website Information

Check all your information for errors on both websites especially if you have a new photo or have changed offices recently:

Chapter site:
www.sierranevadacrs.com

National site:
www.crs.com

**Check out the
Chapter Website!**
www.sierranevadacrs.com

Pay for Events
Member Roster
CRS Store
Jo Ann Allen Scholarship Application
E-learning Link
Calendar of Events

CRS/WCR Joint Luncheon Top Producer Panel



Thursday June 17th 11 – 1

Atlantis Hotel & Casino

\$20 Members and their guests \$25 Non-members

RSVP 775-333-1938

**Free Lunch & CE –thanks to Ticor Title
Monday, June 11th 12:00-4:00
Broker Management in a Nut Shell
w/ Amy Lessinger**

3 Credits - Broker Management or General

Toll Brothers at Damonte Ranch

\$10 members \$20 non-members

Lunch 12:00—1 Compliments of Toll Brothers