



The **DISCLOSURE**

May 2007

A Publication of the Northwest Mississippi Association of REALTORS®

NWMAR Endorses Phil Bryant in Lt. Governor's Race

NWMAR formally endorsed State Auditor Phil Bryant in the race for Lieutenant Governor during a news conference held at the association's headquarters.

"As the second largest REALTORS® association in the state, NWMAR believes it has a responsibility to support pro-business candidates who share our views on issues that matter most to REALTORS® and property owners – issues such as affordable housing, economic growth and an enhanced quality of life," NWMAR President Vicky Reel said in announcing the endorsement. NWMAR's endorsement followed similar action by the Mississippi Association of REALTORS®.

Bryant stressed the significance of the endorsement and said he hopes to take the association's goals of visionary leadership, integrity, credibility and innovation with him into the Lieutenant



State Auditor Phil Bryant (center) met with officers and Board members during a news conference in which NWMAR endorsed his candidacy for Lieutenant Governor. From left are Executive Officer Paul Shahan, Board members Corie Haynes and Larry Hutchens, President Vicky Reel, Vice President Kay Jefferies, Immediate Past President Michael Austin and MAR Northern District Vice President Tony Jones.

Governor's office.

"Knowing that so many people put their trust in me, my job now is not to let them down," he said. I will be a tireless worker. I will be a public servant. I will always

remember those core values of the Mississippi Association of REALTORS®."

To learn more about Phil Bryant and his campaign, visit <http://www.philbryant.com/>.

COMING EVENTS

May 2

HOMES Magazine June Ad Deadline, 5 p.m.

May 2-3

Post-License Course/Orientation, 9 a.m., NWMAR Offices

May 9

Board Meeting, 10 a.m.; HOMES Magazine EZ Ads Deadline, 3 p.m.

May 10

MLS Power Tools, 9 a.m.-noon and 1-4 p.m., NWMAR offices

May 14

NWMAR Golf Tournament Benefiting Habitat for Humanity, Olive Branch CC

May 21-22

Free CE Classes, Mandatory and Elective

May 28

Offices Closed for Memorial Day observance

Register or find registration information at www.nwmar.net/edu.

All classes are free to NWMAR members.

MLS Power Tools Bill Fowler of Solid Earth Thursday, May 10

Explore new mapping and marketing features now available on NWMAR's MLS site with the publisher of LIST-IT network and MapMachine.com.

**Both systems will be reviewed in each of two classes—
9 a.m.-Noon and 1-4 p.m.**

Register at www.nwmar.net/edu



NEW SPONSOR, NEW PRESIDENT

BankPlus Mortgage CEO Rod Carney of Jackson (left photo) was present for the launch of NWMAR's new post-license continuing education program that is free to members and sponsored by BankPlus. Greeting him were (from left) Jill Samsel-Tucker of Olive Branch and Brenda McNeil of Southaven, members of BankPlus' Mortgage Lending division; NWMAR President Vicky Reel; and Vice President Kay Jefferies. MAR President Chris Wilson (right photo) was featured speaker at the quarterly membership meeting in March and visited with Kay and Vicky.

liveinmississippi.com: A Valuable Agent Marketing Tool

Liveinmississippi.com, NWMAR's public website, is a major league hit with home buyers and is developing into a significant marketing tool for agents selling one of the fastest growing homes markets in the U.S. For example, the 20-day period between March 19 and April 4 netted

8,955 unique visitors, equivalent to the term "reach" used in other media. That's an average of more than 417 visitors per day from all over the U.S. who are exploring housing opportunities in this region.

They are looking for listings by price range and other details/features of the property, of course, but they also have the ability to search for agents. In fact, visitors must select a REALTOR® in order to establish an account with the site to save property searches. Once the account is established, they can search all listings of their chosen agent as well as search by criteria. Once the public user registers for an account, the REALTOR® is notified by email that a prospect has an interest. It amounts to having your own website.

Future issues of THE DISCLOSURE will explore valuable statistics and the use of tools offered through NWMAR's public website to expand agents' marketing opportunities and take advantage of this rapidly expanding market.

April's New Members

Yolanda Biggins	Signature Realty
Clint Bolton	Re/Max Advantage
Bennie Braswell	Century 21 #1 Realty Group
Kathy Bryant	Bob Leigh & Associates
Stella "Millie" Cable	Keller Williams Realty
Brittany Carpenter	Fowler Realty
Tammy Eggers	Bob Leigh & Associates
Mary Graham	Century 21 #1 Realty Group
Roberta Jamison-Ross	Chase Fair Realty
Justin Lance	Coldwell Banker Northwest Realty
Debra Neal	Crye Leike
Gerry Peak	Prudential Collins-Maury
Debra Ridley	Better Lifestyles Realty
Jimmie Washington	1st Choice Realty
Jimmy Washington	Keller Williams Realty
Felicia Willins	Crye Leike