



The **DISCLOSURE**

July 2007

A Publication of the Northwest Mississippi Association of REALTORS®

NWMAR, MAR Endorse Merle Flowers for Senate

State Senator Merle Flowers of Olive Branch stressed the significance of a joint endorsement of his District 19 re-election effort by the Northwest Mississippi Association of REALTORS® and the Mississippi Association of REALTORS® in remarks at NWMAR's June quarterly membership meeting.

"I applaud your support of the American dream of owning a home," Flowers said, "and as your Senator I will continue to support initiatives that make that dream come true.

"I am honored by the endorsement you give me in my re-election bid, and I will take the associations' goals of visionary leadership, integrity, credibility and innovation as I serve the people of DeSoto County for a second term." NWMAR President Vicky Reel and MAR's Governmental Affairs Director Derek Easley announced the endorsement, calling Flowers "a longtime friend of Mississippi REALTORS®" and saluting his "understanding of what REALTORS® contribute to the building of communities."

Citing a number of recent economic development announcements that will lead to new jobs and economic stimulus throughout the state, Flowers said "this administration will continue to be aggressive in recruiting industry and jobs."

The first-term Senator noted



STATE SENATOR MERLE FLOWERS (left) was the speaker at NWMAR's June Quarterly Membership Meeting at which he received endorsement from NWMAR and MAR in his campaign for a second term. NWMAR President Vicky Reel and Association Executive Officer Paul Shahan shared time with the Senator prior to his address.

"population is coming to DeSoto County and the Northwest region of our state because we have a vibrant community and a vibrant market. Great schools, im-

proved transportation infrastructure and a vibrant economy are creating major interest in the region as a place to live and raise families."

(For more coverage on the Membership meeting, see Page 3.)

HOMES Magazine Deadline

Thursday, July 5, 5 p.m.

Be Early and Beat the Holiday Rush!

Just a Reminder that to Qualify

for the Pre-Paid Ad Rate,

Ads Must be Submitted by Close of Business on the Ad Deadline Day. For More Details on Pre-Paid

Policies See www.nwmar.net/magazine

COMING EVENTS

July 4

Independence Day Holiday,
Offices Closed

July 5

HOMES Magazine August Ad
Deadline, 5 p.m.

July 11

HOMES Magazine EZ Ads
Deadline, 3 p.m.

July 19

How to Write a Contract, Kelly
Smith of the Austin Law Firm,
9:30 a.m., NWMAR offices

July 24

CRS Elective Course, "Personal
Skills for Professional Excel-
lence, 8:30 a.m. - 4:30 p.m.,
NWMAR Offices, 6 Hours of
Continuing Education Credit

July 31

MLS Training and New Mem-
ber Orientation, 8:30 a.m. -
12:30 p.m., NWMAR offices

August 1 & 2

New Member Orientation and
Days 1 & 2 of 30-Hour Post-
License Course, 9 a.m. - 5 p.m.,
NWMAR Offices

August 3

FREE First Friday Education, 9
a.m., NWMAR Offices Featur-
ing Representatives of the
Southaven Press Discussing
Newspaper Advertising for
REALTORS®

August 16

HUD Class, 9 a.m. - 1 p.m.,
NWMAR Offices. \$25 Fee, 4
Hours of Continuing Education
Credit

**Register or find registra-
tion information at**

www.nwmar.net/edu



WASHINGTON WATCH

Sen. Trent Lott greets a contingent of NWMAR officers during the National Association of REALTORS® Mid-year Meeting in the nation's capitol. The group includes (from left) MAR Northern District Vice President Tony Jones and NWMAR Vice President Kay Jefferies, President Vicky Reel and Director Corie Haynes.

Priceless New MLS Feature!

New on the MLS is a Driving Directions feature, allowing the selection of several properties in the search area and map them. Then it will go one step farther and print out step-by-step driving directions from a specified starting point to each listing. This feature is extremely exciting for those of us who are directionally challenged! Check out the detailed instructions at <http://www.nwmar.com/announcements/drivingdirections.pdf>

June's New NWMAR Members

Agner, Trent, Bob Leigh & Associates - Southaven
Almodovar, Felicia, 1st Choice Realty
Boland, Bobby, Austin Realty Group
Dixon, Wynne, Bob Leigh & Associates - Southaven
Glasco, Sandra, Crye Leike - Southaven
Jeffreys, Michelle, Bill Sexton Realty & Appraisals
Merritt, Johyns, Crye Leike - Southaven
Moreland, Gail, Crye Leike - Collierville
Oakley, Gloria, Bob Leigh & Associates - Southaven
Peck-Imomoh, Sonya, Bob Leigh & Associates - Southaven
Price, Teresa, Dream Maker Realty
Robinson, Virginia, The Carter Group
Saulsberry, Tanya, Crye Leike - Exeter
Skelton, Heather, United Country - 1st Rate Real Estate
Skinner, Virginia, Crye Leike - Hernando
Waggener, Lavonne, Hartsell Realty Group

New Affiliates

Gold
Sycamore Mortgage Co., Inc.

From the President

By Vicky Reel

At NAR's Midyear Meeting in Washington, we heard a lot about the "Second Century Initiative," which does include a dues increase (the first since 1994), but which also offers a fabulous consumer outreach effort and advertising campaign promoting REALTORS® and their relationships with property owners.

NAR also is planning for a national property data 'gateway,' a repository containing detailed information on all real property in the nation. Other large corporations are already doing this, and NAR decided that if the information was going to be available, it should come from an accurate and trusted source – REALTORS®.

We didn't get a group health care bill passed last year, but NAR is in the process of forming a credit union for members, and one of the benefits that credit unions can offer its members is insurance.

REALTORS® are still lobbying for FHA reform (a new reform bill has already passed in the House), better tax incentives for property owners and stronger penalties for mortgage fraud. There is a lot going on nationally that can affect the way we practice the real estate business.

I cannot stress strongly enough how important it is to respond to the "Call to Action" emails that are sent to every REALTOR®. It only takes a minute (literally) to record your response, and it is so important for each of us to do our part.

And that leads me right in to RPAC. If you have not contributed your fair share (\$25 for REALTOR® Associates and \$99 for REALTORS®), please do so. It will be the least expensive investment in your business you will ever make!

In an effort to make our professional conduct more ethical, please remember to use the Golden Rule as you go about the day-to-day practice of real estate. That, my friends, is price-

Fine Tune Your Business Etiquette

The importance of establishing professional relationships with consumers and within the business community will be explored in "Personal Skills for Professional Excellence," an elective course presented by the Mid-South Chapter of the Council of Residential Specialists at NWMAR offices on July 24. The course provides six hours of CE credit.

Topics covered in the course include making the first impression; communication skills in conversation, "netiquette," written communications and promotional information; courteous, honest service, civility in the workplace, handling criticism and giving and receiving apologies; and "out and about" etiquette, including proper introductions, behavior at business meetings, business dining and driving habits.

The cost for the course, scheduled for 8:30 a.m. to 4:30 p.m., is \$75 for Mid-South CRS members and \$100 for non-members. Register at www.nwmar.net/edu.

June Membership Meeting



State Senator Merle Flowers, endorsed by NWMAR and MAR in his bid for District 19 re-election, made the rounds with officers and members following his address at the June Membership Meeting, including Board member Corie Haynes of Century 21 Billy Haynes (left) and Tammy Eggers of Bob Leigh & Associates-Southaven, one of NWMAR's newest members.



DeSoto County Tax Assessor Parker Pickle and NWMAR President Vicky Reel.



Twelve new members of NWMAR were installed during the meeting's business session.



A Helping Hand for The Samaritans

The Samaritans, an interfaith ministry supported by churches, individuals, businesses and civic organizations in Horn Lake and Southaven, was the featured charitable agency for the June meeting. The agency assists people in need with the necessities of food, clothing, rent, medicine, utilities, gasoline, emergency shelter and needed household items. Kathy Worthy of Crye Leike; Jim Glass, Operations Manager of The Samaritans; and Steve Brice of Bob Leigh & Associates load non-perishable food items contributed by NWMAR members.