

**REAL
ESTATE**

LEADER

THE OFFICIAL PUBLICATION OF THE MISSISSIPPI ASSOCIATION OF REALTORS®

Small niches, big riches

Niche marketing that pays

Rookie REALTORS® rock

GO Zone opportunities

Real estate paradigm shift

Spring 2006

SOLD BY A PRO

EXPERIENCE THE ADVANTAGES OF OWNING AN EXECUTIVE FRANCHISE

THE EXECUTIVE DIFFERENCE. It's a unique formula for success. Realty Executives has raised the bar for real estate professionals who are seeking to reach the pinnacle of their profession. This company is designed to give those with entrepreneurial spirit, the system and the support to take their career to the next level – the "Executive" level.



1.877.963.9876 • REALTYEXECUTIVESMIDSOUTH.COM



Real Estate LEADER is the official publication of the Mississippi Association of REALTORS®. The quarterly magazine provides Mississippi real estate professionals with timely information on trends and best practices, tools and resources for professional development, and news about innovative business and community leaders.

Editor

Angela Cain
acain@msrealtors.org

Assistant Editor

Tracee Walker
twalker@msrealtors.org

Contributing Writer

Carol Stern
hstern3@bellsouth.net

Graphic Designer

Steve Nowak
nowak427@bellsouth.net

Photographer

Bill Jackson
Gib Ford Photography

Sales & Marketing Manager

Krissa Dobbins
kdobbins@msrealtors.org

REALTOR® Editorial Board

Mark Warren, Chair, Jackson
Sandra Vaughn, Vice-Chair, Laurel
John Beith, Poplarville
Jane Bobitt, Cleveland
Eric Bradley, Picayune
Margaret Deavours, Jackson
Angela Deskevies, Olive Branch
Joe Dove, Jackson
Sharon Grace, Oxford
David Griffith, Cleveland
Gwen James, Hattiesburg
Pat Jefcoat, Hattiesburg
Will Knotts, Oxford
Kevin Lawrence, Madison
Vanessa Leech, Vicksburg
Lori McKinney, D'Iberville
Melanie Mitchell, Starkville
Deborah Nettles, Starkville
Alainna O'Bannon, Vicksburg
Julia Pippin, Picayune
Carolyn Walker, Vicksburg
Shirley Wilbanks, Columbus

Real Estate LEADER does not establish due diligence on authors and advertisers and cannot guarantee that their writings or claims are correct or suitable. Views and advertising contained in *Real Estate LEADER* are not necessarily endorsed by the Mississippi Association of REALTORS®. The information contained within should not be construed as a recommendation for any course of action regarding financial, legal or accounting matters by the Mississippi Association of REALTORS®, *Real Estate LEADER* or its authors.

Mississippi Association of REALTORS®

PO Box 321000
Jackson, MS 39232-1000
Tel: 601-932-5241
Toll-free: 800-747-1103
Fax: 601-932-0382
Web: www.msrealtors.org
E-mail: mar@msrealtors.org



A PUBLICATION OF THE MISSISSIPPI ASSOCIATION OF REALTORS®

Spring 2006

IN THIS ISSUE: Small niches, big riches

Cover Story:

16 Small niches, big riches

Eight Mississippi REALTORS® share how they've turned small niche markets into big business.

9 The changing face of real estate

Technology and consumer demands for self-service have driven change in many businesses, including the banking and travel industries. And now more than ever, real estate is beginning to experience this paradigm shift. Learn what one local association executive sees on the horizon for REALTORS®.

11 MAR continues to help homeowners in wake of Hurricane Katrina

Learn how your state association is continuing to assist homeowners as part of our rebuilding effort on the Mississippi Gulf Coast in the wake of Hurricane Katrina.

13 Test your personal marketing IQ

Take this quiz and test your personal marketing savvy.

On the cover:

REALTOR® Rebecca Goodell of Coldwell Banker West Realty in Columbus specializes in military relocations and shares her insights into niche marketing.

DEPARTMENTS

- 4 President's Perspective
- 4 Word on the Street
- 5 Legal Ease
- 6 For The Course of Your Career
- 7 Capitol Watch
- 20 For the Tech of IT
- 21 Association News
- 22 Headliners
- 23 Your Neck of the Woods
- 24 MARPAC
- 26 REALTOR® Resources
- 26 Information Central
- 27 Referral Advertising



FREE CONSULTING!

Fred Salvo Associates offers free insurance consulting to all **Mississippi REALTORS®**.

- Individual Major Medical
- Group Major Medical
- Medicare Supplement
- Long Term Care
- Short Term Medical

Please contact us at the following:
Fred Salvo Associates
1583 E. County Line Rd., Suite B
Jackson, MS 39211
601.956.9217
www.freds salvo.com

PRESIDENT'S PERSPECTIVE



Sometimes less really is more. Increasingly, this seems to be the mantra for many REALTORS® who are finding broad success by narrowing their sales focus. Niche marketing comes in all shapes and sizes from

military relocations to second homes, historic properties to first-time homebuyers, single mothers to retirees. In this issue, we profile eight Mississippi REALTORS® who have discovered their niche and attracted customers and clients in specific markets.

We also learn how three of Mississippi's newest REALTORS® are establishing themselves in this competitive business. These rookies realize the importance of having passion and enthusiasm for their chosen profession and believe that has given rise to their early success. This issue offers our readers a rookie checklist as well as tips and ideas for identifying niche markets.

We also share updates on your association's latest endeavors to assist victims of Hurricane Katrina as well as a primer on the Gulf Opportunity Zone Act of 2005 and how it can benefit REALTORS®.

The focus of my presidency has been "Rebuilding the Momentum," keeping the progress that our state has made in recent years top of mind as we work to build back our Mississippi Gulf Coast. I am so pleased with the outpouring of support we've had from REALTORS® around the country who continue to show concern and interest in assisting our great state in building back better than ever.

The National Association of REALTORS® has been a tremendous partner in helping us identify ways to use their resources to promote smart growth and housing opportunity through our relationships with Governor Haley Barbour and other elected leaders working on our state's rebirth. See page 11 for details.

I continue to look for other ways to serve you, our members, in bold new ways during my term of office. And I welcome your input. Please let me hear from you!

Pam Beard, ABR, CRB, CRS, GRI, ePro
President

Word on the Street

REAL ESTATE NEWS BRIEFS

NAR launches new public awareness campaign

The National Association of REALTORS® launched its ninth annual public awareness campaign with two new television spots and two new radio commercials highlighting the value and experience REALTORS® bring to the transaction.

One new spot, "Don't Try This at Home," explains that choosing a REALTOR® is a smart financial decision. The spot emphasizes that homes sold by REALTORS® sell for an average of 16 percent more than homes sold by an unrepresented seller.

The spots also drive home the message that not all agents are REALTORS® with the tagline, "Ask if your agent is a REALTOR®, a member of the National Association of REALTORS®." For more information about the campaign or to download customizable print or electronic media visit: www.realtor.org/rodesign.nsf/pages/FS_2005PublicAware.

Housing market to stay on high plateau

Home sales should generally level-out and remain at historically high levels, according to the National Association of Realtors®.

David Lereah, NAR's chief economist, said mortgage interest rates are trending up but will remain favorable. "Economic growth and job creation are providing a favorable backdrop for the housing market, but rising interest rates have an offsetting effect," Lereah said. "Home sales will move up and down somewhat over the remainder of the year but stay at a high plateau, meaning this will be the third strongest year on record." He expects the 30-year fixed-rate mortgage to rise to 6.9 percent by the end of the year.

Register for NARdi GRAS REALTORS® Conference & EXPO

The 2006 REALTORS® Conference & EXPO scheduled November 10-13, 2006 will be a celebration of REALTORS® REnewing, REconnecting and REenergizing their businesses and the City of New Orleans. REALTORS® can make a real difference in the rebirth of a community while growing professionally. Mark your calendar and register now at realtor.org.



VETERANS' HOME PURCHASE BOARD

"Helping Mississippi Veterans Purchase Homes
With Mortgage Financing Since 1946"



A direct loan from the VHPB with affordable interest rates using the VA guarantee program provides affordable home ownership opportunities and improves the quality of life for many Mississippi veterans.

Loan Limit: \$195,000

15 year @ 4.00% • 30 year @ 4.50%

Mortgage rates are subject to change

P. O. Box 54411

3466 Highway 80E

Pearl, MS 39288-4411

Phone: 601-576-4800

Fax: 601-576-4812

E-mail: vhpinfo@vhp.state.ms.us

Website: www.vhp.state.ms.us



LEGAL EASE



BY RON FARRIS, ROBINSON, BIGGS, INGRAM, SOLOP & FARRIS, PLLC

How can the "Go-Zone Act" help you?

The **Gulf Opportunity Zone Act of 2005** was passed by Congress in December 2005 to spur economic development in Mississippi, Louisiana and Alabama following Hurricanes Katrina, Rita and Wilma. The **"GO Zone"** created by the Act includes 49 of Mississippi's 82 counties, covering well over half the state. Here are the highlights of the Act's incentives for housing and commercial development:

Housing

Low-income housing tax credits are expanded within the Zone to address the serious post-storm housing shortage. The size of the credit is increased from 100 percent of qualifying project costs to 130 percent in 2006, 2007 and 2008 (including historic buildings).

The availability of below-market mortgages is greatly expanded within the Zone. The Act waives the "first-time buyer" requirement so that individuals whose homes were rendered uninhabitable can qualify for low-interest rate mortgages via mortgage revenue bonds through 2010. Up to \$150,000 of loan proceeds can be used to repair damaged homes.

Commercial buildings and businesses

The Act increases the **rehabilitation tax credit** to help restore commercial buildings in the Zone. Existing law allows credit for 10 percent of qualified expenditures; through December 31, 2008, the Act expands this credit to 13 percent for qualified expenditures for qualified rehabilitated buildings in the Zone and expands the credit for certified historic structures from 20 percent to 26 percent.

Significantly, the Act provides additional bonding authority ("**GO Zone Bonds**") for acquisition, construction and renovation of non-residential real property, providing up to \$4.8 billion of funding for private opportunity throughout the Zone through December 31, 2010. These low-cost bonds will provide an unprecedented, powerful tool when combined with existing incentives, such as sales tax exemptions, TIFs, abatements and the like.

Another major feature of the Act allows **50% bonus depreciation** within the Zone for property purchased on or after August 28, 2005, and placed into service on or before December 31, 2007, (residential property) or December 31, 2008, (nonresidential real property and residential rental property). The Act allows businesses to claim an additional first year depreciation deduction

equal to 50 percent of the costs of new property investments made in the Zone. This incentive applies to purchase of computer software, leasehold improvements, certain commercial and residential real estate expenditures and equipment. The bonus depreciation cannot be used in combination with tax exempt financing via "GO Zone" bonds.

The Act also provides **enhanced Section 179 expensing for small businesses**. The Act raises the present \$400,000 investment cap for eligible small businesses to \$1 million and doubles the maximum deduction to \$200,000 for qualifying property purchased in the Zone on and after August 28, 2005, and placed in service by December 31, 2007.

Businesses also benefit from extension of the **net operating loss ("NOL") carryback**. The Act extends the NOL carryback from two to five years for losses paid or incurred after August 27, 2005, and before January 1, 2008, attributable to (a) new investment and repairing existing investment in Zone (including costs of debris removal); (b) business casualty losses caused by Hurricane Katrina; and (c) moving expenses and temporary housing expenses for employees working in areas damaged by Hurricane Katrina.

Through December 31, 2007, additional incentives provide for **temporary expensing of cleanup and demolition costs**, permitting businesses to expense 50 percent of cleanup and demolition expenses in the Zone. Brownfield expensing is extended and expanded to include brownfield sites in the Zone contaminated by petroleum products.

"Go Zone" incentives are not available to golf courses, country clubs, massage parlors, hot tub and suntan facilities, liquor stores, gambling or animal racing properties.

Ron Farris is MAR's Legal Hotline attorney and general counsel.



Call MAR's Legal Hotline

MAR's Legal Hotline (800-747-1103, ext. 25) offers free and confidential legal information relevant to broad-based real estate practices and applications, including MAR Standard Forms and Contracts, to MAR members, and is available Monday through Friday, 8:00 a.m. – 5:00 p.m. Calls received after 3:00 p.m. will be returned the following business day.



FOR THE COURSE OF YOUR CAREER



BY JO USRY

What does cooperation really mean?

Article 3 of the REALTOR® Code of Ethics requires REALTORS® to “cooperate with other brokers except when cooperation is not in the client’s best interest.” Did you notice it did not read, cooperate with other REALTORS® or cooperate with other members of your Board or MLS? It reads, cooperate with other **BROKERS**, meaning any licensed broker or salesperson who has a potential buyer for the seller’s property.

The National Association of REALTORS® defines cooperation as “the obligation for REALTORS® to share information on listed property and to make property available to other brokers for showing to prospective purchasers when it is in the best interest of the seller.”

What? Does that mean I have to let agents who are not members of our Board or MLS show my listings? Absolutely. Your duty to your seller is to expose his property to any broker who might have a buyer-client interested in it. That is cooperation.

Now, compensating brokers who you do not have a prior agreement with is another matter. Article 3 further states that an offer of cooperation does not necessarily include an offer of compensation.

Selling or cooperating agents get paid as a result of an agreement entered into with the listing agent **PRIOR TO** the writing of an offer. MLS is defined as a means by which participants make blanket unilateral offers of compensation to other participants. When the listing broker puts a listing into the MLS, he is agreeing to pay the cooperating broker who is procuring cause of the sale.

What if brokers who are not participants of your MLS want to show your listing? Standard of Practice 3-1 states that listing brokers establish the terms of compensation and that cooperating brokers may not assume that cooperation includes an offer of compensation. Terms of compensation, if any, should be ascertained by the cooperating broker before he accepts the offer of cooperation.

In other words, if there is no pre-determined compensation agreement, such as that mandated by participation in an MLS, a broker who wishes to be compensated must ask the listing broker two questions: 1.) May I show your listing at 123 Main Street (requesting cooperation) and, 2.) If so, what will you pay me? (requesting compensation).

If a cooperating broker wishes to be paid, it is his/her responsibility to request compensation and enter into an agreement for such before showing the property. If it is in the seller’s best interest that you cooperate with a broker who is not an MLS participant, you should welcome that opportunity, bearing in mind that the cooperating broker cannot assume that compensation is automatic like it is with MLS participants.

A couple of the other requirements under “cooperation” that are sometimes overlooked are as follows:

Standard of Practice 3-2 requires that REALTORS® shall timely communicate any change of compensation for cooperative services **PRIOR TO** the time the cooperating agent produces an offer. That means when a change must be made to compensation being offered that change must be entered into the MLS immediately so that cooperating brokers will know about it before they write an offer. Learning of such a change after the offer is written might be hazardous to you or your seller’s health.

Standards of Practice 3-6 requires that REALTORS® disclose the existence of accepted offers, including offers with unresolved contingencies, to any broker seeking cooperation.

Lastly, following Article 3 is significant in a multiple offer situation. Implicit in cooperation is forthright sharing of information related to cooperative transactions and potential cooperative transactions. Much of the frustration that occurs in multiple offer situations results from cooperating brokers (selling brokers) being unaware of the status of offers they have procured. Listing brokers should make reasonable efforts to keep selling brokers informed. Similarly, selling brokers should make reasonable efforts to keep listing brokers informed about the status of counter-offers their seller-clients have made.

REALTORS® can take no safer guide than that which has been handed down through the centuries, embodied in the Golden Rule, “Whatsoever ye would that others should do to you, do ye even so to them.”

*Jo Usry is MAR’s Vice President of Professional Development.
E-mail her at jusry@realtorinstitute.org.*



CAPITOL WATCH

UPDATE ON LEGISLATIVE ISSUES IMPORTANT TO YOUR BUSINESS

REALTOR® victories at Capitol evident this legislative session

Thanks to the Mississippi Association of REALTORS® legislative team, including lobbyist Spence Dye, legal counsel Ron Farris and MAR's Legislative & Regulatory Affairs Advocacy Group, the association's 2006 legislative agenda was a success. Effective lobbying and relationships with elected officials allowed our REALTOR® voice to be heard at the Capitol on our key issue of 2006: emi-

nent domain. After much anticipation and debate, there was no eminent domain bill or Constitutional amendment passed during the 2006 Legislative Session. This was MAR's original goal given the strength of our existing eminent domain laws in Mississippi – laws that are unlike those in many other states including Connecticut where the Supreme Court/Kelo case garnered so much public

attention. This is an issue we'll continue to watch in 2007.

The other bill that MAR focused on during the session was one clarifying terms of office for the Home Inspector Regulatory Board. Senate Bill 2576 passed swiftly in both the Senate and the House and has been signed into law by the Governor. The legislation took effect March 13.

Tuck, McCoy address REALTORS® during REALTOR® Day at the Capitol

Lieutenant Governor Amy Tuck and Speaker Billy McCoy topped a distinguished roster of political leaders who spoke to more than 200 hundred REALTORS® from across the state in February for REALTOR® Day at the Capitol. Senators Nolan Mettetal, Charlie Ross, Walter Michel and Billy Hewes completed the roster of dignitaries delivering updates on hot-button issues, including eminent domain.

The event marked the presentation of two 2005 Outstanding Legislator awards. Honorees included Representative Greg Snowden of Meridian who played a pivotal role in our REALTOR® property disclosure legislation and Senator Mike Chaney of Vicksburg, a long-time supporter of real estate friendly legislation including the Administrative Procedures Act.

When the meeting adjourned at the Capitol, REALTORS® visited with their legislators to ask personally for support of the association's positions on eminent domain.

Following the events at the Capitol, REALTORS® headed to the Mississippi REALTOR® Center for a luncheon with keynote speaker Phil Bryant, Mississippi State Auditor. Bryant cited MAR's political clout saying that the association is among the most involved and best represented groups at the state Capitol. He applauded REALTORS® for their commitment to the 2003 "Move the Vote" program and the association's present efforts on legislation regarding eminent domain.



Lieutenant Governor Amy Tuck addressed REALTORS® during REALTOR® Day at the Capitol.



2006 MAR President Pam Beard presented Representative Greg Snowden of Meridian with the 2005 Legislator of the Year Award for his support of REALTOR® property disclosure legislation.



Senator Mike Chaney of Vicksburg, a long-time supporter of real estate friendly legislation, received the 2005 Legislator of the Year Award from 2006 MAR President Pam Beard.



Mississippi State Auditor Phil Bryant encouraged the political involvement of Mississippi REALTORS® during the MARPAC luncheon that followed REALTOR® Day at the Capitol.



NAR pushes for small business health plan legislation

The U.S. Senate is expected to take up S.1955, the Health Insurance Marketplace Modernization and Affordability Act. This bill, planned for a floor vote in early May, will allow REALTORS® and other independent business persons to acquire affordable health insurance coverage.

S.1955 cleared its first Senate hurdle March 15,

2006, when REALTORS® helped push the bill through a favorable vote in the Senate Health, Education, Labor and Pensions Committee. A more formidable hurdle looms because a full Senate floor vote is expected to be difficult. We can't let up now. REALTORS® must intensify their efforts and urge their Senators to vote YES for S.1955.

Thanks to the many Mississippi REALTORS® who

participated in health care forums held across the state by the Citizens' Health Care Working Group, a panel created by Congress to explore solutions to the nation's health care crisis. Your input raised awareness of the urgent need for small business health plans.

Join the REALTORS® Land Institute

Established in 1944, RLI is the organization for land professionals.

RLI's specialized education, member benefits and network of land professionals don't exist anywhere else. From urban brownfields to suburban subdivisions to farms and timber land to environmental issues, RLI is all about land.

Get involved with the most trusted land business network. Attend a Mississippi RLI chapter meeting and join RLI!

For more information, contact chapter administrator Beth Hansen at 601/932-5241 or bhansen@msrealtors.org or visit www.rliland.com.

The MS Chapter of RLI presents:

Transitional Land with instructor Fletcher Majors, ALC

This course helps land professionals analyze options and determine the optimum use of a property.

May 24-25, 2006 / 8:30a – 5:30p each day

Northwest MS Association of REALTORS® Building

2795 Hwy. 51 North, Nesbit, MS

Email Beth at bhansen@msrealtors.org for more information.



Some Things in Life Demand Total Expertise – A Commercial Real Estate Transaction is One of Them

Less than 4% of the world's commercial real estate professionals hold the coveted CCIM (Certified Commercial Investment Member) designation, the mark of a recognized expert in the commercial and investment real estate world. If you're looking to gain the knowledge and experience the CCIM designation requires, the Mississippi Chapter of CCIM can show you how!

**For more information, contact
chapter administrator Beth Hansen
at 601/932-5241 or
bhansen@msrealtors.org or
visit www.ccim.com**

2006 CHAPTER OFFICERS

President, Bob Ridgway

bob@ridgwayrealty.com

President-Elect, Guy Parker

guy@parkerpropertiesllc.com

Vice President, Doug McKinnon

doug@mckinnon-consulting.com

Treasurer, Michael Flannes

mflannescim@nancylanecommercial.com



Paradigms and tsunamis: The changing face of real estate

By Cheryl Bullock



The word paradigm has long been used to describe the basic assumptions within a body of science that are accepted as fact. While it would be a stretch

to describe real estate as a science, we have recognized our own "paradigm" over the years as we think of MLS, listing and selling, and cooperation. Things were simply done a certain way when you listed a property or when you showed and sold a property. People knew what to expect, even if the agent on the "other side" of the transaction sometimes dropped the ball, and you had to pick it up and run with it to make sure the property closed.

To understand the total paradigm shift we are in the midst of, you have to look back a little at how we got where we are today. That will also begin to give clues about where we may be in three to five years. That is important for our continued growth and survival.

Many of us were present in 1993 when NAR President Bill Chee made his infamous speech about the "lion coming over the hill." (What Bill said, in essence, was that MLS's reminded him of two Chihuahuas who were so busy fighting over a bone [among themselves for members, for territory, etc.] that they were totally unaware a hungry lion was coming over the hill.) The timing of the hungry lion arriving may have been off by several years, but the analogy is very much appropriate for today's environment.

The explosive growth of the internet and technology has made life easier and more complicated for REALTORS®. It is easier to stay in contact with clients and customers, send information, contracts, documents, and other items critical to a transaction. It is more complicated because we now have customers and clients who expect us to be on the cutting edge of technology, and we aren't always comfortable with technology.

Today, customers walk in with printouts of listings they have found on the internet. They are doing their research far in advance of engaging the services of a REALTOR®, and they expect that investment of their time to translate into a reduction of your fees.

Several things have happened over the last few years that will shape our future including:

- Banks' continued determination to get into real estate
- Increasing move to questionable and risky mortgage products, no down payment loans, interest-only loans, forgiven seconds, etc.

- Increased demand that REALTORS® communicate with customers/ clients by e-mail rather than traditional means

- REALTORS® dealing with customers they never see – or who never visit the property they are buying

- Website development and technology becoming a separate budget line item in broker offices

- Brokers and agents investing in website and technology and ignoring the rules of both their local MLS and guidelines (or statute where applicable) of their state regulatory agency

Years ago, the company that developed a new technology called ATM's was laughed out of most banks because the banks insisted that customers would never do business with a machine, that customers wanted to come inside the bank.

Travel Agents felt the impact of the internet quickly and early on. As airlines moved their reservations to the internet and reduced incentives and commissions for the travel agent, their business model changed radically. When was the last time you called a travel agent to book a vacation or business trip?

New business models that capitalize on the do-it-yourself spirit of today's consumers have begun appearing in our market areas. These business models are collectively referred to as "minimum service brokerages" and offer a smorgasbord-type approach to sellers. Typically,

they (the brokerage) will take a listing for a flat fee but will do little beyond putting the listing in MLS. All showings, negotiations and presentations are handled with the owner of the property.

This business model is a direct response to a consumer-driven demand for a level of self-service in the real estate industry, much as the banks, travel agents, and other industries have felt. Real estate is now feeling this paradigm shift, and it is difficult to define our response to it.

The difficulty for traditional agents in a minimum services context comes in their agency relationships. Showing agents must exercise extreme care to make certain they don't cross the line into undisclosed dual agency when dealing with sellers who are handling all showings and negotiations themselves. Many firms have developed a disclosure form for sellers to sign in advance of showings – re-affirming that they are not the agent of the seller and cannot answer certain questions. Others are still trying to find their way in these situations.

New business models are not inherently bad for business. On the contrary, they often spark new ideas, innovations and methods to streamline our efforts to improve the bottom line, but they can be painful in the process.

The paradigm shift that is occurring is in response to two major events: the internet and consumers who have accepted a self-service approach to most every aspect of their lives.

The tsunami in the title of this article refers to the fact that while we have been trying to get our arms around new business models, new attacks on our way of doing business and shrinking bottom lines, we have been hit with a paradigm shift equally the size of a monster tsunami. What will our industry look like in three to five years?

First, I truly believe that the professional agent will be more critical than ever. Your abilities to negotiate without emotional baggage, your knowledge of the laws and disclosure and closing requirements will only become more valuable.

Second, because a real estate transaction is such a complex endeavor, it will rapidly become

apparent that an educated, qualified agent is the best resource customers or clients can have when they are faced with the roller coaster of trying to get a house closed.

Third, we as an industry have adopted and adapted to new technologies in the past, though at a much slower rate

than other industries. We have to change that. We have to make the commitment to educate ourselves and to take advantage of the self-service mentality of today's buyer and seller.

Today's consumer has a mindset of immediacy in addition to the self service expectations. Research recently released shows that most consumers expect an answer from an e-mail within at least four hours – and yet more than 50 percent of all e-mails to a REALTOR from a prospective client are never answered.

We must look objectively at every business model, every research report on the demographics of today's customer and adjust our way of doing business. Only then can we make the plans to position ourselves to be the one they call when they need real estate assistance.

New business models that capitalize on the do-it-yourself spirit of today's consumers have begun appearing in our market areas.

Cheryl Bullock is Chief Executive Officer of the Jackson Association of REALTORS®.

How do you know if you're working with a REALTOR®?
Look for the REALTOR® "R".



When you meet a real estate agent, take a look at their business card. If you see the REALTOR® "R", you know you're working with a professional who does business by a code of ethics, is highly trained and is committed to helping you realize the dream of homeownership. If you don't see the REALTOR® "R", keep looking.

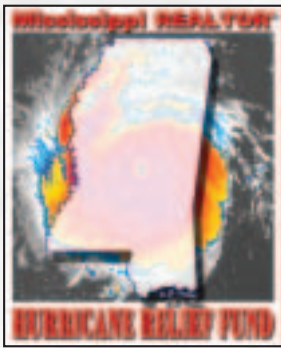
Ask if your agent is a REALTOR®,
a member of the National Association of REALTORS®



Mississippi Association of REALTORS®
Jackson, MS 601-932-5241 www.msrealtors.org



©2005 National Association of REALTORS®



Rebuilding efforts on coast get boost through REALTOR® relief funds

The Mississippi REALTOR® Hurricane Relief Fund requested financial assistance from NAR's REALTOR® Relief Foundation for rebuilding efforts on the Mississippi Gulf Coast following Hurricane

Katrina. The RRF granted the request and provided a first installment of \$250,000 for building supplies for the Lutheran-Episcopal Disaster Response Group, one of many faith-based groups on the Coast working swiftly to put families back into homes. The non-profit organization has a diverse mix of more than 600 volunteers from a variety of religious backgrounds working to rebuild homes for families of all denominations over the next six to eight years. A case-based approach is used to determine which homes are rebuilt or repaired. The group focuses on families who are slipping through the cracks – the new poor on the Coast who don't fit any of the other programs available.

Directors from the Mississippi REALTOR® Hurricane Relief Fund visited with representatives from the Lutheran-Episcopal Disaster Response Group to present the check and tour the operation. The directors were able to meet with volunteers and observe construction in progress on homes and will continue to monitor how the funds are utilized. An additional \$250,000 may be granted by the RRF for additional building supplies and projects.



Pictured from left to right are Mike Huseh, Board Chairman of the Lutheran Episcopal Services of Mississippi; Rev. Nick Roberts, Regional Director Lutheran-Episcopal Disaster Response; Russell Wilcox, Chairman of the Mississippi REALTOR® Hurricane Relief Fund; Pam Beard, 2006 MAR President; Nancy Lane, Immediate Past MAR President; back row Bob Ridgeway, Mississippi REALTOR® Hurricane Relief Fund Board Member; and Maurice "Moe" Veissi, 2005 NAR Region 5 Vice President.



Lane

Correction: In the Winter 2006 issue of *Real Estate LEADER*, Mississippi REALTOR® Hurricane Relief Fund Board Director Nancy Lane, CCIM, Jackson, was inadvertently omitted from the list of directors.



Beard serves on Governor's Housing Recovery Task Force

2006 MAR President Pam Beard ABR, CRB, CRS, GRI, ePro, was invited to serve on a housing recovery task force created by Governor Haley Barbour's Office of Recovery and Renewal. She has participated in a series of meetings and workshops aimed at addressing the housing shortage and crisis on the Mississippi Gulf Coast following Hurricane Katrina. Beard has shared NAR and MAR resources with the group, including available smart growth and housing opportunity tools.

LMAR class identifies land, raises funds for Habitat for Humanity



The *Leadership* MAR Class of 2006 has taken on an ambitious class project of identifying land for Habitat for Humanity homes along the Mississippi Gulf Coast. The group has already made a trip to the Coast to meet with Habitat representatives and has

committed to finding at least 100 lots for the worthy cause. In addition, the class will participate in the build of one Habitat home for which they've secured the land. And as if that's not enough, the class is committed to helping NAR with its Operation Home Delivery program, a fundraising initiative designed to pay for 26 "homes in a box" to be delivered to the Gulf Coast region in 2006. Look for more details on this effort in the months ahead.

Rebuilding task force created for REALTORS®

A Rebuilding Task Force was created this past December by MAR President Pam Beard to identify opportunities for REALTORS® to assist in the wake of Hurricane Katrina. Members include:



Halle



Sadler

Chair –

Don Halle, Gulf Properties, Gulfport

Vice Chair –

Charlotte Sadler, John Jones & Associates, Pascagoula

Clay Beard, BrokerSouth GMAC Real Estate, Jackson
 Pam Beard, BrokerSouth GMAC Real Estate, Vicksburg
 Al Brock, RE/MAX of Greenville, Greenville
 Mark Cumbest, Cumbest Realty, Inc., Moss Point
 Chester Harvey, Chester Harvey, REALTORS, Ocean Springs
 Patti Herrington, The Herrington Weaver Company, Ridgeland
 Brooks Holstein, Comvest Properties, Biloxi
 Cynthia Joachim, Century 21 Harry J. Joachim, Inc., Biloxi
 John Jones, John Jones & Associates, Pascagoula
 Tony Jones, Century 21 #1 Realty Group, LLC, Olive Branch
 Bruce Kammer, Coldwell Banker – Country Properties, Picayune
 Robert Kane, John McDonald Realty, Bay Saint Louis
 Nancy Lane, Nancy Lane Commercial Realty, Jackson
 Stephanie McConnell, Latter & Blum, Inc. REALTORS, Bay Saint Louis
 Laura Miller, Meridian Board of REALTORS, Meridian
 John Phillips, Prudential Gardner REALTORS, Biloxi
 Belva Pleasants, Short Street Realty, Inc., Greenwood
 Cynthia Pritchard, Coldwell Banker JME Real Estate, Inc., Gautier
 Bob Ridgway, C.R. Ridgway IV, REALTOR, Jackson
 Ellen Short, T.R.I. GMAC, Tupelo
 Sue Stedman, Prudential Stedman & Associates, Natchez
 Russell Wilcox, Woodlands Realty Group, LLC, Ridgeland
 Watkins Wild, ERA Wild Realty, Inc., McComb
 Chris Wilson, First Choice, PLLC, Laurel



MISSISSIPPI
ASSOCIATION
OF REALTORS

Winter Conference & EXPO

December 5-7, 2006 • Vicksburg

- *Get ALL of your required and elective CE*
- *Discover the latest real estate products & services*
- *Network with fellow REALTORS®*

Vicksburg

Save the dates and look for complete conference details soon!
Register at www.msrealtors.org



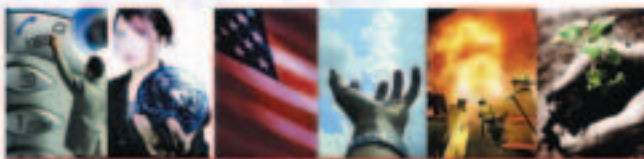
Like real estate, **geospatial technology** is all about
“location, location, location.”

With **geospatial technology**, you can:

- Provide customers with the information they want: school districts, expected commute times, median income of a neighborhood.
- Quantify urban sprawl: Know where customers will be, not where they are now.
- Perform site selection and market analysis.
- Identify potential flood areas; percentage of shade on a lot; setback distances between property and street; visibility from a particular house.
- Quantify future traffic counts and travel patterns.
- Show properties in the context of potential customers/tenants, nearness to competitors, inventories of like property, labor pools, and risk factors.

Who benefits from **geospatial technology**?

- | | | |
|----------------------------|-----------------------------|--------------------|
| • Realtors | • Home buyers/sellers | • County assessors |
| • Property/home owners | • Commercial Developers | • Land managers |
| • Bankers/lending officers | • Multiple Listing Services | • Appraisers |



Enterprise for Innovative Geospatial Solutions

For more information visit www.eigs.olemiss.edu/realestate
or contact Lisa Stone at lstone@olemiss.edu, 601-624-9194.

Test your personal marketing IQ

You may be the world's best salesperson, but the world will never know it if you neglect your personal marketing. See if you know how to get the word out.

1. Which of the following items should be included in a personal marketing plan?
 - a. A brochure, a website, a newsletter, and 10 mailings
 - b. A mailing list and a website domain name
 - c. A market analysis, goals, a budget and a schedule
 - d. A listings presentation that explains how you will advertise the seller's home
2. Which one of the following is NOT an example of a niche market?
 - a. Home sellers in Jackson, Miss.
 - b. Single women buying their first homes
 - c. Seniors buying golf-course homes
 - d. Foreign nationals buying rental homes
3. Which of the following is an example of personal marketing?
 - a. Award a \$500 scholarship to a high school senior in your community
 - b. Advertise your listings in the local newspaper
 - c. Hold an open house
 - d. Make 200 cold calls to homeowners in your farm area
4. Successful branding efforts depend upon?
 - a. Distinguishing yourself from the competition
 - b. Creating a value proposition for your services
 - c. Focusing on the benefits to the customer
 - d. All of the above
5. Which of the following postcards has the most effective combination of design elements?
 - a. A white background with one top-quality action photograph of you; large, easy-to-read lettering, and a short prominent headline
 - b. A white background with 16 bullet points, three boxes and four paragraphs of you in different poses
 - c. A dark background with white lettering, a photograph of you taken 10 years ago, and a clip art picture of a big house
 - d. A white background with pink and yellow lettering, a photograph of you in formal attire standing next to a black Mercedes and a clip art picture of a small house
6. Which of the following websites has the most effective combination of personal marketing elements?
 - a. Descriptions of 25 for-sale homes, six home photo tours and a "sneak preview" of weekend open houses
 - b. A glamour photograph of you, a list of your designations and sales awards, and a birth-to-present biography of you
 - c. A personal message targeted toward a niche market, a get-more-information response form and a look and feel that match your print marketing materials
 - d. A list of hot links to 75 top real estate websites, a hot link to a website offering neighborhood crime and school reports and a hot link to the public access website of the local MLS
7. Which personal promotion would not be appropriate for its niche?
 - a. A beach umbrella for a second home buyer on the coast
 - b. A custom mouse pad for a retiree
 - c. A newspaper subscription for the buyer of a \$1 million home
 - d. A diaper bag for a starter home buyer
8. Which of the following is an example of leveraging your personal marketing?
 - a. Advertising on the tallest billboard in town
 - b. Swapping website links with real estate affiliates
 - c. Putting first-class postage stamps on your mailings
 - d. Having a personal slogan or tagline
9. What is the best way to measure the effectiveness of personal marketing?
 - a. Track your market share, adjusted to account for the effect of your sales prospecting activities
 - b. Calculate how many of your listings result in closed transactions on a percentage basis
 - c. See how many people recognize you in the local supermarket
 - d. Track how many people call about your "home-for-sale" newspaper ads

Answer Key

1. C. The items in the first two answers are marketing tactics, not elements of a plan and a listings presentation is an example of selling, not marketing.
2. A. The first answer is too large and is an ill-defined group for effective personal marketing.
3. A. A scholarship calls attention to you while ads and open houses call attention to a for-sale home. Cold calling is a sales activity, not a personal marketing tactic.
4. D. All of these factors, as well as a long-term approach, are essential to establishing a brand identity.
5. A. A white background with one top-quality photograph of you; large, easy-to-read lettering, and a short prominent headline.
6. C. The first answer is focused on property marketing instead of personal promotion. The second answer is overly focused on the sales associate and the fourth choice consists solely of "exits" that direct consumers to other websites.
7. C. A luxury home deserves a luxurious gift. The other gifts are probably appropriate — starter homes appeal to new families, seniors are major users of the internet, and an umbrella emphasizes the vacation aspect of the buyer's new lifestyle.
8. B. Leveraging means getting more mileage out of your marketing bucks by teaming up with other people. Swapping links brings people from the affiliate's website to your website.
9. A. The goal of personal marketing is to put your name at the top of consumers' minds. An increase in closed transactions can't be directly attributed to marketing. Local recognition is difficult to quantify and ad calls result from property marketing, not personal marketing.

Reprinted from *REALTOR® Magazine Online*

Rookie REALTORS® rock

Three industry newcomers share secrets to early success

By Carol Stern

A real estate sales associate's first year on the job does not have to mimic an episode of "Fear Factor," the reality television series where contestants are asked to perform crazy stunts in order to stay in the game. With some careful planning and a dose of reality about what it really takes to run your own business (despite the fact that you've hung your license at a specific brokerage), you can step up to the plate and score success during your first year in business.



Just ask Rosalind Burge of Joyce Tadlock Realty in Hattiesburg. She believes that having parents who were small business owners taught her some important and valuable lessons that have served her well during her first year as a REALTOR®.

Her mother instilled in her, "Anytime a customer comes into contact with you, make sure that they leave better off than when you met." It was with this philosophy that Burge entered into a field that had interested her for several years.

Burge says that she has knocked on many doors and visited many businesses to introduce her name into the market and seek potential clients and customers. She called on "For Sale by Owner" listings and found that after explaining the benefits of working with a professional REALTOR®, approximately 60 percent of those calls resulted in listings.



Thomas

Like Burge, Terrell Thomas of Crye-Leike Properties Unlimited in Columbus says he found that discipline, consistency and organization have been keys to his success. "I 'hit the streets.' I literally walked miles in 90+ degree weather knocking on doors to get potential new listings. I also never failed to take advantage of everyday things, like shopping.

Before I would enter a store, I would fill my pockets or wallet with business cards with the intent to come out empty-handed."



Moeller

When Dustin Moeller joined Prudential Gardner REALTOR® in Picayune, he was the youngest agent within the eight surrounding counties of his

hometown, was newly married and changed his career path from nursing to real estate. When asked about his listing presentation and marketing strategies, he replied, "As far as a listing presentation, I don't have one in particular. Everyone is different. People sell their homes for different reasons. One of my clients may be selling because of hardships, and the other may need

more space. You have to approach them differently."

Sphere of influence.

Burge, Thomas and Moeller used their existing spheres of influence to create lists of their contacts from church, social and business activities. And they took time to make sure friends knew of their new careers and asked for referrals, leads or suggestions in developing their businesses.

Thomas emphasized the importance in keeping the names, contact information and related notes in an organized system from which he follows up regularly to see if they are ready to buy or sell, or if any members of their spheres of influence might need his services.

"Never leave a client or potential client with the idea that you are not concerned," he says. "Follow up is very important. Even after the deal is closed, I continue to keep contact with my clients. Always keep contact. Always return calls as soon as possible to keep the buyer and seller informed."

Moeller's ability to translate his contacts into success was evident quite early as he acquired 18 listings within his first few months in business. In March, he was named Pearl River County's 2005 Rookie of the Year, and was inducted into the Million Dollar Club for having become a million dollar producer during his first year in business. He will start Law School in 2007 and plans to practice real estate law in Picayune.

Taking care of basics.

While additional training and education are important, these three Rookies are proof that passion and enthusiasm are vital. Thomas says, "I look forward to going to the office every morning. I get joy in knowing that I can help someone who initially had no idea that they could become a homeowner."

Developing good work habits is critical, particularly for sales associates who have come from other careers in corporations that imposed motivation, discipline and work ethics. Additionally, Burge says that an honest assessment of your strengths and weaknesses is important.

"You must be a self starter," she insists. "Self-motivated. Also, persistence, consistence and good service are very important to success. I attended a seminar offered by John Jones (John Jones & Associates, Pascagoula). He stated that the average REALTOR® makes \$8,000 a year. I decided I will not be average!"



The Code of Ethics: Practical principles for Rookie success

For new REALTORS®, the NAR Code of Ethics and Standards of Practice often seems distant from the more immediate need to prospect for listings, match buyers with properties, and close your first transactions. After all, the vast majority of real estate practitioners receive compensation solely through commission. This produces a highly competitive atmosphere. New salespeople have lots to learn, but only a finite amount of time each day. Let's face it, the Code doesn't read like the latest thriller, either.

But learning about the Code and making its principles a part of your daily life in your new real estate career are essential to getting your career going on the right road to prosperity. The Code establishes time-honored and baseline principles that come from the collective experiences of REALTORS® since the Code of Ethics was first established in 1913. Those principles can be loosely defined as:

- Duties to clients;
- Cooperation with other brokers;
- Truthfulness in statements and advertising; and
- Respect for exclusive relationships other REALTORS® have with their clients.

These are the practical business principles embodied in the Code of Ethics. A new sales associate who understands and incorporates these principles in business will have a successful foundation for a long-term career in the real estate industry. To download the 2006 Code of Ethics and Standards of Practice, visit: www.realtor.org/mempolweb.nsf/pages/code.

Valuable tools for Rookie REALTORS®

21 Things I Wish My Broker Had Told Me

by Frank Cook

Practical Advice for New Real Estate Professionals. To assist new agents in becoming more comfortable with the real estate industry, gaining a few insights and picking up a few tips that will get new sales agents into the passing lane as quickly as possible.

Cost: \$18.00

Mississippi Real Estate Basics

by Cynthia Joachim ABR, ABRM, CIPS, CRS, GRI

Fundamental information about Mississippi license law and basic real estate principles written in question and answer format addressing the most important topics in clear and understandable language.

Cost: \$18.00

Digital Paper Trail

by REALTOR®, attorney and trainer, Oliver Frasca





This book (with CD-ROM) is full of sample letters, clauses and e-mails for almost every situation involved with a real estate transaction. Communication is the key to a successful transaction and can make or break a deal. The book also includes sample contract clauses that protect the interest of the client. The entire book is on the CD so any of the communications can be downloaded and customized with your own company letterhead.

Cost: \$79.95 for the book; \$125 for the book and CD.





For ordering information, contact the Mississippi REALTOR® Institute, at 601-932-9325, dturmer@realtorinstitute.org or visit www.realtorinstitute.org for order forms.

Rookie REALTOR® checklist




What to do in the first month

-  Buy the Right Tools
-  Learn Your Neighborhoods
-  Learn the Lingo
-  Learn Important Legal Issues




What to do in the first three months

-  Create a Personal Marketing Plan
-  Develop Marketing Materials
-  Execute Your Marketing Plan
-  Prospecting—How Do You Find Clients?

What to do in the first six months

-  Build an Effective Website
-  Learn the Art of Listing
-  Learn the Art of Selling

What to do in the first nine months

-  Establish a Career Plan
-  Become a Better Negotiator
-  Make Them Customers for Life

What to do in the first year

-  Find Your Niche
-  Get Additional Training and Professional Certifications
-  Complete the Required Salesperson's Post License Course

Visit www.realtor.org and download the Rookie Toolkit for detailed information on getting started in the business.

Source: REALTOR® Magazine Online

Small niches, BIG RICHES

REALTORS® capitalize on specialized markets

By Carol Stern

From retirees to single mothers across Mississippi. Learn how they have built strong customer relationships.

Building a future on the past



LaRose

Henry LaRose of Henry LaRose, REALTOR® in Jackson, was raised in New Orleans and loves the proper proportions and style of historic homes. Upon settling in Jackson, he was drawn to the historic Belhaven area because it reflected the neighborhoods of his youth and satisfied his aesthetic taste.

This unique area that consists of 1,300 properties, 3,000 people and 72 blocks became his area of expertise. By concentrating his career in what he knew best, LaRose built his business and is now a recognized authority on Belhaven. LaRose has consistently advertised; however, he does not promote his brokerage, he promotes Belhaven. As a resident of Belhaven passionate about its viability, he has been a member of the Board of Directors of the Belhaven Improvement Association for

more than eight years and has initiated many neighborhood activities including a black tie valentine dance at the majestic Belhaven inn, Fairview.

LaRose's office is located in an historic building in the neighborhood, formerly one of two full-service filling stations in Belhaven. His office is composed of REALTORS® who share his vision and passion for the community.

Equally passionate about historic homes, Caroline Harrington of Harrington Realty in Natchez "grew-up in Natchez in an old home." And she watched as the town lost many historic buildings as the lack of architectural standards and preservation guidelines allowed beautiful facades to be replaced with "blue plastic fronts."



Harrington

When she entered the real estate business in 1972, she had recently purchased a "gruesome" 4,600 square foot home, was rearing two boys, caring for an aging mother and restoring her home. Her own discovery of the limited availability of historically accurate materials, the costs of restoration, and the intrinsic value of such properties gave her the knowledge so important in advising consumers.

Describing herself as "a full-service specialists in period properties," Caroline believes that "high ceilings make children's brains grow bigger." She advises that when selecting any niche market, it is imperative to immerse oneself in the product. In her particular niche, she says that it is

important that the REALTOR® understand that "evaluation of properties and appraisals on old homes are not necessarily accurate. They do not reflect the value and cost of the handcrafted millwork, locks and shutters that are worth, and cost, a fortune."



thers, military families to first-time homebuyers, there are dozens of niche real estate markets now these eight REALTORS® have targeted their marketing toward small, well-defined segments loyalty and successful careers in the process.

Harrington's business has grown through word-of-mouth referrals from clients and their friends as opposed to traditional advertising.

Senior power



Tadlock

Joyce Tadlock of Joyce Tadlock Realty in Hattiesburg is a life-long resident who knows the city and its virtues. She enjoys sharing the excellent quality of life and has assisted many local residents wishing to downsize into smaller homes, as well as those who wish to move to the area to retire.

As is well documented in the national media, university towns are very attractive to retirees. And the retiree market is quickly becoming a hot real estate niche. There is even a certification dedicated to this market: the Seniors Real Estate Specialist (SRES) conferred by the Senior Advantage Real Estate Council. Since 1998, 6,000 practitioners in 125 cities have completed the SRES certification.

Tadlock has found that, "many retired teachers, professors and business professionals enjoy the excellent library and the resources of the University of Southern Mississippi. They take advantage of the many plays, musicals

and cultural activities as well as the opportunities to travel available through the university, area banks and other sources. Additionally, the availability of excellent medical care is of great importance to retirees, and Hattiesburg has excellent physicians and facilities."

Tadlock assures prospective clients and customers that her firm can serve as a resource providing information on the community, the university and the surrounding area, including areas within a day's drive such as New Orleans, the Gulf Coast and Jackson.

Single women buyers

Single women are not waiting to find a mate before they take the plunge into homeownership. The Harvard Joint Center for Housing Studies found that the number of female first-time homebuyers under 45, living alone, jumped more than 65 percent between 1985 and 1999, compared with 13 percent in 1989. Single men made up nine percent of homebuyers in 1999, virtually unchanged from a decade earlier.

Additionally, there is a group of single women who are divorced or widowed, who may be purchasing a home for the first time. This group, who may be entering the home buying market while still adjusting to their new single status, may have challenges as the result of not having established credit and having a limited amount of money to use for the down payment.

Seven years ago, Nell Ewing found herself divorced at the age of 55, rearing a 12-year old son, and struggling to move from Canton to the Jackson area. With a son unhappy living in an apartment, she signed a month-to-month lease, and began the search for a home of their own.

Her initial search was not successful, but she met a REALTOR® who referred her to Kate Bucy of Sandi Matthews Realty in Jackson. A divorced single mother, Bucy had helped many women in the same situation purchase homes during a time of transition in their lives. Told that Bucy would understand her situation and the challenges it presented, Ewing called her and



within two weeks she found "the perfect house in the right location, the perfect location."

"She handled the details and secured financing," Ewing said. "She even handled a last minute snafu and made it a smooth transition."

Ewing said that finding someone "willing to take on a situation with challenges was wonderful. And, she treated me so well, and still stays in touch regularly."

More urban dwellers

Cities are making a comeback as nice places to live. And that is a good thing, after September 11, according to former U.S. Senator Daniel Patrick Moynihan. The best defense against attacks on America's free society is to "concentrate, not scatter."

Revitalization of the nation's urban housing has been a very real phenomenon as more people seek the convenience of city living. Singles, who are buying homes in greater numbers than ever, like to live close to work and social life, says Tommy Morgan of Coldwell Banker in Tupelo. In addition, more empty nesters – and others – are trading in the commuting lifestyle for the ability to walk to work, shops, theaters and restaurants.



Morgan

Fair Park, a mixed-use development in Tupelo, is the centerpiece of a new town center. Previously a decaying district located on the east edge of town, the area was cleared, divided into residential and commercial lots, and is being rebuilt. Morgan built an office building and moved his business to Fair Park. Since then, he has sold 21 lots, nine commercial and 12 residential.

Additionally, he has converted the old City-County Building into 11 luxury condominiums. The four-story building, The Belfry, was capped with a fifth floor that is a penthouse. Residents are "across the board, demographically, including retirees and younger working-age people." Morgan finds that in addition to residents enjoying living close to the town center, work and social activities, many are drawn to the history of the area and its historic structures.

More worldly business

Since 1995, foreign-born households have contributed one-third of household growth in the nation. That statistic spells opportunity for bilingual and multilingual practitioners. REALTORS® who are fluent in foreign languages can serve as a bridge to immigrant communities, helping their companies better serve the changing market.

A 2001 NAR survey showed that 16 percent of REALTORS® conduct business in languages other than English. Still, practitioners experienced in the art of international transactions say language fluency is not necessary. But it is certainly a plus to understand the buyers' customs and key phrases in the target language.

According to Pat Pearce of Prudential Magnolia Realty in Tupelo, the Hispanic market is growing quickly. In response to the changing demographics, the firm has provided some Spanish classes to assist agents, and has hired a staff person who is a native of Mexico. Being able to converse with someone of their own cultural background, in their native language, provides assurance to Spanish-speaking clients, she says.

Marketing to the Hispanic community is handled with newspaper and broadcast ads promoting their ability to communicate in Spanish, and they are receiving a large referral

base, according to Pearce.

Military market



Goodell

Rebecca Goodell of Coldwell Banker-West Realty in Columbus is an Accredited Buyers Representative and the first Military Market Specialist in the state.

Having been transferred several times due to her husband's work, she understands the reality of relocating. When transferred to Columbus, Goodell, who was not seeking a career in real estate, believed that, "God put me in this (real estate). I'll be a success." In evaluating the marketplace, she identified the military market as a niche that she should focus on, and she did. Through the Chamber of Commerce, she served on the Military Affairs Committee, facilitating events and becoming familiar with the Columbus Air Force Base. Coldwell Banker has a Military Market Specialist designation, which she attained, and she found the information, seminars and strategic planning extremely helpful. A member of the Air Force Association and an Honorary Commander, Goodell has created many opportunities to interact with the military community, including arranging visits to the base for ill children as part of a "Pilot for a Day" program.

Goodell is proof that even as a newcomer, by learning about your community, you can create your own niche. She approached her specialized real estate career as if studying for a college degree. Her advice is, "find what's different, and become a practiced professional. Get publications, educate yourself about the market and the lifestyle. Learn about financing available, and make yourself a true resource."



Knowing both sides of the business

From having personally built subdivisions, Kevin Kessinger of Kessinger Real Estate in Oxford, brings an understanding of the developer's side of the business to his real estate practice. His broad-based experience and expertise resulted in being consulted by developers who respect the expertise of the firm.



Kessinger

His ability to evaluate the expense of construction versus return on investment, allows him to assist developers in construction decisions by evaluating the cost and what a consumer would be willing to pay. Additionally, he is able to help consumers understand how change orders can negatively affect the construction schedule and increase costs exponentially.

Kessinger currently manages and markets 16 properties. Among those are

developments designed to appeal to retirees and developments targeted to first-time homebuyers.

According to Kessinger, his firm's approach to client service is unique. His associates "specialize" in specific niches and/or possess specific expertise, so when a client approaches the firm, they are matched with the staff person who best meets their needs.



Four hot niches (And how to reach them)

Seniors: People over age 50 represent 28 percent of the population, but control 75 percent of the nation's wealth.

To reach them:

- Hold a free seminar on buying, selling, and investing in real estate.
- Hire a registered nurse to give weekly free blood pressure checkups to seniors who take morning walks at the local shopping mall.
- Print a chart to record blood pressure readings on the back of your business cards and hand them out at each event.
- Earn the Seniors Real Estate Specialists designation, which is awarded by the Senior Advantage Real Estate Council to REALTORS® who have met certain educational and program requirements.

First-time homebuyers: New buyers represent 40 percent of all home sales, according to the 2003 NAR Profile of Home Buyers and Sellers.

To reach them:

- Hold free home-buying seminars in renter-heavy neighborhoods.
- Post information about low-down payment mortgages and government-sponsored, first-time homebuyer programs on your website.
- Offer a free report on "How to Buy Your First Home." Publicize it in your mailings and on your website. Use a fax-back system or e-mail autoresponder to distribute it.

Foreign-born buyers: Minorities make up more than a quarter of first-time homebuyers, according to 2003 NAR Profile of Home Buyers and Sellers. The pace of minority homeownership is likely to heat up. Between 2000 and 2020, the number of U.S. households headed by a minority will grow by more than 15 million, predicts "The State of the Nation's Housing: 2003," a report by the Joint Center for Housing Studies of Harvard University. As a result, minority households will make up about two-thirds of new households, the report says.

To reach them:

- Advertise your services in foreign-language publications.
- Hire a personal assistant or secretary who speaks the language of a major foreign group in your area.
- Earn the Certified International Property Specialist (CIPS) professional designation. The curriculum for this NAR designation includes ownership and transaction principals of international real estate, cultural diversity, market data, investment trends, marketing strategies, currency issues and financing.

Luxury-home buyers: In the first quarter of 2004, seven percent of all U.S. homes sold for more than \$500,000, according to the U.S. Census Bureau.

To reach them:

- Network with financial advisors, attorneys, interior designers, and other salespeople who cater to wealthy people.
- Support and attend high-profile charity events.
- Purchase mailing lists of people who own pricey cars, donate to local art museums or belong to golf, tennis, or other luxury sports clubs.
- Place your listings in publications like *The Wall Street Journal* that are must-reads for potential luxury buyers.

Your niche should be large enough to provide a strong pipeline of business, but small enough for you to be a big fish in a small pond. It should relate to you personally in some way, although you don't have to be a member of your own niche. New agents should focus on one niche while mid-level producers can grow their business by expanding into a second niche.

Source: REALTOR® Magazine Online

Tips for finding your niche

Amidst growing competition and consolidation in the real estate industry, niche marketing allows real estate professionals to cultivate a loyal, consistent client base. Here are a few tips to help you get started:

- Find a niche that suits your interests. List all the spiritual, social, business, political, sports and volunteer groups in which you or your spouse participate. Then do the same for your relatives and closest friends. Look for any reoccurring themes through these lists that point towards a potential niche.
- Ask yourself the following questions to find a niche that you can comfortably and effectively work within: What's special about me? What unique skills do I have that could be helpful to others? What do I most enjoy doing? In what area would I like to become an

expert? Which of my present clients do I most enjoy working with?

- Analyze your current customer base. A successful niche market may be closer than you think. Studying the demographics of your established customers might provide insight into a potential niche. Study the competition. Entrenched competitors can make it more difficult to crack a niche market. If there are other real estate professionals in your area that target your prospective niche, ask yourself whether the market is large enough to support more than one company. Secondly, how could you differentiate yourself from competitors?
- Marketing to your niche. Once you determine a niche that you want to pursue, establish a strong business plan and marketing plan. Make sure the plans have concrete action steps with deadlines.

Spend at least 10 percent of your annual income marketing yourself – but know that it may take time to get the return on that investment with a niche market.

- Consider a sub-niche. Focus is important to successful niche marketing. You may want to concentrate on a segment within a general niche market. For example, rather than targeting first-time homebuyers, you may want to take aim at first-time homebuyers interested in buying distressed properties. Or rather than pursuing a general market such as baby boomers, you may want to zero in on baby boomers interested in golfing, skiing or purchasing second homes.

Source: REALTOR® Magazine Online



FOR THE TECH OF IT



BY MIKE DELAMATER

First impressions are lasting ones

With today's technology, it's easy to assume that the majority of buyers and sellers do a fair share of research online before they contact a REALTOR®. Knowing this information can help you market your listings more efficiently. One key to success: photos. Adding photos to your MLS listings adds "curb appeal." This makes the entire process more

efficient for you and your client. Clients can narrow their search by viewing online tours and photos, and eliminate properties that do not meet their criteria. This means less time spent driving around town looking at properties.

The first thing needed is an adequate digital camera. Digital cameras range in quality from those included in cell phones to professional cameras costing thousands of dollars. For this project, some-

thing more in the middle of this range is required. I recently bought a Kodak V550 digital camera that I absolutely love. It's so small that I can carry it in my shirt pocket. It takes great photos and it has a ton of presets for specific lighting conditions. The software that came with it has a basic photo editor which allows the photographer to crop, rotate and perform minor color corrections, among other things.

If you want to do "Virtual Tours" of your property, Microsoft has this neat little application called Photo Story 3 (PS3). Anyone with a registered version of Windows XP can download this handy program by visiting Microsoft's website and clicking the Downloads link. PS3 allows REALTORS® to create a slideshow movie. It's a Windows Media Player movie, but it's a slideshow of pictures you add to the story. The software is extremely easy to use – even for a novice – and it allows users to narrate the slideshow. Just take a bunch of snapshots with your camera, download the images to your PC, then open PS3 and create a virtual tour.

Remember, curb appeal is as important online as it is street side.

Mike Delamater is MAR's Systems Administrator. E-mail him at mdelamater@msrealtors.org.

Think Of Us As An Easy Chair
In A Business World Full Of Hot Seats.

- Name-Brand Office Furniture
-Featuring HON, La-Z-Boy, Nvision, Indiana Desk, and much more
- Next Day Delivery on In-Stock Items
- Affordable, Easy Payment Options
-Rental, Sales, Lease Ownership
- Free In-House Space Consultation



Furniture The Easy Way. Your Way.

(601) 956-2600
F: (601) 956-2727

749 Ridgewood Rd. Ext.
Jackson, MS 39157

55 north to a right on County
Line Rd. Turn left at the first
light onto Ridgewood.

www.aaronofficefurniture.com

Your Real Estate RESOURCE!

Biloxi Office

2710 Beach Blvd
228-388-4430

Ocean Springs Office

1406 Bienville Blvd.
228-875-0650



Gulfport Office

12392 Hwy 49
228-539-9278

Bay St. Louis Office

1021 Hwy 90
228-467-1602

www.prudentialgardner.com

©2001 - An independently owned and operated member of The Prudential Real Estate Affiliates, Inc.
Prudential is a registered service mark of The Prudential Insurance Company of America.

2008 NAR President visits Mississippi

The Mississippi Association of REALTORS® hosted 2008 NAR President Dick Gaylord on April 5 for a series of events designed to put him face to face with members interested in serving their association at the national level. With the deadline for NAR committee appointment recommendations approaching, MAR took this unique opportunity to showcase key members who have served at the local and state level and provide time for networking with the NAR leader.

2006 MAR President Pam Beard and Jackson Association of REALTORS® President Dee Denton toured the Governor's mansion with Gaylord. Then, he was treated to a luncheon at the home of REALTOR® Larry Edwards followed by an afternoon at the MAR building where he met with more than 20 REALTORS® seeking committee appointments.

Governor Haley Barbour and First Lady Marsha Barbour joined Gaylord and more than 50 REALTORS® at the MARPAC Major Donor Reception held at Bon Ami Restaurant in Jackson that evening. The event recognized REALTORS® who invested \$1,000 or more in MARPAC in 2005 or 2006. Barbour and Gaylord applauded MARPAC donors and thanked Mississippi REALTORS® for the support of their respective campaigns.

During the reception, special recognition went out to the Northwest Mississippi Association of REALTORS®. The board's recent fundraising efforts yielded 15 Sterling R's including Michael Austin, Jerry Brewer, Ginger Britt, Johnny Coleman, Joan Ferguson, John Harrison, Kay Jefferies, Tony Jones, Bob Leigh, Rodger Motz, Vicky Reel, Greg Ryan, Ed Schreiner, Paul Shahan and Judy Taylor.



MARPAC Trustee Russell Wilcox (left), Ridgeland, and 2006 MAR President Pam Beard mingle with special guest Governor Haley Barbour and 2008 NAR President Dick Gaylord.



REALTORS® who contributed \$1,000 or more to MARPAC network and enjoy food at Bon Ami during the MARPAC Major Donor Reception held in Jackson in April.



MARPAC Chairman Don Halle (right), Gulfport and 2006 MAR President Pam Beard welcome Governor Haley Barbour to the MARPAC Donor Reception.



REALTOR® and first-time Sterling R Jack Healy, Gulfport, meets special guest Governor Barbour.

HEADLINERS

MEMBERS IN THE NEWS



Wilson



Edwards

Two Mississippi REALTORS® appointed to special NAR task force

NAR President Tom Stevens appointed Chris Wilson, Laurel, and Larry Edwards, Jackson to a Disaster Planning and Mitigation Task Force that was formed in response to the devastation of hurricanes Katrina, Rita and Wilma. The task force was formed to make recommendations on how NAR can assist its members and its associations with planning for and responding to major disasters.



Miller



Shahan



Krohn

Three Mississippi AEs to serve on NAR work group

Local Association Executives Laura Miller, Meridian; Paul Shahan, Northwest Mississippi; and Lorraine Krohn, Gulf Coast, were selected to serve on the NAR Association Executive Committee's Natural Disaster Work Group. The group is charged with determining how the AEC can provide support in the future for REALTOR® associations impacted by natural disasters such as Hurricane Katrina

LeadershipMAR Class of 2006 selected



Congratulations to this year's LeadershipMAR Class. The following 12 individuals were selected for MAR's exclusive leadership development program and have already attended two retreats and begun work on their class project (see page X for details):

- Lisa Bradley, Prudential Magnolia Realty, Tupelo
- Lisa Burnett, Bob Leigh and Associates, Southaven
- Andrea Cummins, The Real Estate Firm, Oxford

- Andy Estes, Prudential Magnolia Realty, Tupelo
- Trish Fleming, ERA Wild Realty, Inc., McComb
- Bethany Harless, Coldwell Banker Graham & Associates, Jackson
- Darin King, Prudential Gardner REALTORS, Ocean Springs
- Glenda McQueen, Prudential Gardner REALTORS, Biloxi
- Lisa Moorer, Coldwell Banker Alfonso Realty, Ocean Springs
- Dina Naron, Bobinger, Naron & Associates, Lucedale
- Sherry Pullens, RE/MAX Premier Group, Picayune
- Corie Stewart, Century 21 Billy Haynes Realty, Southaven



Fixed-rate loans

FHA and VA loans

Interest-only loans

Bridge Loans

Adjustable-rate loans

Jumbo loans

100% loans

First-time homebuyer programs

No-down-payment loans

And many more!

The house is big. The mortgage worries don't have to be.

So, your needs have changed, and it's time for a bigger house. Which means it might be time for a jumbo loan from Regions Mortgage. We offer a variety of larger home loan options, and give you the guidance you need to pick the right loan with confidence. It's that dedication to our customers that makes us one of the leading mortgage companies in the nation. Learn more at 601-991-9989 or www.regionsmortgage.com.

Everyday confidence.

REGIONS
MORTGAGE



© 2005 Regions Mortgage. Member FDIC. All loans subject to credit approval. Regions Mortgage does business in accordance with the Federal Fair Housing Act and the Equal Credit Opportunity Act and does not discriminate on the basis of race, color, national origin, religion, sex, age, marital status, handicap, familial status, because all or part of an applicant's income is from public assistance, or because an applicant has exercised a right under the Consumer Credit Protection Act.

YOUR NECK OF THE WOODS

Local Board & AE Forum

In Mississippi, there are 21 local boards servicing REALTORS® in every corner of the state. Here's what's going on in their communities:

Biloxi-Ocean Springs

No information provided.

Clarksdale

January and February are generally slow, but, so far, 2006 has proven to be very active with many "lookers." We are hoping this is a sign of an active year with lots of sales! The Clarksdale Local Board was honored to have MAR president Pam Beard speak at our March board meeting. We were pleased to hear the latest association news she had to share with our group.

Cleveland

No information provided.

Four County

No information provided.

Golden Triangle

Our Affiliate Appreciation Luncheon in February was well attended with members enjoying a fifties era theme and musical entertainment by the Starkville Community Theater Group. With the theme "YOU ROCK!" we recognized local affiliate members and presented them with Elvis wall clocks. We thanked affiliates for helping with things like door prizes, decorations for special events and sponsorship of continuing education classes.

Greenville

The Greenville Area Board of REALTORS® members recently secured seats on the Board of Directors of both the Greenville and Leland Chambers of Commerce. Al Brock, member and chairman of the Industrial Foundation, recently announced that Trio Industry will begin manufacturing cabinets in the area. Brock says there are other business prospects in the works. Also, Bob Coburn serves as president of the Washington County Boys & Girls Club which recently received the 2006 Overall Program Award. REALTORS® make a difference!

Greenwood

No information provided.

Grenada

Members Stephanie LeClair, Ray Branscome, Judy Lundy, Karen Spencer and Janet Kinard recently attended the Coldwell Banker National Conference in San Francisco where they heard Colin Powell speak and were entertained by Cyndi Lauper. Mayor Billy Collins, our speaker for our March meeting, asked for our board's help with many upcoming events in Grenada. Our members eagerly agreed to help with Christmas in April, the Downtown Jubilee Festival and the annual Thunder on Water Festival.

Gulf Coast

Repairs to our local board office are now complete. Our RPAC, Community Development and Affiliate

Committees have several projects planned for the spring and summer. Ninety-seven members competed for Top Producer Awards and the Award Banquet was held March 21. However, we are most excited about the recovery and renewal that are taking place with our members and community. Each day is better than the day before! Since Hurricane Katrina we processed 249 new members.

Hattiesburg

The Hattiesburg Area Association of REALTORS® began the year celebrating record sales from 2005 with a Mardi Gras themed awards banquet. Congratulations to Ric Corts who received the REALTOR® Spirit Award! Our first community service project for the year began in March with members making presentations to eighth and ninth graders as part of the Mississippi Scholars program.

Jackson

The Jackson Association hosted an Office Secretaries and Managers luncheon on April 19 to thank the secretaries for their work and provide them a set of resources to help them in their roles in member offices. The REALTOR® and MLS Boards of Directors are joining together for a Board Leadership Retreat and Future Visioning Session at the end of April in Philadelphia. May begins a series of Broker Round Table meetings.

Laurel

Our board would like to welcome Century 21 agent Debbie Ricketson. Our members are still very busy helping clients (new residents from Katrina and long-time residents alike) with all of their real estate needs. Our 2006 committees are working together to help this year to be a very productive year. So far, we have seven offices with 100 percent MARPAC participation! We are striving for 100% across the board!

Meridian

Thanks to all who have contributed to our community projects so far this year. The animal shelter appreciated all the pet food and newspapers, and Care Lodge's food drive helped make Easter baskets. We are also planning our Habitat for Humanity Work Days for later this spring.

Natchez

Natchez is excited about several new businesses coming to town that will promote real estate sales and job opportunities for Natchez and the surrounding areas. We are happy to welcome broker Michael Burkley to the Natchez Board.

North Central

No information provided.

Northeast

No information provided.

Northwest

NWMAR hosted its second annual Ride for the Troops on April 15. Last year's event was named Mississippi's largest one day bike event for 2005! We expect this year to be bigger and better! For more information on the event visit www.nwmr.net/events.

Pearl River

On February 23, the Pearl River Board installed new officers and board members during our meeting at Jack's Fish House. Janice Shows, Secretary-Treasurer of the Mississippi Association of REALTORS®, presided over the installation ceremony, after which she gave us an update on the State Association. Approximately 65 members attended.

Southwest

The Southwest Board has announced new officers including Stuart Hemphill, president; Carol Easley, vice-president and Jackye Murray, secretary. MAR President Pam Beard attended the board's March meeting delivering the latest news from the association.

Vicksburg/Warren County

The Vicksburg-Warren County Board of REALTORS has established an academic scholarship to promote education and reward an outstanding graduating senior from the area. The recipient will be determined by an essay contest that will be judged by a panel of REALTORS®. Details concerning the application process will be published in the Vicksburg's Real Estate Market Place.

Mississippi Commercial Association of REALTORS®

Over 100 commercial practitioners recently gathered to hear from a panel of distinguished industry leaders including David Hoster, Jim Ingram, Lewis Stirling and Wayne Pierce. The group reviewed the current state of their sector, provided insight into acquisition criteria and current cap rates, and discussed changing conditions, innovations and trends.

2006 Extraordinary MARPAC Contributors

**As of March 31, 2006*

Golden \$5000 						
	Pam Beard Vicksburg	Jesse Davis Oxford	Larry Edwards Ridgeland	Judy Glenn Corinth	Charlotte Sadler Pascagoula	Janice Shows Madison
	Crystal \$2500 		Sterling \$1000 			
David Stevens Clinton		Marshall Holyfield Gautier		Michael Austin Hernando	Jerry Brewer Senatobia	Ginger Britt Southaven
		No Photo Available		No Photo Available		
James Carson Jackson	Ernie Clark Brookhaven	Johnny Coleman Southaven	Dottie Collins Greenville	Richard Cortis Hattiesburg	John Dean Jr. Leland	Lavelle Dragula Hattiesburg
						No Photo Available
Spence Dye Jackson	Cathy Feltenstein Meridian	Joan Ferguson Hernando	Charles Green Pascagoula	Don Halle Gulfport	Pat Hamilton Meridian	John Harrison Southaven
						
Chester Harvey Ocean Springs	Jack Healy Gulfport	Gwen James Hattiesburg	Kay Jefferies Hernando	John D. Jones Pascagoula	Tony Jones Olive Branch	Bruce Kammer Picayune
						
Nancy Lane Jackson	Bob Leigh Southaven	Margie McFarland Biloxi	Laura Miller Meridian	Melanie Mitchell Starkville	Rodger Motz Southaven	Donald Nace Hattiesburg
				No Photo Available		
Keiko Palmero Gulfport	Vicky Reel Olive Branch	C.R.(Bob) Ridgway Jackson	Gregory Ryan Southaven	Ed Schreiner Southaven	Paul Shahan Southaven	Danette Shaw Gulfport
						
Ellen Short Tupelo	DeLois Smith Hattiesburg	Judy Taylor Southaven	Chris Wilson Laurel	Terry Winstead Meridian	Nell Wyatt Ridgeland	



Local Board MARPAC participation levels

As of March 31, 2006

MARPAC has reached 62 percent of its 2006 fundraising goal with \$108,485 of \$175,000 and 34.5 percent of its 50 percent fair share participation goal.

Biloxi-Ocean Springs	8.2%
Clarksdale	20.8%
Cleveland	43.6%
Four County	40.4%
Golden Triangle	62.6%
Greenville	22.5%
Greenwood	94.1%
Grenada	79.3%
Gulf Coast	5.2%
Hattiesburg	39.2%
Jackson	39.0%
Laurel	55.1%
Meridian	85.4%
MCAR	60.8%
Natchez	46.7%
North Central	53.2%
Northeast	47.7%
Northwest	31.1%
Pearl River	77.1%
Southwest	44.2%
Vicksburg	52.5%
TOTAL Participation	34.5%

100%

**Schwartz,
Orgler
& Jordan PLLC**

Attorneys at Law

15487 Oak Lane Drive, Ste 200 I
Gulfport, MS 39503
228-832-8550

2355 Pass Road, Suite B
Biloxi, MS 39531
228-388-7441

THE RIGHT CHOICE IN HOME WARRANTIES



**Sooner or later, the appliances and
systems in your client's home will break down.**

- Homeowners spend an average of \$900 each year to repair home systems and appliances.¹
- There is a 68% chance of a mechanical failure in a home in a given year.²

Learn more about **13 SEER** and how we can help at
www.13SEERsolutions.com.



©2006 American Home Shield Corporation and its licensed subsidiaries. All rights reserved. 1 - Consumer Expenditure Survey 2002, U.S. Census. 2 - Home Repair and Remodel, Marshall & Swift LP, 2004

**Get ALL of your elective AND
Mississippi-specific required CE online
at www.realtorinstitute.org.**

**Know someone interested in a real
estate career? Have a new recruit?
Refer them to our online 60-hour
salesperson pre-licensing course for
only \$225.**



**www.realtorinstitute.org
800-747-1103**

Upcoming Classroom Courses*

Course	Date	Location
Agency Law	May 18	Jackson
License Law	May 18	Jackson
Contract Law	May 18	Jackson
Standard Forms (GRI)	May 19	Jackson
ABR (GRI)	May 22 & 23	Gulfport
Innovative Marketing (ABR elective)	May 24	Gulfport
Technology Tour (GRI Credit)	May 25	Gulfport
Listings That Sell (GRI Credit)	May 25	Gulfport
Standard Forms for Dummies (GRI Credit) (Contract Law)	May 26	Gulfport
Seller Representation Specialist (a 2-day designation sponsored by the SRS Council):	June 1 & 2	Jackson
Agency Law	June 29	Meridian
License Law	June 29	Meridian
Contract Law	June 29	Meridian
Agency Law	June 30	Jackson
License Law	June 30	Jackson
Contract Law	June 30	Jackson
Standard Forms (GRI)	July 6	Jackson
Technology (GRI)	July 7	Jackson
Listings that Sell (GRI)	July 7	Jackson
ABR (GRI)	August 7 & 8	Hattiesburg
Innovative Marketing (ABR elective)	August 9	Hattiesburg
Standard Forms (GRI)	August 14	Jackson
Technology (GRI)	August 15	Jackson
Listings That Sell (GRI)	August 15	Jackson
Agency Law	August 16	Jackson
License Law	August 16	Jackson
Contract Law	August 16	Jackson
CE (elective)	August 17	Jackson

**As of April 2006*

MAR Affinity Partners

A.B. Dick Southeastern

www.abdicksoutheastern.com

dustin@abdicksoutheastern.com

601-664-6777

(Dustin Carmean)

Sales and service of office equipment, including:

- Digital copiers (color & black/white)
- Printers (color & black/white)
- Fax machines
- Network Connected/Multi-functional
- Scanners

These products will be offered to MAR at a special rate of 8% above dealer cost.

Venture Technologies

www.ventech.com

601-956-5440

Venture Technologies joins MAR as its newest affinity partner, offering networking; telephony; managed services; web design, development and hosting. Virus-free and SPAM-FREE e-mail and application hosting is available through Venture's secure data center. Focus on real estate — not on your network. Take advantage of exclusive REALTOR® savings.

AmSouth Bank

www.amsouth.com

gloria.allenhill@amsouth.com

800-AMSOUTH

- Free personal checking (and more)
- Free telephone and internet banking
- No annual fee on fixed-rate credit cards, installment loan discounts
- FREE safe deposit box for six months

Fred Salvo Associates

lynda@fredsalvo.com

601-956-9217

Fred Salvo Associates offers free insurance consulting to all Mississippi REALTORS® to identify their specific needs and offer quality solutions.

- Individual Major Medical
- Group Major Medical
- Medicare Supplement
- Long Term Care
- Short Term Medical

Howard Computers

www.howard-computers.com/msrealtors

601-399-5025

(Stacey Pickering)

- Desktop & laptop systems customized for Mississippi REALTORS®
- Build your own system by choosing components that work for you
- Support Mississippi's economy by doing business with a MS company

MAR Members-Only Services

Legal Hotline

800-747-1103 x25

- FREE and CONFIDENTIAL
- Available Monday-Friday, 8 a.m.-5 p.m.
- Leave a detailed message, your name and number, and in most cases our attorney will return your call that same day!
- Please read terms and conditions at www.msrealtors.org

MAROnline

www.msrealtors.org

- Your round-the-clock REALTOR® resource
- Register for meetings and events
- Includes MAR's at-a-glance info newsletter, updated daily
- Standard real estate forms
- Download our Mississippi Managing Broker kits, including customizable office policies & procedures in Word
- Minutes from previous MAR committee & Board of Directors meetings

ZipForm™

Standard Forms Software

First software download FREE for MAR members. Includes 27 newly revised, Mississippi-specific standard forms and contracts, plus three new commercial contracts NAR-recommended software with a new level of user-friendliness (including e-mail compatibility!) Download and register the software at www.msrealtors.org.

REALTOR® VIP Alliances

www.realtor.org/prodser.nsf?opendatabase

800-874-6500

Inclusive of NAR's former REALTOR® Benefits Plus program, REALTOR® VIP is a comprehensive program of insurance and financial solutions, preferred pricing, and special publications designed to help you make smart business decisions, gain the advantages of group buying power, secure your future, expand your professional knowledge and enhance your success.

2006 Executive Committee

Pam Beard, CRB, CRS, GRI, President

pambeard@brokersouthgmac.com, 601-638-4505

Chris Wilson, ABR, President-Elect

ecw@c-gate.net, 601-649-1010

Gwen James, First Vice President/Southern District

gjames@coldwellbanker.com, 601-264-1900

Cathy Feltenstein, Central District Vice President

cfhouse1@aol.com, 601-483-3384

Tony Jones, Northern District Vice President

tjonesc21@hotmail.com, 662-895-8500

Janice Shows, Secretary-Treasurer

jshowsrealtor@aol.com, 601-956-2222

Nancy Lane, CCIM, Immediate Past President

nlane@nancylanecommercial.com, 601-362-7887

Chester Harvey, CRS, At Large

chester@chesterharvey.com, 228-875-8700

Staff Directory

Angela Cain, CAE, Chief Executive Officer

acain@msrealtors.org, ext. 11

Jo Usry, Vice President of Professional

Development, jusry@realtorinstitute.org, ext. 14

William Fulton, Vice President of Administration

wfulton@msrealtors.org, ext. 13

Beth Hansen, Director of Local Board

Services/MCAR/CCIM/CRS/RLI

bhansen@msrealtors.org, ext. 15

Heather Burns, Meetings & Events Manager

hburnsgarcia@msrealtors.org, ext. 29

Brinda Boutwell, CE Course Manager

bboutwell@msrealtors.org, ext. 45

Krissa Brown, Sales & Marketing Manager

kbrown@msrealtors.org, ext. 17

Tracee Walker, Communications Manager

twalker@msrealtors.org, ext. 24

Della Wilson-Turner, Course Advisor

dturner@realtorinstitute.org, ext. 46

Mike Delamater, Systems Administrator

mdelamater@msrealtors.org, ext. 27

Becky Stacy, Bookkeeper/Accounting Assistant

bstacy@msrealtors.org, ext. 10

Melissa Atkinson, Receptionist

matkinson@msrealtors.org, ext. 47

Toll-free: 800-747-1103

Tel: 601-932-5241

E-mail: mar@msrealtors.org

Web: www.msrealtors.org



Darin King
Realtor®
www.prudentialgardner.com




**Prudential
Gardner, REALTORS®**

1406 Bienville Blvd.
Ocean Springs, MS 39564
Cell: (228) 424-3293 Bus: (228) 875-0650
Fax: (228) 875-4266 Toll Free: (877) 875-0650
E-mail: dkingsailor@aol.com






An independently owned and operated member of The Prudential Real Estate Affiliates, Inc.

LISA BRADLEY
REALTOR® ABR, GSC



Magnolia Realty and Associates, Inc.

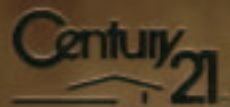
2065 W. Main, Tupelo, MS 38801
Bus: 662-841-1122 Fax 662-841-1177
Res: 662-860-3166 Mobile 662-231-5729
lbradley@prmap.com

An independently Owned and Operated Member of The Prudential Real Estate Affiliates, Inc.



Century 21

Dina F Naron
Sales Associate
Broker, Owner



Bobinger, Naron, & Associates

5186 Main Street
Lucedale, Mississippi 39452
Office (801) 947-2106
Fax (601) 766-1524
Cellular (601) 947-0404
dina.naron@century21.com
www.century21.com

Each Office is independently Owned And Operated

COLDWELL BANKER

GRAHAM & ASSOCIATES, INC., REALTORS®

(601) 952-1884 OFFICE
(601) 941-5285 CELLULAR
(601) 952-1899 FAX
(888) 952-1888 TOLL FREE
bethanyb@msn.com

1625 E. County Line Road, Suite 180
Jackson, MS 39211
www.bethanyharkless.com





BETHANY HARKLESS, GRI, CRS, ABR, REALTOR®

Each Office is Independently Owned And Operated

THE REAL ESTATE FIRM

ANDREA INMAN CUMMINS
Broker

Office (662) 234-8882
Cell (662) 607-2888
Fax (662) 234-8805
andreaicummings@The-Real-Estate-Firm.com
www.The-Real-Estate-Firm.com




1312 UNIVERSITY AVENUE
OXFORD, MS 38655

Glenda McQueen
Manager
Multi-Million Dollar Producer
E-Gen, CLS, GRI



210 Vianado • Wiggins, MS 39577
Office: 601-526-6666
Cell: 228-669-6482
E-Mail: glendamcqueen@aol.com




An independently owned and operated member of The Prudential Real Estate Affiliates, Inc.

Bob Leigh
A Lifetime of Real Estate Success

Lisa Burnett
Multi-Million \$ Producer

6900 Cobblestone Blvd.
Southaven, MS 38672
Office: 662-890-9696
Fax: 662-890-9803
Toll Free: 888-432-1104

Licensed in MS & TN

Mobile: 901-488-7056
Email: LisaBurnettSOLD@aol.com




COLDWELL BANKER

ALFONSO REALTY, INC.

LISA MOORER, CRS, ABR, CRS, GRI, Manager

(228) 875-1272 Business
1-877-501-7108 Toll Free
(228) 872-3636 Fax
lmoorer@cableone.net

2418 Bienville Blvd.
Ocean Springs, MS 39564
www.coldwellbankeralfonso.com




Each Office is Independently Owned And Operated

RE/MAX Premier Group

Sherry Taylor Pullens, ABR, GRI, ABRM
Broker Associate

417 Memorial Blvd.
Piquette, Mississippi 39466
Toll Free: (877) 736-2945, Office: (601) 798-3399
Fax: (601) 798-5080
Cellular: (601) 916-1874
E-Mail: sherrypullens@aol.com
Website: www.sherrypullens.com





Each Office Independently Owned and Operated

Andy and Christa Estes
REALTORS®
Res 662-840-9036



Magnolia Realty and Associates, Inc.

2065 West Main Street
Tupelo, MS 38801
Bus 662-620-2234 www.working4you.com
Fax 662-620-2239 christa@working4you.com




An independently owned and operated member of Prudential Real Estate Affiliates, Inc.

Referral Advertising



ERA Wild Realty, Inc.
200 N. Broadway, P. O. Box 725
McComb, MS 39649

Leaders' Circle

Office: (601) 684-2131
Home: (601) 249-3890
Cellular: (601) 551-0343
Fax: (601) 684-2408
Email: trish@wildrealty.com
Web Site: www.wildrealty.com

Patricia Fleming, GRI
REALTOR®
List With Trish

ERA

Each ERA® Office is Independently Owned and Operated



Corie Stewart, ABR®
Principal Broker

Billy Haynes Realty, LLC

928 Goodman Rd. E., Suite 6
Southaven, Mississippi 38671
Office: (662) 349-1770
Cellular: (901) 351-2119
cstewartc21@aol.com
www.century21billyhaynes.com



MLS

Each Office is Independently Owned and Operated




Cathy Feltenstein
Broker Associate, ABR, CRS, GRI

Wilson Realty

3906 Poplar Springs Drive
Meridian, Mississippi 39305
Office: (601) 483-3384
Home: (601) 693-5487
Fax: (601) 693-7724
Cell: (601) 917-5487
email: cfhouse14@aol.com
www.wilsonrealtyms.com

MLS




1581 South Main
Greenville, MS 38701
OFFICE: (662) 332-0897
AFTER HOURS: (662) 332-0890
E-MAIL: robandrews@cox-internet.com

ROBERT R. ANDREWS, CRB, CRS
REALTOR®, Certified Appraiser

CRB

Robert Andrews Realty **GMAC**



BRUCE KAMMER, CRS, GRI
Broker / Owner

(601) 798-7942, (800) 345-5263 BUS.
(601) 798-1691 FAX, (601) 795-4883 RES.
kammer@datastync.com E-MAIL

COLDWELL BANKER

COUNTRY PROPERTIES, INC.
819 HWY 83 NORTH
POCAYUNE, MS 39469

CRS

Thank you
MAR for a
great year!

Each Office is Independently Owned and Operated

NANCY LANE COMMERCIAL REALTY, INC.

1855 LAKELAND DRIVE
AT THE QUARTER
SUITE G-10
JACKSON, MISSISSIPPI 39216

Phone: 601-362-7887
Fax: 601-362-8088
www.nancylanecommercial.com



Griffith Real Estate, Inc.
and
Appraisal Services

DAVID GRIFFITH
CERTIFIED GENERAL APPRAISER
REALTOR®

1200 West Sunflower Road
P. O. Box 1723
Cleveland, MS 38732

Office: (662) 843-0309
Fax: (662) 843-0321
Home: (662) 843-3915

HALFACRE ENGINEERING & INSPECTIONS
JIMMY C. HALFACRE, P.E.
Registered Professional Engineer & Licensed Home Inspector

- Foundation Reports
- Structural Evaluations
- Home Inspections
- New Construction Inspections
- Insurance Consultations
- Forensic Evaluations
- Foundation Repair Plans
- EIFS Inspections
- Commercial Bldg. Insp.
- Central & South MS

Member: National Society Professional Engineers (NSPE)
Mississippi Engineering Society (MES)
American Society of Civil Engineers (ASCE)
Mississippi Association of Realtors (MAR)

Cell: (601) 291-3140
Email: JCHalfacre@aol.com

Pager: (601) 930-4343
Fax: 1-(877) 513-1977


Janice Shows
Broker Associate, Relocation Director
"Committed to Service"

Office: (601) 956-2222
Toll Free: (800) 201-5318
Fax: (601) 956-6648
E-Mail: jshowsrealtor@aol.com
Web: www.jacksonERA.com



ERA Real Estate Professionals
1383 E. County Line Rd. Ste. G, Jackson, MS 39211
Each ERA Office is Independently Owned and Operated

Coffin & Love Properties



1004 North Twelfth Avenue
Laurel, Mississippi 39440

Sandra K. Vaughn
Sales Associate

Office: (601) 649-9509
Home: (601) 649-2080
sandravaughn33@yahoo.com

Mississippi Association of Realtors Leadership Class 2004

Referral Advertising

Century 21

Tony Jones
Associate Broker
Developer - Residential / Commercial

#1 Realty Group LLC
7289 Goodman Road
Olive Branch, Mississippi 38654
Office (662) 895-8500
Toll Free (800) 882-8001
Fax (662) 895-8585

Each Office is Independently Owned And Operated




CHESTER HARVEY

228-875-8700

COLONY
MARK

600 Crescent Boulevard,
suite c
sidneyland, ms 39157

tel: 601-851-8000
ext: 601-427-1022
michelle@hchailey.com
www.hchailey.com

MICHELLE BURFORD, CCIM
LEASING MANAGER
COLONY PROPERTIES, LLC

All H.C. Bailey Companies Development



Laura R. Kelley
Realtor

700 South Street
Waynesboro, MS 39367

601-735-0550

cell: 601-323-2263 fax: 735-1203



"Laurel"
"Referrals Welcome"

CHRIS WILSON
REALTOR

1315 West First Street
Laurel, Mississippi 39440
Telephone (601) 649.1010
Fax (601) 649.0064
email: ecw@c-gate.net

FCW
FIRST CHOICE PLLC

COLDWELL BANKER

Don Nace, Inc. Realtors
Each office is Independently Owned & Operated
6184 US Hwy 98 West, Suite 100
Hattiesburg, MS 39402
(601)264-1900
1-888-980-9999

TRUST: assured reliance
on the character, ability,
strength, or truth of
someone or something.
**We value and
appreciate your trust.**
**Thank you for referring
your clients to us!**

www.hattiesburg-realestate.com

DUNAWAY & BRIDGES, REALTORS®
"Commercial Brokers"

SONJA DUNAWAY, Realtor®, GRI, LTG

P.O. Box 4345
1900 Lakeland Drive
Jackson, MS 39296-4345

(601) 981-7511
Fax: (601) 987-0068
dunaway601@aol.com

Mark S. Bounds, CCIM
President

NAI MARK S. BOUNDS
REALTY PARTNERS

COMMERCIAL REAL ESTATE SERVICES, WORLDWIDE

P.O. Box 7753
2087 Main Street
Nashville, TN 37110
601-856-7377
MOBILE 601-950-1911
FAX 601-853-6099
EMAIL: mark@naimarkrealty.com
WEB SITE: www.naimarkrealty.com






Century 21

Drew Ballard, LLC
Broker
Licensed in MS & TN

Billy Haynes Realty, LLC
928 Goodman Rd. E., Suite 6
Southaven, Mississippi 38671
Cellular (662) 404-0552
Business (662) 349-1770
Fax (662) 349-2042
RealtorBallard@aol.com



Pam Beard
Broker/Owner
ABR, GRI, CRS, CRB, ePRO
2006 President, Mississippi Association of Realtors

CELL: 601-831-4505
OFFICE: 601-638-4505
FAX: 601-638-3110
TOLL FREE: 888-447-8797
PamBeard@BrokerSouthGMAC.com
LiveInTheSouth.com

BrokerSouth **GMAC**

1205 N. Frontage Road, Vicksburg, MS 39180





AmeriMail Direct, Inc.
505 South Congress Street
Jackson, Mississippi 39201
(601) 948-6245
www.amerimaildirect.com

-  Direct Mail
-  Data Management
-  Printing
-  Graphic Design
-  Strategic Consulting

Providing total project management solutions...

A Horse of a different color... Stands out in a crowd!

837 franchises sold, 23,190 agents recruited,
\$70 million in Residuals
Paid Out Since 2000, Nationwide.
Group Health Insurance
and 401K Programs Available.



1-800-519-9725
Enter code 321

Stand Out with **EXIT**

www.ExitMS.com
Info@ExitMS.com



Sue & Jimmy Lyon
Regional Owners
(251) 476-1097
(866) 482-8330



Not intended to solicit brokers/owners already under contract with other franchise. Each EXIT office is independently owned and operated.

A mortgage company

That enhances my relationship with my client.

What do you want **your Trustmark** to be?

At Trustmark, we understand the faith and commitment your referral represents. We deliver what agents demand: outstanding service, aggressive products and competitive pricing. With honesty and integrity, we will make sure your homebuyer is totally satisfied and that you are proud you referred your client to us. Call your local Trustmark originator or 1-800-844-2000.



Trustmark
Banking and Financial Solutions

People you trust. Advice that works.



1ST Continental Mortgage, LLC

644 Lakeland E. Dr, Ste D Flowood, MS 39232



Mortgage Lending

Phone (601) 932-1166

Fax (601) 932-8884

We at 1st Continental Mortgage offer professional service and quality programs. We encourage you to take advantage of our wide variety of options that include fast results.

- * 1st Time Homebuyers
- * 100% Financing
- * Bill Consolidation
- * Home Equity products
- * Jumbo & Conforming Loans
- * Sub Prime Loans
- * Veteran Loans Available

- * Stated Income
- * Interest Only Options
- * No Out of Pocket Fees
- * No PMI Programs
- * All Credit Welcome
- * Up to 100% Refinance
- * Fixed/Adjustable Rate

**YOUR DECISION MEANS THE MOST TO US, SO AT
1st Continental Mortgage, WE ARE NOT SATISFIED
UNTIL YOU ARE TOTALLY SATISFIED!!!**

Brian Lott
Owner
(601)932-1166

Lauren Tadlock
Account Executive
(601)278-3463

Lacey Cox
Mortgage Officer
(601)932-6688

HAVING TROUBLE FINDING AFFORDABLE HEALTH COVERAGE?



Maybe you're not eligible for a group plan or can't afford one. Or maybe soaring premiums and huge deductibles have caused you to give up on health insurance altogether.

Hospital and Surgical Coverage is available for individuals and families in Mississippi at AFFORDABLE rates! Also available is an optional discount service program that allows you to save up to 30% on prescriptions, and up to 50% on dental, vision, hearing and chiropractic services!

For more information and to find out how to qualify, call today!

1-800-932-5516

united american insurance company