

# **REAL ESTATE** **LEADER**

THE OFFICIAL PUBLICATION OF THE MISSISSIPPI REALTORS®

Summer 2015



**MAR's 2015  
Convention & EXPO  
is Ready for  
Prime Time**

**MAR Members visit  
Capitol Hill**

**Important Info on RESPA/TILA  
Disclosure Changes**

**Do you have a Social  
Media Policy?**

**SPECIAL 2015 CONVENTION ISSUE**





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*Real Estate LEADER* is the official publication of the Mississippi 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.

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2015 Hattiesburg Area Association of REALTORS® President Jim Stroo and 2015 MAR Convention & EXPO Host Committee Chair Jane Kingsafer get ready for prime time.

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Summer is here and Mississippians have begun vacationing, grilling and generally enjoying the long, hot days. For Mississippi REALTORS®, the peak season has arrived and the longer days mean more daylight to work with buyers and sellers. As I travel across the state, I find that our members are benefiting from the low interest rates and are enjoying success.

In this issue of *Real Estate LEADER*, Jim Stroo, 2015 President of the Hattiesburg Area Association of REALTORS® and Jane Kingsafer, Chairman of the 2015 MAR Convention & EXPO host committee took time out of their busy schedules to share their enthusiasm about the upcoming event in their home town. They are working hard along with numerous other volunteers from the Hattiesburg and Laurel local boards to help identify potential sponsors and EXPO vendors. On page 16, you will find the information you need to register and plan to attend the MAR convention this year.

In this issue, too, there are photos of a delegation of Mississippi REALTORS® who visited with Mississippi elected officials on Capitol Hill while attending the REALTORS® Legislative Meeting in Washington D.C. Also pictured are the RPAC Major Donors (those who contribute \$1000 or more per year) who attended a MARPAC Reception in recognition for their contribution to REALTOR® candidates and REALTOR® issues.

Also included in this issue is very important information about the



October 1, 2015 change in the RESPA/TILA Integrated Disclosure rules and regulations resulting from the Dodd-Frank Act. Be sure to spend time reading about those changes and share the information with a friend. Does your company have a social media policy in place to assist in guiding the agents in your office? Read on page 20 about how to help protect your business against liability.

I also encourage you to register for the 2015 MAR Convention & EXPO to be held October 6 – 8 at the Lake Terrace Convention Center in Hattiesburg. Go ahead and add this event to your calendar and make it a priority to

attend and don't forget that the Early Bird Rate ends on July 31. Our theme "Ready for Prime Time" will feature Jackie Leavenworth and Nate Ellis as our convention's keynote speakers. Register now and save substantially off the onsite registration price.

I look forward to spending time with you this year as we serve our state association together.

Sincerely,

Andrea Detrick  
President

### CFPB to be Sensitive in Compliance of new TRID Regulation

FROM: Jerry Giovaniello, Senior VP NAR Government Affairs

Recently the Consumer Financial Protection Bureau (CFPB) announced that it would be "sensitive" to companies that make a good-faith effort to comply with the new Truth in Lending Act and Real Estate Settlement Procedures Act Integrated Disclosure (TRID) regulation that goes into effect on August 1, 2015. This is a welcome development that can be compared to the effective CFPB implementation of the Qualified Mortgage (QM) regulation in 2014.

Bottom Line: The announcement by CFPB is a net win but less than what some Members of Congress requested, which was a hard deadline five-month testing or "grace" period.

Next Steps: NAR has been leading the effort to ensure an effective implementation of the TRID regulation. We will continue to have a dialog with Congress and the CFPB as we move toward August 1, 2015. It was through our member efforts during the 2015 REALTOR® Legislative Meetings and Trade Expo that more than 275 U.S. Senators and Representatives signed onto a letter to CFPB Director Richard Cordray to ask for the clarification that was issued yesterday.

Go to [www.realtor.org/respa](http://www.realtor.org/respa) for the latest information on this issue.

### REALTORS® Applaud CFPB's Proposed Extension of TRID Implementation

National Association of REALTORS® President Chris Polychron, executive broker with 1st Choice Realty in Hot Springs, Ark., released the following statement in response to the Consumer Financial Protection Bureau's announcement of a proposed two-month delay for the implementation of the new Truth in Lending Act and Real Estate Settlement Procedures Act Integrated Disclosure, or TRID, regulation.

"The action announced today by the CFPB is a welcome step. NAR has long advocated the need to avoid implementing the new regulation during the peak summer selling season.

"NAR welcomes the CFPB's proposed extension to October 1, 2015 as well as the earlier 'sensitivity' they offered to companies making a good-faith effort to comply with the new TRID regulation.

"We will continue to work with CFPB to minimize any possible market disruptions or uncertainty that could develop following the implementation.

"REALTORS® appreciate that the CFPB has demonstrated an understanding of the need for additional time to accommodate the interests of the many consumers and providers."

The National Association of REALTORS®, "The Voice for Real Estate," is America's largest trade association, representing 1 million members involved in all aspects of the residential and commercial real estate industries.





By RON FARRIS

## LEGAL EASE

# Standard (ZIP®) Forms Changes Respond to Member Suggestions

**M**ississippi REALTORS® library of standard real estate forms will soon be updated following the bi-annual meeting of the Standard Forms Advisory Committee. Most of the changes were direct responses to requests for consideration of changes received from REALTORS® who work with the forms every day.

The Standard Form F-1 **Contract for the Sale and Purchase of Real Estate** was amended in response to member requests for protocol clarifications and in response to new federal disclosure rules:

### **Seller's Cap on Repairs**

The section of the Contract dealing with Seller's cap on repair costs resulting from a home inspection revealing non-cosmetic deficiencies not requiring amendment of the PCDS has been simplified and clarified. In addition, the follow-up protocol for situations where repairs exceed the Seller's cap and the Seller will not agree to pay amounts exceeding the cap has been amended to add a "due diligence" period of 3 business days to afford both Seller and Buyer occasion to study the situation, question quotes and possibly reach an agreement. The revised provision omits references to "AS IS" and warranties or representations, following multiple requests for this revision.

### **Seller's Closing Costs**

This section of the Contract makes it clear that a Seller's Closing Costs contribution excludes broker compensation, Seller's repair costs (per Home Inspection section), curative title costs (per Title and Conveyance section) and prorated items.

### **Nature of Title**

The "Title and Conveyance" section of the Contract clarifies the requirement of insurable title as well as good and marketable title.

### **Delays Due to Federal Reforms**

After much research and discussion, the Contract has been amended in anticipation of major changes in lending protocols and time lines associated with closings involving federally-insured loans coming on line on October 1, 2015. Far-reaching changes in forms and protocols are mandated by the Dodd-Frank Wall Street Reform and Consumer Protection Act and some 1,888 pages of new regulations promulgated by the Consumer

Financial Protection Bureau, including a new TILA/RESPA Integrated Disclosure (TRID) protocol and new forms. The Contract will now include an automatic extender for any deadlines affected by law or regulation, irrespective of the "time is of the essence" provisions in the Contract.

The Standard Form F-4 Exclusive Authorization and Right to Sell Listing Agreement cooperation section has been amended to remove the "sub-agency" limitation when other licensed brokers are offered cooperation and compensation.

A new **Property Management Agreement** has been added to the form set, following extended study and discussion by a task force of the Standard Forms Advisory Committee. The new form is designed to accommodate most common forms of broker-owner covenants in the property management field, and features multiple check-offs allowing customization of the form to meet most situations. Brokers handling property management are encouraged to download the new form and schedule education sessions to familiarize team members with the new form before they put it into use.

A task force of the Standard Forms Advisory Committee is working with General Counsel to consider amendment of the Property Issues Addendum, and will be monitoring implementation of new federal disclosure rules as 2015 moves along. Other forms are reviewed and evaluated regularly to be sure that Mississippi REALTORS® continue to enjoy using a practical and user-friendly resource of real estate forms.

*Ron Farris, Esq. is General Counsel to the Mississippi Association of REALTORS®, and available to Association members through the Legal Hotline. For non-HotLine matters, he can be reached at Farris Law Group, P. O. Box 1458, Madison, MS 39130-1458, or by email: ron@farrislawgroup.net.*



**Call MAR's Legal Hotline • 800-747-1103, ext 25**

MAR's Legal Hotline 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. Messages are retrieved each day at 3:00 PM and will be returned the following business day.

## HEADLINERS

### MAR Welcomes Jessica Holmes to MAR Staff



*Holmes*

Mississippi REALTORS® welcomes Jessica Holmes to the MAR staff. She will be serving as Executive and Sales Assistant and will also be serving as Receptionist in the MAR office. Jessica has an extensive background in sales, print media and graphic design.

### MAR CEO Beth Hansen featured in Mississippi Business Journal



*Hansen*

MAR CEO was recently featured in the Mississippi Business Journal. Hansen discussed Mississippi's real estate market and its recovery from the housing crisis. She stressed the importance of the involvement and political advocacy of Mississippi REALTORS® in such areas of home ownership, flood insurance, property rights, lending and the support of business-friendly political candidates. "When you look at the importance of real estate to the Mississippi economy, it's hard to overstate how necessary a good real estate market is to our state," she said. "For instance, in 2012, 14.6% of our state's GDP was tied to real estate. When you sell a house, it typically means that 2-3 jobs are created."

### Central Mississippi REALTORS® leadership attends Career Day



*Stewart*



*Hall*

Central Mississippi REALTORS® President Carol Stewart and President-Elect Megan Hall recently attended

Siwell Middle School's Career Day to share with the students about a career in real estate. Stewart and Hall passed out chocolate chip cookies while emphasizing the importance of developing strong math, reading and creative writing skills to a group of more than 200 eighth-graders.

## ASSOCIATION NEWS

### MAR Endorsement announced at NWMAR Meeting

Mississippi REALTORS® announced the endorsement of State Auditor Stacey Pickering in his bid for reelection. Pickering recently stopped by the Northwest Mississippi Association of REALTORS® to visit with NWMAR leadership where the endorsement was announced. Pictured is 2015 NWMAR President Kay Jefferies, Mississippi State Auditor Pickering and MARPAC Trustee Tony Jones.



*Jefferies, Pickering, Jones*

### MAR Endorses Candidates at Northeast MS Board of REALTORS® Meeting

The Northeast Mississippi Board of REALTORS® recently held their monthly membership luncheon at the Tupelo Country Club. They welcomed an overflowing crowd of guests from MAR and GOP leadership including Mississippi GOP Chairman Joe Nosef, 1st U.S. Congressional District candidate Trent Kelly, Mississippi House District 17 candidate Mark Prince, area REALTORS® and very special guest, Governor Phil Bryant.



*Detrick, Kelly, Gov. Bryant, Easley*



*Nosef*



*Kelly, Prince, Detrick*





By Derek Easley



## Your investment in MARPAC is an investment in your profession

**2**015 is an election year in Mississippi and your Mississippi REALTORS® Political Action Committee (MARPAC) has been working hard to identify candidates to support for public office at state and local levels of government.

MARPAC supports candidates for elected public office without regard to party affiliation who by their activities, personal conduct and records of performance have demonstrated concern for the preservation of real property rights, the integrity of real estate brokering as an independent profession and the legal and economic rights of the real estate industry.

This is the only political group in Mississippi organized for REALTORS®, run by REALTORS® and exists solely to further issues important to REALTORS®. It is non-partisan and believes in the REALTOR® Party. MARPAC focuses strictly on the candidates' qualifications and willingness to support issues impacting the real estate industry, not on their political party affiliation.

It was the success of MARPAC-supported candidates in 2011 that has brought about many substantial legislative victories protecting your industry and your income. If we do not protect our friends in elected office this year and don't continue to elect pro-REALTOR® candidates then those gains will be easily lost.

MAR asks that all its members consider contributing their "Fair Share" to MARPAC. For a salesperson, \$25 is your "Fair Share" and for a broker your "Fair Share" is \$99. Over 100 REALTORS® in the State have chosen to become a "Major Donor" to MARPAC. These individuals have invested in MARPAC by becoming a Sterling R (\$1,000 investment), a Crystal R (\$2,500 investment) or a Golden R (\$5,000 investment).

It is only because of your MARPAC investments that we can send a clear united message about REALTOR® priorities in Mississippi. There is a direct connection between MARPAC and legislative victories and also a direct connection between legislative victories and your ability to be successful in the real estate profession.

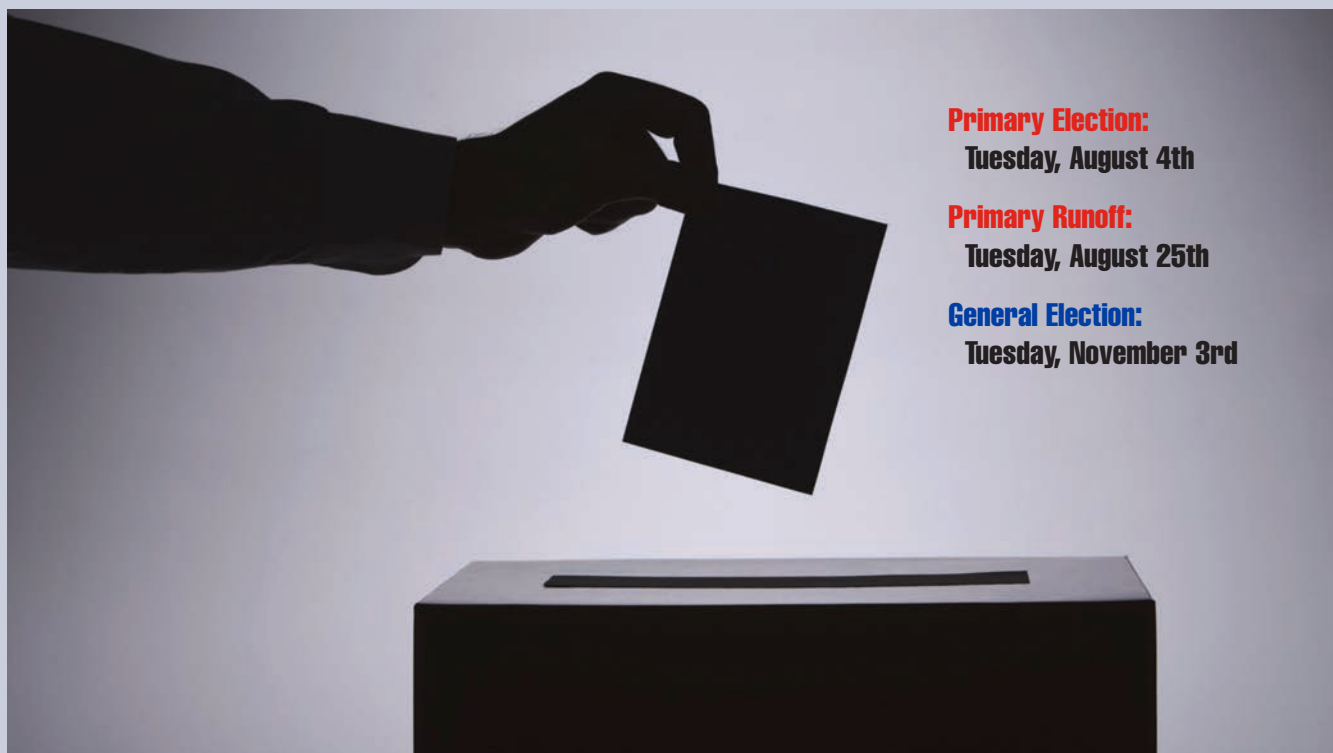
Be looking for updates from us in the coming months with more details about MARPAC supported candidates and election information. In the meantime, please consider making an investment in MARPAC to protect your industry.

*Derek Easley is MAR's Governmental Affairs Director. Email him at [deasley@msrealtors.org](mailto:deasley@msrealtors.org).*

**Primary Election:**  
Tuesday, August 4th

**Primary Runoff:**  
Tuesday, August 25th

**General Election:**  
Tuesday, November 3rd



# Mississippi REALTORS® take their Voice to Capitol Hill

Approximately 75 Mississippi REALTORS® recently attended the REALTORS® Legislative Meetings & Trade Expo in Washington D.C. This event is designed for NAR members to take an active role to advance the real estate industry, public policy and the association. REALTORS® come to Washington, DC, for special issues forums, committee meetings, legislative activities and the industry trade show. While in Washington D.C., Mississippi REALTORS® met with Mississippi Congressmen and Senators to share issues of concern to our state in the area of home ownership. Pictured are Mississippi REALTORS® with 3 of our elected officials.



*Mississippi REALTORS® with Senator Thad Cochran*



*Mississippi REALTORS® with Congressman Gregg Harper*



*Mississippi REALTORS® with Senator Roger Wicker*



## MARPAC Major Donor Reception

Mississippi REALTORS® who have pledged \$1000 or more to MARPAC for 2015 were recently invited to a Major Donors Reception at Table 100 in Flowood. MAR members were joined by Secretary of State Delbert Hosemann, Insurance Commissioner Mike Chaney, Agriculture

Commissioner Cindy Hyde-Smith, REALTOR® Senator David Blount, REALTOR® Senator Josh Harkins, Madison County House District 73 candidate Cory Wilson, 2015 NAR REALTOR® Party Director Kenny Parcell and Vice President of Industry Relations for Move, Inc., Mark Allen.



Insurance Commissioner Mike Chaney, Secretary of State Delbert Hosemann and Agriculture Commissioner Cindy Hyde-Smith



Mississippi House District 73 candidate Cory Wilson



Kay Jefferies and Sandy Richardson, Southaven and Ken Austin, Pass Christian



Dorothy Thompson and Carla Palmer-Allen of Jackson



New Sterling R Josh Harkins is presented Sterling R pin by Nancy Lane. Also pictured is NAR REALTOR® Party Director Kenny Parcell.



Agriculture Commissioner Cindy Hyde-Smith, Vic Wyatt, Ridgeland



David Griffith, Cleveland; David Stevens, Clinton and REALTOR® Senator David Blount



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**As a Taxbot member, you can take part in free webinars with Sandy Botkin on how to save on your taxes. The next webinar is scheduled for December 3, 2014 at 10:00 AM.**





By Chris Adcock

## FOR THE TECH OF IT

# Stay out of trouble on social media

**S**ocial media networks like Facebook, Twitter, and LinkedIn aren't exactly new, but there is still a lot of confusion about what REALTORS® can and should be doing on social media. I am going to lay out some rules that you should be aware of that affect your social media usage.

### Facebook Rules

Facebook does not allow users to advertise via a post on a personal profile. If you are using your personal Facebook account to post advertisements and listings for your real estate business, you could be violating Facebook's terms of service. Facebook has a free tool for businesses, called a Page, that you use to post advertisements without breaking the rules. You can create multiple pages if you have multiple businesses. You can like or share an advertisement that has been posted on a Business Page on your personal profile. If you have a big network of friends, you can from time to time share a post from your Business Page to encourage more activity and remind your Facebook friends of your profession. You can also use your personal profile to network and communicate with clients and prospects without directly posting advertisements.

If you want to use your personal profile to network professionally, and also feel free to post personal things for family and friends, you can use Facebook's Lists feature. You can organize your Facebook friends into lists. You might want to group all of your clients into a list, or perhaps other real estate agents. When you post a message, you can choose to have it go to all of your Friends, just one list, or multiple lists. This allows you to have more control over who sees your posts. However, it is important to remember that whenever you make a post that others can see, they control who else sees your post. If one of your friend's likes or comments on your post, it may be shared with all of their friends. So lists certainly give you more control on who initially sees your posts, but they do not prevent others from sharing them with their connections.

### REALTOR® Code of Ethics

REALTORS® need to be mindful of the Code of Ethics, especially when posting on social media. You should never post something negative about a client, consumer, another agent, or a listing. If you feel like venting about something, social media sites like Facebook are certainly not the places to



do that. You also should to avoid exaggeration, misrepresentation, or concealment of pertinent facts related to a listing. Most of this should be common sense, but it might be easy to post something meant for your personal friends and family on Facebook, not realizing you may be violating rules that could get you into trouble.

Another thing to keep in mind is negativity seems to feed itself. When someone posts a negative comment or rant, others will often chime in and things can get out of hand. I have a rule of not posting negative things on social media. If a post or comment turns into an argument or is negative about you, your client, a listing, or your business, you could take the conversation off of Facebook.

### Mississippi Real Estate Commission

Some real estate professionals don't realize that the rules regarding real estate advertising from the Commission apply to social media and Facebook the same as they apply to all other media. The Mississippi Real Estate Commission Rules and Regulations Rule 3.3 states "All advertising must be under the direct supervision and in the name of the responsible broker or in the name of the real estate firm."

Your broker or firm name has to be on each page of any real estate promotion. Even if you have your broker or firm name on your Facebook business page, it still needs to be in every post which contains a real estate advertisement or promotion. This is because your posts will go to your follower's (people who have liked your page) timeline. They will see your individual posts without seeing all the other content on your business page. The consumer must be able to see the broker or firm name with your post, and should not have to click a link (to your website for example) to see this information.

Remember that your social media usage represents your business. Social media is still a valuable tool for real estate professionals to network and promote themselves. I hope these rules do not prevent you from taking advantage of free opportunities to grow your business and your personal networks.

*Chris Adcock is MAR's Information Technology Manager. Contact him at [cadcock@msrealtors.org](mailto:cadcock@msrealtors.org)*

# October 1, 2015 is Red Letter Day for REALTORS® and Consumers

On November 20, 2013, the Consumer Financial Protection Bureau (CFPB) issued its final rule to integrate the Real Estate Settlement Procedures Act (RESPA) and Truth in Lending Act (TILA) disclosures and regulations. The final rule integrates existing disclosures with new requirements from the Dodd-Frank Act to improve consumer understanding of the mortgage process, aid in comparison shopping, and help to prevent surprises at the closing table. The new rule and changes go into effect on October 1, 2015.

## Overview of Changes to RESPA/TILA Disclosures: Highlights of New Rule

### New Loan Estimate Document Created

- Replaces the Good Faith Estimate (GFE) and initial Truth-in-Lending (initial TIL) disclosure.
- The new form provides clearer information so that consumers understand the loan terms and estimates of loan and closing costs and to facilitate comparison shopping.
- The Loan Estimate must be provided to consumers within three business days after submission of loan application.

### New Closing Disclosure Document Created

- Replaces and combines the HUD-1 and final Truth-in-Lending disclosures (final TIL and, together with the initial TIL, the Truth-in-Lending forms).
- The new form provides clear details about loan charges and features so that consumers can better understand the costs of the transaction.
- The Closing Disclosure must be received by consumers three business days before consummation of loan.

### Timing of Disclosures

- The Loan Estimate must be given to consumers within three business days of applying for the loan.
- The Closing Disclosure must be received by the consumer three business days before consummation.
- Consumers may modify or waive the waiting period of the Closing Disclosure if they have a “bona fide financial emergency”. Consumers should work directly with their mortgage lender or creditor to determine if they are eligible for this limited waiver.

### Types of Loans Covered

- Applies to most closed-end consumer mortgage loans.
- The rule does not apply to:
  - Home equity lines of credit (HELOCs)
  - Reverse mortgages
  - Mortgages secured by mobile homes or by dwellings not attached to a property
  - Creditors that make five or fewer mortgage loans in one year.

### Effective Date

- Beginning October 1, 2015, lenders will be required to use the new documents for any loan applications received.





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By John Phillips

FOR THE COURSE OF YOUR CAREER

## Fear the TRID !!! New Regulatory Issues Affecting Your Wallet

**R**eal estate lending and closings are about to undergo several very big changes that can have a huge effect on the way you do your business. You can plan on the lender, seller, buyer and yourself having to deal with frustrations and stress as we all adjust to the new rules. Expect more of your transactions to crash and burn, and the ones that do make it to closing to take longer to get there.

All of this fun is going to start on October 1, 2015 whether you are ready or not. Knowledge is power and if you understand how the new rules apply, you can adjust more quickly to better serve your clients and customers. The new regulations do not affect real estate licensees directly because they were put in place to regulate lenders, but if they affect lending and closings, we will be neck-deep in the results.

The recent economic melt-down resulted in financial losses of over a trillion dollars and required taxpayer bailouts of many of our largest lenders. In order to keep this from happening again in the future, Senator Dodd and Congressman Frank wrote regulatory legislation called The Dodd-Frank Wall Street Reform and Consumer Protection Act (Dodd-Frank). The Dodd-Frank Act established a new government agency, the Consumer Financial Protection Bureau (CFPB), to administer the 1,888 pages of new regulations.

So how does all this affect us? Well, first of all, we must know that the rules have to do with lenders and borrowers. Sellers are not named in the rules and there seems to be no protections there for them.

The lending and closing process and forms are being changed. At this time, we are subject to both Truth-in-Lending (TILA) rules and disclosures and RESPA rules and disclosures. These are being consolidated into a new required disclosure process, the TILA/RESPA Integrated Disclosure (TRID). The Good Faith Estimate that we have used for years is going away and will be replaced with a Loan Estimate (LE). The HUD-1 closing document will also be retired and replaced with the Closing Disclosure (CD). These forms will be required for all loan applications submitted on and after October 1, 2015.

When a borrower applies for a loan, the lender cannot collect any funds other than for a credit report. The consumer must be given a Loan Estimate within 3 business days. The lender cannot collect funds for an appraisal or anything else until the consumer commits to proceed. The consumer has 10 business days to decide to move forward. It is easy to see a situation where almost three weeks after applying for a loan, the appraisal has not even been ordered.

The final Loan Estimate must be given to the consumer at least 7 business days prior to closing. The consumer must receive the Closing Disclosure at least 3 business days before the closing. A new Closing Disclosure along with a new 3 day waiting period will be required for any

of the following changes: (1) the APR changes more than .125 percent, (2) the loan product changes or (3) a pre-payment penalty is added.

Many factors, through no fault of the buyer or real estate licensee, can cause a reset of the required 3-day waiting period. A Loan Estimate is not a loan approval and is subject to change by the lender to comply with TRID regulations. The CFPB penalties are so severe that you can bet that the lenders will follow the rules to the letter. Each change can cause a delay to the closing. Be sure to write your offers and contracts with enough time to close before the contract expires. A 60-day closing time with an on-or-before clause seems to make some sense. I think you can see how buyers and sellers are going to become frustrated with the process, to say nothing about how this is going to affect how long it will take for brokers to be paid.

The lender will be required on the Loan Estimate to list which services the consumer will be allowed to shop for and which services they cannot shop for such as pest inspection fee, survey fee, closing agent fee, appraisal fee, etc. The lender will try to control the costs by selecting some services themselves so they will not have to start the 3 day waiting period over again due to costs that exceed those listed on the Loan Estimate.

Closing Disclosures must contain the actual terms and costs, must be in writing and must be given to the consumer 3 days before the consummation. The consummation and closing may be at the same time or at different times. The consummation is defined as the time at which the consumer becomes contractually obligated to the creditor for the loan. It is a legally distinct event.

I think you can see that your business life is about to make a big change. The rules listed above are just a few of the things named in the 1,888 page document of Dodd-Frank and the regulations of CFPB. There will almost certainly be some adjustments after the new procedure and required forms begin to be used.

Flexibility is certainly a very important survival characteristic in our profession, and this is just another example. Many licensees will probably not make it through this new challenge. We at Mississippi REALTORS® take the job of serving our members seriously. The Mississippi REALTOR® Institute has a 2-hour elective CE course, titled TILA/RESPA Integrated Disclosure, approved by the real estate commission. We are offering it in all parts of the state to get as many of our members as possible prepared for the changes. You can find the classes at [realtorinstitute.org](http://realtorinstitute.org). If you don't find one near you, ask your board AE to schedule one.

---

*John Phillips, a Hall of Fame inductee and Past President of MAR, is the Vice President of Professional Development for the Mississippi REALTOR® Institute. E-mail him at [jphillips@realtorinstitute.org](mailto:jphillips@realtorinstitute.org).*



# Mississippi REALTOR® Institute 2015 schedule

## SALESPERSON PRE-LICENSE

Jackson	July 24 - Aug. 14	(Weekend)
Jackson	Sept. 21 - Oct. 1	(Day)
Jackson	Oct. 16 - Nov. 6	(Weekend)

## STATE EXAM REVIEW

Jackson	July 1	(Day)
Jackson	Aug. 9	(Weekend)
Jackson	Sept. 30	(Day)
Jackson	Nov. 1	(Weekend)

## GRI I (SALESPERSON POST-LICENSE)

Hattiesburg	July 13 - 16
Jackson	July 20 - 23
Jackson	Oct. 19-22

## GRI II (BROKER A)

Gulfport	July 27 - 31
Jackson	Aug. 10 - 14

## GRI III (BROKER B)

Jackson	July 6 - 10
Gulfport	Aug. 24 - 28
Jackson	Nov. 2 - 6

## BROKER POST-LICENSE

Jackson	July 13 - 16
Nesbit	Aug. 3 - 6
Gulfport	Oct. 12 - 15
Jackson	Dec. 14 - 17

## Continuing Education Schedule

### JULY

8	Jackson	License, Contract & Agency Law
9	Jackson	8 hours Elective
9	Tupelo	Quadrennial Code of Ethics
10	Tupelo	License, Contract & Agency Law
20	Gulfport	License, Contract & Agency Law
21	Gulfport	8 hours Elective

### AUGUST

13	Nesbit	License, Contract & Agency Law
14	Nesbit	8 hours Elective
20	Hattiesburg	Agency Law

### SEPTEMBER

14	Gulfport	License, Contract & Agency Law
15	Gulfport	8 hours Elective
16	Jackson	License, Contract & Agency Law
17	Jackson	8 hours Elective

### OCTOBER

26	Picayune	8 hours Elective
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### NOVEMBER

18	Jackson	License, Contract & Agency Law
19	Jackson	8 hours Elective
23	Gulfport	License, Contract & Agency Law
24	Gulfport	8 hours Elective

### DECEMBER

10	Nesbit	License, Contract & Agency Law
11	Nesbit	8 hours Elective

*Classes are added frequently. Please visit [realtorinstitute.org](http://realtorinstitute.org) for an updated list of available courses and current schedule.*

[www.realtorinstitute.org](http://www.realtorinstitute.org)

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Mississippi REALTORS® announce a cutting-edge new educational option that will be music to your ears!

The Mississippi REALTOR® Institute's virtual classroom format offers our members yet another option to get their continuing education. The KEYNOTE Series administers video-based online courses that allow you to study remotely with nationally-recognized instructors at your convenience.

**Mastering Real Estate Negotiations** – Jackie Leavenworth, Instructor  
4 hours elective CE

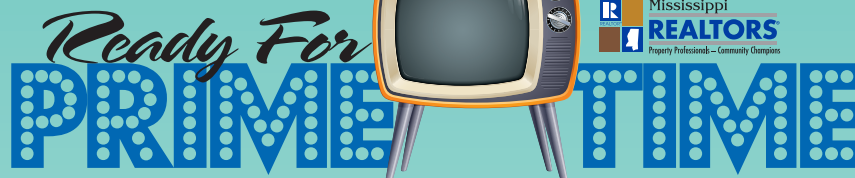
**Tax Considerations for Home Owners** – Chris Bird, Instructor  
4 hours elective CE

*\*Additional classes coming soon as approved by ARELLO and MREC.*

**KEYNOTE  
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For additional information about The KEYNOTE Series and to register go to [www.keynoteseries.com/courses/mississippirealtorinstitute](http://www.keynoteseries.com/courses/mississippirealtorinstitute) or call Amanda Griffin at 601-932-9325.

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2015 CONVENTION &amp; EXPO

HATTIESBURG • OCT. 6-8

**H**attiesburg Area Association of REALTORS® 2015 President Jim Stroo and Convention Host Committee Chairman Jane Kingsafer are serving as part of the leadership team helping to prepare for the 2015 MAR Convention & EXPO that will be held October 6 – 8 at Hattiesburg's Lake Terrace Convention Center. Along with other members of both the Hattiesburg, Laurel and Southwest REALTOR® associations, Stroo and Kingsafer are hot on the trail of exciting sponsors, vendors and advertisers to make this convention the best one yet. When asked why they consider MAR's 2015 convention such an important event, Kingsafer quickly referred to the networking opportunities that are available. "What a tremendous opportunity for agents across the state to meet, greet and interact with other agents," she said. In addition, "I hope our guests will take advantage of all that Hattiesburg has to offer like the Historic Downtown Hattiesburg walking tour, museums, art galleries, great restaurants, two universities, wide variety of shops, the zoo, Longleaf Trace walking/biking trail and outstanding golf courses."

Stroo cited the importance of strengthening his profession and sharpening his skills while enjoying the offerings of a well-planned convention. "I hope that all that come to the convention in Hattiesburg will leave with ideas and contacts while having had a fun time to get-away," he shared. "I plan to leave the convention a better-educated, more-professional and better-connected REALTOR®".

For additional information or to register go to [www.msrealtors.org/convention/](http://www.msrealtors.org/convention/)

### Hotel Information

#### **Baymont Inn & Suites**

123 Plaza Drive, Hattiesburg, MS, 39402  
[www.Baymontinns.com/hotels/Mississippi/Hattiesburg/baymont-inn-and-suites-hattiesburg/hotel-overview](http://www.Baymontinns.com/hotels/Mississippi/Hattiesburg/baymont-inn-and-suites-hattiesburg/hotel-overview)  
 Room Rate \$80/night for King bed, \$85/night for two Queen beds  
 Deadline for Room Block Reservations: September 4, 2015  
 To reserve a room: Call 601/264-8380 and mention MS Association of REALTORS® room block.  
 Cost of room includes hot breakfast.

#### **Candlewood Suites**

9 Gateway Drive, Hattiesburg, MS, 39402  
[www.candlewoodsuites.com/hattiesburgms](http://www.candlewoodsuites.com/hattiesburgms)  
 Room Rate \$89/night for Double Suite, \$95/night for One Bedroom Suite  
 Deadline for Room Block Reservations: September 22, 2015  
 To reserve a room: Call 601/264-9666 and mention MS Association of REALTORS® room block.

#### **Comfort Suites**

122 Plaza Drive, Hattiesburg, MS, 39402  
[www.comfortsuites.com/hotel-hattiesburg-mississippi-MS423#listpos3](http://www.comfortsuites.com/hotel-hattiesburg-mississippi-MS423#listpos3)  
 Room Rate \$89/night for two Double beds or one King bed  
 Deadline for Room Block Reservations: September 21, 2015  
 To reserve a room: Call 601/261-5555 and mention MS REALTORS® room block.  
 Cost of room includes hot breakfast.

#### **Courtyard by Marriott**

119 Grand Drive, Hattiesburg, MS, 39402  
[www.marriott.com/hotels/hotel-rooms/hbgcy-courtyard-hattiesburg/](http://www.marriott.com/hotels/hotel-rooms/hbgcy-courtyard-hattiesburg/)  
 Room Rate \$109/night  
 Deadline for Room Block Reservations: September 20, 2015  
 To reserve a room: Call 601/268-3050 and mention MS REALTORS® Association room block.

#### **Fairfield Inn & Suites**

173 Thornhill Drive, Hattiesburg, MS, 39402  
[www.marriott.com/hotels/travel/hbgfi-fairfield-inn-and-suites-hattiesburg/](http://www.marriott.com/hotels/travel/hbgfi-fairfield-inn-and-suites-hattiesburg/)  
 Room Rate \$92/night  
 Deadline for Room Block Reservations: September 13, 2015  
 To reserve a room: Call 601/296-7777 and mention MS Association of REALTORS® room block.

#### **Hilton Garden Inn**

133 Plaza Drive, Hattiesburg, MS, 39402  
[www.hiltongardeninn3.hilton.com/en/hotels/mississippi/hilton-garden-inn-hattiesburg-HBGHAGI/index.html](http://www.hiltongardeninn3.hilton.com/en/hotels/mississippi/hilton-garden-inn-hattiesburg-HBGHAGI/index.html)  
 Room Rate \$109/night  
 Deadline for Room Block Reservations: September 23, 2015  
 To reserve a room: Call 601/261-3770 and mention MS Association of REALTORS® room block.  
 Cost of room includes breakfast buffet.

#### **Holiday Inn & Suites**

10 Gateway Drive, Hattiesburg, MS, 39402  
[www.IHG.com/hattiesburgms](http://www.IHG.com/hattiesburgms)  
 Room Rate: \$87/night  
 Deadline for Room Block Reservations: September 21, 2015  
 To reserve a room: Call 601/296-0302 and mention MS Association of REALTORS® room block.



# MAR is "Ready for Prime Time" so don't forget to tune in to Jackie Leavenworth!

*Jackie Leavenworth, ABR, CRB, CRS, GRI, SFR, CDEI*

**J**ackie Leavenworth's humorous, engaging style delivers distinct and unique strategies taken from over 30 years of award-winning success as a top producer, a manager of a large real estate brokerage and an in-demand international presenter. She brings skill enhancements and dialogues to life with insights from her extensive training in DISC behavioral patterns and her spot-on observations about people and communication. Jackie will be our keynote speaker and will present three sessions: "Negotiations: The Games People Play"; "Dances With Wolves: How to Thrive in Any World"; and "It's a Price War to the Door".

## **Here's what people are saying about Jackie:**

"Jackie's class was amazing! I came away with more in one day about positioning a home in the market than I've learned in the 12 1/2 years I've been in real estate. Moments after leaving the class, I returned a call to a potential new seller and immediately implemented many of the tools learned during the day! Thank you, Jackie!"

"Even though I've been in the business for 17 years, Jackie's class prepared me to answer questions more professionally and spontaneously and led to a million dollar listing that sold in six days. The hours spent could not have been a better use of my time."

*To learn more about Jackie go to [realestatespeakers.com/listings/jackie-leavenworth/](http://realestatespeakers.com/listings/jackie-leavenworth/)*



# What's on the schedule...



2015 CONVENTION &amp; EXPO

HATTIESBURG • OCT. 6-8

## Monday, October 5

Start Time	End Time	Description
3:00 PM	5:00 PM	Registration Open
4:00 PM	6:00 PM	Executive Committee Meeting
4:00 PM	6:00 PM	AE Forum

## Tuesday, October 6

8:00 AM	5:00 PM	Registration Open
9:00 AM	12:00 PM	Local Board Management Conference—Nate Ellis
11:30 AM	6:00 PM	EXPO Open
11:30 AM	1:30 PM	Lunch-on-the-Go in the EXPO
1:00 PM	2:30 PM	Board of Directors Meeting
2:30 PM	3:50 PM	Technology Topics—Nate Ellis (Powered by YPN)
4:00 PM	5:40 PM	Contract Law—Dee Denton (2 hours required CE)
4:00 PM	5:40 PM	Commercial Contract Law—Nancy Lane (2 hours elective or required CE)
6:00 PM	8:00 PM	Leadership Reception (Invitation Only)
8:00 PM	10:00 PM	YPN Event

## Wednesday, October 7

8:00 AM	5:00 PM	Registration Open
8:00 AM	2:00 PM	EXPO Open
8:00 AM	10:00 AM	Continental Breakfast in the EXPO
9:00 AM	10:40 AM	Negotiations: The Games People Play—Jackie Leavenworth (2 hours elective CE)
9:00 AM	12:40 PM	Dances with Wolves: How to Survive in Any World—Jackie Leavenworth (2 hours elective CE)
12:30 PM	2:00 PM	Lunch-on-the-Go in the EXPO
2:00 PM	3:30 PM	General Membership Meeting / Annual Awards Program
3:45 PM	5:25 PM	It's a Price War to the Door—Jackie Leavenworth (2 hours elective CE)
6:00 PM	7:00 PM	Past Presidents Reception (Invitation Only)
7:00 PM	10:00 PM	Installation Gala

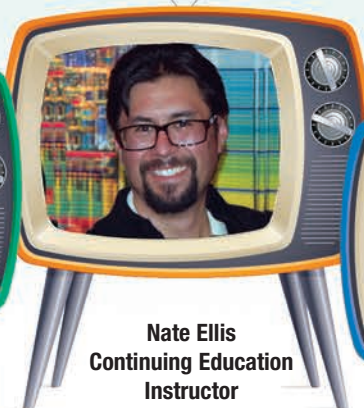
## Thursday, October 8

7:30 AM	9:00 AM	CRS Breakfast (Ticketed Event)
7:30 AM	9:00 AM	RLI Breakfast (Ticketed Event)
8:00 AM	2:00 PM	Registration Open
9:00 AM	10:40 AM	License Law—Dee Denton (2 hours required CE)
11:00 AM	12:40 PM	Agency Law Part I—Dee Denton (2 hours required CE)
12:30 PM	1:30 PM	Lightning Lunch
1:30 PM	2:50 PM	Agency Law Part II—Dee Denton (2 hours required CE)

# Who's on the schedule...



**Dee Denton**  
Continuing Education  
Instructor



**Nate Ellis**  
Continuing Education  
Instructor



**Nancy Lane**  
Commercial Continuing  
Education Instructor



**Jackie Leavenworth**  
Keynote Speaker



# Registration Form



Get ALL of your required & elective CE, EXPO admission, two lunches, breakfast and a dinner/dance all for one low price!

• If you cannot register online please complete the form and fax or mail it to MAR Headquarters.

• One form per registrant.

• Please PRINT.

• For more information, contact MAR at 800-747-1103.

## Convention location:

Hattiesburg Lake Terrace Convention Center

1 Convention Center Way  
Hattiesburg, MS 39401

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Day Phone \_\_\_\_\_ Mobile \_\_\_\_\_

E-mail address \_\_\_\_\_

NRDS# \_\_\_\_\_

Real Estate License # \_\_\_\_\_

Appraisal License # \_\_\_\_\_

Spouse/Guest Name \_\_\_\_\_

Check all that apply

<input type="checkbox"/> Rookie REALTOR®:	\$139 (open to REALTORS® licensed on or after Dec. 1, 2014).
<input type="checkbox"/> REALTOR®:	\$169 early bird until July 31 / \$199 until October 1 / \$229 - onsite
<input type="checkbox"/> Non-REALTOR® Licensee:	\$199 by July 31 / \$229 until October 1 / \$259 - onsite
<input type="checkbox"/> Non-Licensee Spouse/Guest:	\$99 by October 1 / \$119 after October 1 - onsite Non-education events only.
<input type="checkbox"/> Affiliate Member:	\$199 by October 1 / \$229 after October 1 - onsite

## Method of Payment

(No registrations will be processed without payment. A \$50 processing fee will be charged for returned check.)

Registration Fee: \$ \_\_\_\_\_ Spouse/Guest Fee: \$ \_\_\_\_\_ TOTAL: \$ \_\_\_\_\_

Charge my: ☐ Visa ☐ Master Card ☐ Discover ☐ AMEX

Credit Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Signature (required) \_\_\_\_\_

☐ I have enclosed a check payable to Mississippi REALTORS®

Send your completed form with payment to:

MARCVN 2015, P.O. Box 321000, Jackson, MS 39232

or fax it to 601-932-0382

## Registration Cancellation Policy

All cancellations must be submitted in writing or by email. Refunds minus a \$50 processing fee will be granted until September 30, 2015. Absolutely no refunds will be processed after September 30, 2015. No exceptions.

In compliance with the ADA, MAR will make all reasonable efforts to accommodate persons with disabilities at its meetings. Please contact MAR if you have any special needs.

**msrealtors.org**

# Protect Your Business With a Social Media Policy

One bad post can put your real estate brokerage at risk. It's time to develop a social media policy and hold agents accountable. It only takes one offensive post on social media to maim the reputation of a business.

Earlier this month, two police officers were shot during a traffic stop in Hattiesburg, Miss. Following the incident, a Mississippi Subway restaurant employee posted a photo of herself in her work uniform on Facebook in an apparent celebration of the killings. The woman, according to news reports, wrote the following status with her photo: "2 police officers was shot in hattiesburg tonight! GOT EM," followed by three handgun emojis.

A social media uproar ensued, the employee was fired, and the company has been on damage control since the incident. Obviously, the views expressed by the woman do not reflect those of Subway restaurant, but the offensive nature of the post spread like a disease, making the company a convenient target for the backlash of resentment and anger.

Social media has ushered in an era of sharing and connectedness, and with that comes a new set of liabilities for business owners—brokers included.

How do you avoid a situation like the one Subway faced? A panel of broker-owners discussed social media risk management during the Emerging Business Issues & Technology Forum at the REALTORS® Legislative Meetings & Trade Expo in Washington, D.C., May 14.

The first thing brokers can do to mitigate the risk of an agent tarnishing their business's reputation—or opening up the potential for a lawsuit—is to develop and enforce a social media policy. That means training agents on what is and isn't appropriate to write in their statuses and comments.

"These issues are hot and we have to deal with them now," says Brian Copeland, chief of broker services at Village Real Estate Services in Nashville, Tenn. "Brokerages are behind on this and we're here to start the conversation."

Copeland notes that real estate professionals have to adhere to at least four sets of compliance standards when it comes to social media: state

real estate commission policies, NAR's Code of Ethics, their broker's policy, and the social media website's terms of service. It's up to brokers to reinforce the importance of compliance, because their business is on the line, Copeland says.

"As a broker you need to be there, you need see what's going on and how people are truly handling themselves in [online] situations," says fellow panelist Heather Ozur of Keller Williams Realty in LaQuinta, Calif.

Posts or comments that attack or threaten other people, language that could be taken as defamation, and statements that reveal information about a transaction are points that should be addressed in a brokerage social media policy.

There are also issues related to appropriate use of advertising and intellectual property infringement (for instance, do your agents know how to source photos).

Amy Smythe Harris, broker-owner of Urban Provision REALTORS® in The Woodlands, Texas, says she counsels all her agents on how to post on social media, and has conducted webinars for her practitioners on the topic. "A lot of what we're facing is agents not posting correct content," she says.

Agents are also not guiding their clients on what's appropriate to post in the midst of a transaction.

Harris says she knows of sellers who published a post about a negotiation situation involving multiple offers. A friend of a friend ended up seeing the post and that person happened to be one of the buyer's agents who submitted an offer.

Situations like that can kill deals, Harris says.

While a social media policy might help, some things are impossible to monitor on social media, Copeland admits. That's why this issue also relates to professionalism, he says, and if there are agents putting your real estate business at risk online, the best course of action might be to let them go.

"It's time to say goodbye to your agents who pose a liability," Copeland says.

*By Erica Christoffer for REALTOR® Magazine, May 2015. Used with permission of the National Association of REALTORS® 2015.*





# YPN Holds Bowling Event at Fannin Lanes

The Mississippi Young Professionals Network (YPN) recently held a bowling event at Fannin Lanes in Brandon. Pictured are scenes from the event.



*Selena Lovejoy, Stephanie Palmer-Cummins, Ashley Howie, Wally Cummins, C.J. Burnham, Shelby Beach and Ashley McAdory*



*Wesley Webb, Megan Hall, Ashley Endris and Matthew Dinsmore*



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Hernando



Robert Leigh  
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Selena Lovejoy  
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Ashley McAdory  
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## Local Board MARPAC participation levels

As of June 8, 2015 MARPAC reached 87.1 % of its 2015 goal with \$196,085.50 and 57% of its 53% fair share participation goal.

<b>Biloxi-Ocean Springs</b>	<b>60.2%</b>	Fair Share Participation Goal
<b>Central Mississippi</b>	<b>48.1%</b>	
<b>Clarksdale</b>	<b>69.2%</b>	
<b>Cleveland</b>	<b>53.8%</b>	
<b>Four County</b>	<b>51.0%</b>	
<b>Golden Triangle</b>	<b>60.1%</b>	
<b>Greenville Area</b>	<b>86.7%</b>	
<b>Greenwood</b>	<b>64.9%</b>	
<b>Grenada</b>	<b>105.0%</b>	
<b>Gulf Coast</b>	<b>51.6%</b>	
<b>Hattiesburg Area</b>	<b>54.7%</b>	
<b>Laurel</b>	<b>70.9%</b>	
<b>Meridian</b>	<b>75.5%</b>	
<b>Mississippi</b>	<b>200.0%</b>	
<b>Mississippi Commercial</b>	<b>74.5%</b>	
<b>Natchez</b>	<b>47.8%</b>	
<b>North Central Mississippi</b>	<b>58.9%</b>	
<b>Northeast Mississippi</b>	<b>62.8%</b>	
<b>Northwest Mississippi</b>	<b>69.1%</b>	
<b>Pearl River</b>	<b>60.6%</b>	
<b>Southwest</b>	<b>68.0%</b>	
<b>Vicksburg-Warren County</b>	<b>68.0%</b>	
<b>Total Participation</b>	<b>57.0%</b>	



## 2015 Fair Share Investment Form

### Amount:

☐ Other ☐ \$1,000 (Sterling R)  
☐ \$25 (Fair Share, Salespersons) ☐ \$2,500 (Crystal R)  
☐ \$99 (Fair Share, Brokers) ☐ \$5,000 (Golden R)  
☐ \$250 (Magnolia Club)

**Mail this form with payment to your local board/association or contribute online at [msrealtors.org](http://msrealtors.org).**

Name (print clearly) \_\_\_\_\_

Firm Name \_\_\_\_\_

NRDS# \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zip \_\_\_\_\_

Work Phone \_\_\_\_\_

E-Mail \_\_\_\_\_

### FOR CREDIT CARD CONTRIBUTION

☐ VISA ☐ MC Amount \$ \_\_\_\_\_

Card# \_\_\_\_\_

Exp. Date \_\_\_\_\_

Signature (required) \_\_\_\_\_

Contributions are not deductible for Federal income tax purposes. Contributions to RPAC are voluntary and are used for political purposes. The amount indicated is merely a guideline and you may contribute more or less than the suggested amount. The Association will not favor or disadvantage anyone by reason of the amount of their contribution, and you may refuse to contribute without reprisal by the Association. Seventy percent of each contribution is used by the State PAC to support state and local political candidates. The other thirty percent is sent to the National RPAC to support Federal candidates and is charged against your limits under 2 U.S.C. 441a.



Mississippi Association of REALTORS®  
PO Box 321000  
Jackson, MS 39232-1000  
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TEACH ME AND I REMEMBER.  
INVOLVE ME AND I LEARN.”

~ BENJAMIN FRANKLIN



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