

# Phoenix REALTOR® Forum

AMERICA'S REAL ESTATE ASSOCIATION OF CHOICE

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## Triumphant in 2012

by Christopher Paris, ABR, CRS, GRI  
2012 PAR President

### Triumphant in 2012

TRIUMPHANT IN 2012! Say it with me, for BELIEVING is the FIRST STEP to SUCCESS! As we open the door to 2012, I think we're all hopeful that the light at the end of the tunnel will be much bigger and much brighter than it has been in recent years. Admittedly, our industry and our individual Real Estate businesses have been challenged more in the last few years than in the last few decades. We have been tasked with working harder, earning less, needing to stretch each dollar further, and looking for new ways to re-invent each of our businesses just to remain in business.

What we take from these experiences, however, and how we use the knowledge that we've acquired, will help to determine where we are at this time next year. I, for one, plan to be TRIUMPHANT IN 2012 and respectfully ask each and every one of you to JOIN ME! Like the proverbial Phoenix that rises from the ashes, from great challenge can come great success! We each simply need to commit to achieving such and refuse to settle for less.

### Remove the Barriers

If I could make only one (1) challenge to all PAR Members for 2012, it would be for each of you to let go and rid yourself of as much of the negativity that might exist in your personal and professional lives as possible. While this might sound somewhat foolish and unobtainable, I will strongly protest. If you want it badly enough and are prepared to sometimes make some very difficult choices, it IS POSSIBLE and it CAN BE done.

Negativity is heavy. It's like a boat anchor that can and will prevent you from moving forward. By releasing the negatives in our lives, we each lighten the load allowing each of us to move forward toward achieving our goals with greater ease and faster speed.

### Positive Mental Attitude

Is your glass half "empty" or half "full?" Before each game, most coaches encourage their teams to VISUALTHE GOAL.

Through visualizing "the goal," it becomes "real;" and by being "real," it becomes "obtainable." As REALTORS® and business

*continued on page 2*



## High Performance Agents: How Will I Fit Into the New Industry Models?

by Jeremy Conaway

The first step that agents must take to protect their future positions is to gain a conversational expertise on exactly what is happening in today's American real estate industry. After being told, from your early days in the industry, that you are invulnerable, it is a major wakeup call to suddenly realize that your survival isn't a matter of self-determination. Positioning one's self to be knowledgeable puts one face-to-face with the industry's silence regarding current directions. Things are so bad that it is actually possible to attend some of the most important industry meetings without hearing a single thing about current challenges or future directions.

Consider the following (a checklist format has been incorporated to enhance the ability of this material to support a discussion format):

### The current brokerage environment is very complicated.

- Few have made a market level profit over the past five years
- Many are near the end of their financial resources and most have been unable to make necessary capital improvements
- Few if any sales or acquisitions are occurring other than "shotgun marriages"
- Most have been operating on minimal staff and a very liquid bricks and mortar formula
- The average age of brokers is over 60
- There is little or no capital in the sector except that coming from parent company donations and broker asset liquidation
- Few brokerages have created transition plans and fewer yet are discussing future options with their agents for fear of breakage.

### Brokerage relationships are, and will continue to be, critical to agent careers.

- Moving forward, much of the business will be controlled by larger entities who either have powerful Internet and consumer positions or relationships with those who do
- Productivity, accountability, profitability, specialization, standardization and transaction management will be hallmarks of these entities

*continued on page 3*



Christopher Paris, ABR, CRS, GRI, SFR....2012 President  
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# Paris: "Triumphant in 2012"

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owners, I would challenge each and every PAR Member to take heed of this advice and to internalize it on a daily basis. Make it part of your daily start-up, just like that cup of coffee or morning run. You might just be amazed at how much more energized you can be and just how much more you can accomplish when you replace the "I wonder what's going to happen today" with "I can't wait to accomplish [fill in the blank] today."

## The Power of YES! It's Contagious

Studies show that positive energy breeds positive energy. Smile and someone smiles back. Laugh and others will laugh with you. Lead and others will follow. Whether on the sports field or in your office, looking UP& FORWARD will take you a lot further down the road. There's an old saying: "Dance like no one's watching; Sing like no one's listening; and Live like there's no tomorrow." I cannot think of a better way to encapsulate living life to the fullest.

## Lead—And They Will Follow

Most economists believe that a healthy and vibrant economy is dependent upon a stable and healthy Real Estate market. As REALTORS®, we need to be leaders in our community as advocates, educators, and cheerleaders for homeownership and private property rights. Sustained Buyer Confidence is a cornerstone to a healthy Real Estate market. Through repetitive promotion of the positives that exist in today's Real Estate market [i.e. historically low prices, historically low interest rates, and historical long-term return on investment], we as REALTORS® can make a positive impact on Buyer Confidence which will lead to market and value stabilization. Such stabilization will make a positive contribution to the economy overall through creation of demand in other sectors of the economy which are dependent upon the Real Estate market.

I am a HUGE believer in the power of positive thinking; a CAN DO attitude; and refusal to take "no" for an answer. I'm also a huge believer that if we all work together toward building a positive energy around Phoenix Real Estate we will be able to build buyer confidence in the market, stabilize property values, and set the stage for Phoenix to rise again!

**PLEASE JOIN ME! TRIUMPHANT IN 2012!**

It's not just a motto, it's a WAY OF LIFE!

## Cami Elliott to Replace Reynolds as 2012 President-Elect

Cami Elliott is the new PAR 2012 President-Elect, replacing Bridget Reynolds who submitted her resignation to the Board of Directors due to the relocation of her family to Holbrook. The PAR Board of Directors wishes Bridget much success.

The PAR Board of Directors elected Cami Elliott to be the 2012 President Elect at its December meeting and Carin Nguyen as the 2012 Vice President. According to PAR Bylaws, the next highest vote getter in the last election is to fill any unexpired term of the Board member leaving. As such, Caren Bailey was confirmed by the Board of Directors to serve as a Director for 2012 filling this opening.

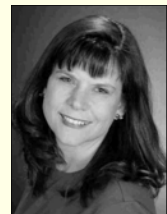
Thanks to Cami, Carin and Caren for stepping up on behalf of the entire membership!



Cami Elliott



Carin Nguyen



Caren Bailey

# High Performance Agents: How Will I Fit Into the New Industry Models?

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- These entities are not likely to enter into agent relationships that are not capable of generating market level profitability
- Without a clear and compelling plan, which includes appropriate synergistic agent relationships, a brokerage is not likely to succeed in this new environment

### Agents must understand what they can't control.

- The economics of free enterprise
  - It's primary function is to drive profitability
  - Function will inure to an entity that can integrate it into a profitable package
  - A 2 trillion dollar plus industry will not be allowed to drift within the economy
- The realities of the consumer control
  - You will not be allowed to operate out of your car
  - Consumers will want the strength and stability of an organizational structure of some kind
  - Perhaps your team will morph into a brokerage, but how will that help you?

### Focus on what you can control.

- In all likelihood you will spend the remainder of your real estate career with some manner of vision/plan/structure
- You will want to be situated when the economy settles into its new configuration and consumer centricity reaches its zenith

## Are You a Lifetime Member of NAR Institutes, Societies or Councils?

Have you held the CCIM, CRS, CRB or RLI designation for an extended period of time? Did you know that these four designations of the NAR offer their designees similar honor like that of the National REALTOR® Emeritus status? (REALTOR® members that have been a continuous REALTOR® member for more than 40 years can apply for Emeritus status). Here are links to the application forms in PDF for the four that offer a Lifetime honor (click on logo to go to each designations Web page):



<http://www.ccim.com/system/files/CCIM-Life-Membership-Application.pdf>



<http://www.crs.com/Designation/293>



<http://www.crb.com/resources/docs/rulesandregulationsfinal1-1-2010.pdf>



<http://www.rliland.com/findinsite/show.aspx>

- Over the next eighteen months you have an opportunity to make decisions about what kind of structure you can accept and support
  - The Agent must know what kind of vision plan structure of which to be a part
  - The Agent must be willing to work to create and contribute to that kind of vision/structure
  - The agent can determine the characteristics of a structure that would be acceptable and compatible, so long as it meets the ROI requirements.

### Recommendations

- The broker must be a leader who is willing to be in control
- That leader must have a documented vision that can be articulated. "Trust me" is no longer acceptable
  - That leader must be willing to share the vision plan, and the execution
  - Your leader must be willing to help you navigate an agreed upon career path
  - The Agent must be willing to merge their career with the vision plan.

### The vision/plan must have the following traits:

- A detailed succession plan
- Generate a market level profit and return on investment
- Grow and prosper within the chaos of extreme competition
- Be consumer centric; Internet fused
- Document acceptable standards of practice
- Provide the Agent with a comprehensive data package
- Demand and enforce universal accountability
- Utilize acceptable financial management procedures
- Have an enlightened corporate management team

This is an amazing time to be in our industry. However, the practices of the past several years that have contributed to the industry's current distressed condition will not long prevail. Agent/Brokerage relationships will be critical moving forward, but many Agents will not willingly bare responsibility for their role in that relationship.

There are a great number of practice options for agents who are willing to become part of a profitable, productive and structured brokerage team, but very few options for lone rangers.

Talk to your broker today about the road ahead. Be knowledgeable and demonstrate your understanding of how the new environment will impact your practice. It may be one of the most important conversations of your career.

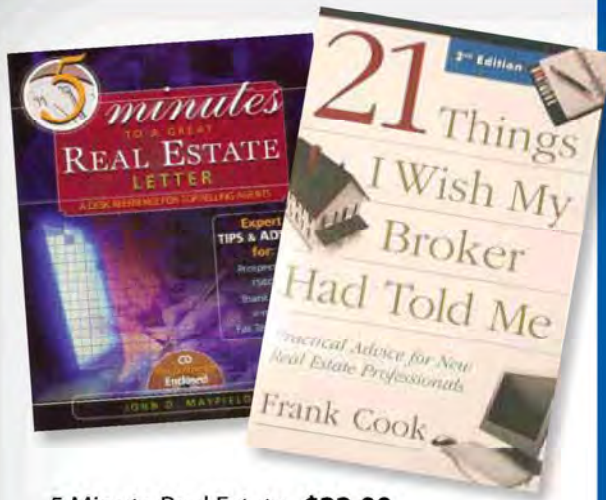
[Editor's Note: Jeremy Conaway is a keynote speaker, conference facilitator, and consultant to the Real Estate industry. He is President of RECON Intelligence Services, jeremy.conaway@reconis.com, www.reconis.com, 231.938.7326.]

# facebook



### Join PAR on Facebook & on Twitter

On Facebook, search for the association page by typing "Phoenix Association of REALTORS®" in the search box and then become a "fan." For Twitter, PAR's handle is "PhxRealtors" or you can click the Twittertab on PAR's Facebook page.



5 Minute Real Estate **\$22.00**  
 21 Things I Wish My  
 Broker Had Told Me **\$13.00**

Phoenix & Surrounding Towns  
 (With Block Numbers)



Laminated **\$3.10**  
 Non Laminated **\$0.90**

# 2 Months of Great Sales!



Mix and Match Realtor Signs **\$4.25**

G.E. Pushbutton  
 Lockbox **\$24.50**



Ad good through 02/29/2012 while supplies last



Nuggets Of Knowledge For Your Noggin!

You are invited!

# 3rd Thursday's Lunch Break



**Cost** - Free to PAR members with registration

**Lunch** - Bring your own brown bag lunch

**Location** - 5033 N. 19th Avenue, Suite 119, Phoenix, AZ 85015

**When** - 3rd Thursday of each month from 11:30 AM to 1 PM

## Upcoming Topic (January 19):

**Topic** - ASU Homeowner Advocacy Unit - Assisting foreclosed & mortgage fraud victims

**Speaker** - Mary Ellen Natale, HAU Director

**Description** - The HAU is a new legal clinic at the Sandra Day O'Connor College of Law established to assist homeowners who have been wrongfully foreclosed upon or who are victims of a mortgage fraud. Do you have clients, friends or family who may have been a victim. Learn about the HAU mission of the clinic as well hear about some of the cases they've seen in the last semester.

[Register](#)

## Future Topics:

- 🕒 **February 16** - How to use QuickBooks to manage your business income and expenses.
- 🕒 **March 15** - How can I find you if I don't even know you exist? Optimizing Your Internet Presence
- 🕒 **April 19** - Real Estate Legal Issues
- 🕒 **May 17** - REALTOR® Technology (tbd)
- 🕒 **June 21** - How to create your perfect brand/identity to dominate Google and enhance your social equity!
- 🕒 **July 19** - Courthouse Auctions
- 🕒 **August 16** - Providing market insight into the Phoenix metropolitan area residential re-sale real estate market. The Cromford Report
- 🕒 **September 20** - Social Media in the Workplace Will You Sink or Swim? How to successfully integrate and utilize social media to promote your real estate business and expand your network.
- 🕒 **October 18** - The Financial Forecast as we Approach the Election
- 🕒 **November 15** - Accidental Property Management
- 🕒 **December 20** - AAR and NAR – Political Update (tbd)

See more upcoming PAR events:

[View Events](#)

PAY YOUR DUES ONLINE

PAY EARLY TO GET DISCOUNT

**2012 Membership Renewal Schedule**

All payment due dates are firm. Payments must be received and time-stamped by PAR no later than close of business on due dates per the following schedule: (Postmarks are not accepted)

Partial payments are not accepted. Waivers will not be granted for any fees that occur due to failure to make payments on time.

All refunds are subject to a \$20.00 processing fee, and must be requested within 15 days of payment. Any payment (check or electronic) returned as NSF will incur a \$25 NSF fee along with all dues (including late fees) that apply as of the date of the return (not the date of original payment).

**Early Dec.** Renewal invoices available online to all PAR members and DR's. A blast email to all members will be sent when invoices are available online.

**January 1<sup>st</sup>** - All invoices are due and payable. PAY EARLY TO RECEIVE A \$20 DISCOUNT!

**Prior to 5:01 p.m. Mon., Jan. 9<sup>th</sup>** online payments only receive a \$20 discount on your PAR membership dues - this discount is available for on-line payment ONLY. NOTE: If you direct your bank to electronically pay, the bank generates and mails a check to PAR which does not qualify for the online discount. Online payments must be made at [www.paronline.com](http://www.paronline.com).

**Mon., Jan. 9<sup>th</sup>, 5:01 p.m.** Dues due - payment received prior to Mon., Jan 16<sup>th</sup> at 5:00 p.m. avoid late fees - payment must be received and time stamped by PAR no later than 5:00 p.m. (postmarks are not accepted)

**Mon., Jan. 16<sup>th</sup> 5:01 p.m.** Late fees generated. Be sure your payment is made on-line before 5:00 p.m. to avoid a \$50 late fee for membership dues. Late fees will not be reversed.

**Mon., Jan. 23<sup>rd</sup>** (approx.) All DRs will receive email notification regarding their DR Dues Assessment (total due from DR for all unpaid agents) affiliated with their firm.

**Mon., Jan. 30<sup>th</sup>, 5:00 p.m.** FINAL MEMBERSHIP DUES DEADLINE - Membership and MLS services will be discontinued for all individuals who have not paid their dues before 5p.m. Any DR who has not paid their own dues by this time will have their membership and MLS discontinued and all agents affiliated with him/her will also have their membership and MLS discontinued.

**Mon., Jan. 30<sup>th</sup>, 5:01 p.m.** Individuals who had their memberships discontinued for non-payment of dues before 5 p.m. on Jan. 30<sup>th</sup> will owe all of the annual dues plus a \$50 late fee, plus \$25 member reinstatement fee.

**ONLINE DUES INVOICES AVAILABLE EARLY DECEMBER**

To access the online invoices, please visit PAR's website at [www.paronline.com](http://www.paronline.com) and look for the PAY ONLINE icon.

**To access the online payment system, you will need:**

- **Login:** which is the six-digit membership number listed near the top of the invoice that will be emailed to each member.
- **Password:** which is the member's last name in all lower case letters
- **Note:** RAPAC is voluntary. If you do not wish to donate to RAPAC - then you must uncheck the box and recalculate your total before making payment.
  - The refund policy applies to all payments including RAPAC

Rev Date: 10/05/2011



## 56th Annual VNSA Used Book Sale

- WHERE:** Arizona State Fairgrounds, Exhibit Building, 1826 West McDowell Rd, Phoenix, 85007
- WHEN:** Saturday, February 11, 2012, from 8 a.m. to 6 p.m.  
Sunday, February 12, 2012 from 8 a.m. to 4 p.m.
- WHY:** Over the last 25 years, VNSA has donated over \$5 million to local charities. Proceeds from the VNSA Used Book Sale will benefit two local human services agencies: Literacy Volunteers of Maricopa County, Inc. and AZ Friends of Foster Children Foundation.
- WHAT:** The VNSA Used Book Sale is one of the largest book sales in the country, with more than 500,000 items for sale, including hardcover books and paperbacks, textbooks, videos, CDs, DVDs, computer manuals, maps, puzzles, and other book-related items organized into 27 categories for easy shopping.† Almost all books will be half-price on Sunday.
- WHO:** VNSA is an all-volunteer organization with no paid employees. Through this Annual Used Book Sale, VNSA seeks to make books available to the community at very reasonable prices and raise significant amounts of money for Valley agencies that serve the needs of people directly.
- Cost:** Book Sale admission is free, Fairgrounds charges for parking.

For more  
information,  
go to:  
[vnsabooksale.org](http://vnsabooksale.org)



**Council of Residential Specialists**

The Proven Path To Success

Congratulations to PAR member **Sheila V. Espinoza**, ABR, CIPS, CRB, CRS, GRI, LTG, PMN, SRES who recently was awarded Emeritus membership status by the Council of Residential Specialists.

### CA Labor Commissioner Reaches Settlement in ZipRealty Wage Case

California State Labor Commissioner Julie A. Su reached a settlement totaling \$586,068.54 in four wage cases filed to recover unpaid minimum wages and overtime pay for ZipRealty agents in Bakersfield. The settlement was reached before ZipRealty's motion for new trial was to be heard in Kern County Superior Court.

This settlement requires that each of the four agents are immediately paid 100% of their judgment which totaled over \$330,000 plus an additional \$25,000 each, for a total payout of \$430,202. In addition, the settlement includes payment by ZipRealty of \$155,866 in attorney's fees and expenses payable to the Labor Commissioner.

Labor Commissioner Su filed a lawsuit in the Superior Court of Alameda County on September 26, 2011 to recover unpaid wages and overtime for ZipRealty agents throughout California.

California's minimum wage laws were first established in 1937 and employers are currently required to pay employees the state minimum wage of \$8.00.

Source: *The California Department of Industrial Relations*, <http://www.dir.ca.gov>

### UPCOMING MEETINGS & EVENTS

#### Monday, January 9

##### **WCR Governing Board Meeting** —

PAR Conference Room #121 9:30 a.m. - 3:00 p.m.

#### Wednesday, January 18

##### **HAREP Networking Event** —

Aunt Chilada's Squaw Peak, 7330 N. Dreamy Draw Drive  
Phoenix — 11:00 a.m.

#### Thursday, January 19

**WCR Luncheon** — Moon Valley Country Club — 11:30 a.m.

#### Monday, February 7

##### **WCR Governing Board Meeting** —

PAR Conference Room #121 9:30 a.m. - 3:00 p.m.

#### Wednesday, February 22

##### **HAREP Networking Event** —

Aunt Chilada's Squaw Peak, 7330 N. Dreamy Draw Drive  
Phoenix — 11:00 a.m.

#### Thursday, February 23

**WCR Luncheon** — Moon Valley Country Club — 11:30 a.m.

### PHOENIX REALTOR® MARKETING SESSIONS

#### **PHOENIX: Call For Dates**

Denny's, 2717 West Bell Road

- Ray Evans, Chairman, Phone - (623) 362-3000
- Pattie Hackman, Program Chair, Phone - (602) 538-1168

Get a comprehensive marketing session list at [www.PARonline.com](http://www.PARonline.com)




# January 2012 Education

Go Online to Register — [www.paronline.com](http://www.paronline.com)

Monday	Tuesday	Wednesday	Thursday	Friday
<p><b>PAR Offices Closed</b> <b>Happy New Year!!!</b></p> <p>2</p>	<p>3</p>	<p>4</p>	<p>9 - 12 - Agency Principles &amp; Practice - Ed Ricketts - 3 hrs Agency Law</p> <p>5</p> <p>1 - 4 p.m. - Professional Conduct &amp; The NAR Code of Ethics - Ed Ricketts - 3 hrs Commissioner's Standards</p>	<p>6</p>
<p>9 - 12 - FLEXMLS Web Orientation/ Searches - Shawna Hovis-Mayer - 3 hrs General</p> <p>9</p>	<p>1 - 4 p.m. - Successfully Selling HUD Homes - Carol Rutt-Gruber - 3 hrs Contract Law</p> <p>10</p> <p><i>AFTERNOON CLASS ONLY</i></p>	<p>GRI #100 "Business Planning" Mary Lee Greason 6 hrs General 8 am - 5 pm</p> <p>11</p> 	<p>12</p>	<p>13</p>
<p>16</p>	<p>9 - 12 - Mastering zipForm - Jeff Raskin - 3 hrs General</p> <p>17</p> <p>1 - 4 p.m. - Contract, Forms &amp; Technology - Jeff Raskin - 3 hrs Contract Law</p>	<p>9 - 12 - Navigating Through the Financial Maze in a Tough Market - David Compton - 3 hrs RELegal Issues</p> <p>18</p> <p>1 - 4 p.m. - AAR Contract - David Compton - 3 hrs Contract Law</p>	<p>19</p>	<p>20</p>
<p>23</p>	<p>GRI #101 "Selling &amp; Marketing Strategies" Marge Lindsay 11 hrs General, 3 Disclosure 8 am - 5 pm</p> <p>24</p> 	<p>GRI #101 "Selling &amp; Marketing Strategies" Marge Lindsay 11 hrs General, 3 Disclosure 8 am - 5 pm</p> <p>25</p> 	<p>26</p>	<p>27</p>
<p>30</p>	<p>9 - 12 - ADA &amp; the Commercial Licensee - Pat Sheahan - 3 hrs Fair Housing</p> <p>31</p> <p>1 - 4 p.m. - Environmental Disclosure &amp; the Commercial Transaction - Pat Sheahan - 3 hrs Disclosure</p>			

# February 2012 Education

Go Online to Register — [www.paronline.com](http://www.paronline.com)

Monday	Tuesday	Wednesday	Thursday	Friday
		<p>9 - 12 - The Code, The Law and You - Mary Lee Greason - 3 hrs Commissioner's Standards <i>This is a REALTOR® Code of Ethics Class</i></p> <p>1</p> <p>1 - 4 p.m. - Money! Money! Money - Mary Lee Greason - 3 hrs RELegal Issues</p>	<p>9 - 12 - From Acceptance to Closing - Mary Lee Greason - 3 hrs Agency Law</p> <p>2</p> <p>1 - 4 p.m. - Contingencies &amp; Cancellations - Mary Lee Greason - 3 hrs Contract Law</p>	<p>3</p>
<p>6</p>	<p>7</p>	<p>GRI #201 "Understanding Transaction Financing" David Compton 11 hrs General, 3 hrs RE Legal Issues 8 am - 5 pm</p> <p>8</p> 	<p>GRI #201 "Understanding Transaction Financing" David Compton 11 hrs General, 3 hrs RE Legal Issues 8 am - 5 pm</p> <p>9</p> 	<p>10</p>
<p>9 - 12 - FLEXMLS Web Search Results - Shawna Hovis-Mayer - 3 hrs General</p> <p>13</p>	<p>9 - 12 - RESPA &amp; Mortgage Problems &amp; Solutions - Donald Martin - 3 hrs RELegal Issues</p> <p>14</p> <p>1 - 4 p.m. - Is This Really Fair? - Donald Martin - 3 hrs Agency Law <i>This is a REALTOR® Code of Ethics Class</i></p>	<p>9 - 12 - Contract Myths, Fantasies &amp; Realities - Donald Martin - 3 hrs Contract Law</p> <p>15</p> <p>1 - 4 p.m. - Agency Myths, Fantasies &amp; Realities - Donald Martin - 3 hrs Agency Law <i>This is a REALTOR® Code of Ethics Class</i></p>	<p>16</p>	<p>17</p>
<p>20</p>	<p>21</p>	<p>9 - 12 - May The Code Be With You - Jim Zirbes - 3 hrs Commissioner's Standards <i>This is a REALTOR® Code of Ethics Class</i></p> <p>22</p> <p>1 - 4 p.m. - Working With Real Estate Investors - Jim Zirbes - 3 hrs RELegal Issues</p>	<p>23</p>	<p>24</p>
<p>27</p>	<p>Accredited Buyers Representative Day 1</p> <p>28</p> 	<p>Accredited Buyers Representative Day 2</p> <p>29</p> 