



Arizona CRS Chapter

The Newsletter for the Arizona Chapter
Certified Residential Specialist

FALL 2009



**2008 CHAPTER OFFICERS
AND BOARD OF DIRECTORS**

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CHAPTER ADMINISTRATOR

Jeanie Merideth
azcrschapter@aol.com



ARIZONA CRS INVITES ONE AND ALL

(PLEASE BRING A FRIEND OR FRIENDS*)

FOR BREAKFAST ~ 8:30 AM

WEDNESDAY, SEPTEMBER 30, 2009

AT THE TUCSON ASSOCIATION OF REALTORS®

TO HEAR

LEN ELDER

"DOES SOCIAL MARKETING WORK IN REAL ESTATE?"

HOW DOES IT WORK?

Q&A: TO FIND OUT: WHAT IS THE BEST SOCIAL

MARKETING TODAY?

COME HEAR ALL THE ANSWERS YOURSELF!

BRING YOUR QUESTIONS AND COLLEAGUES*

(*THE MEMBER WHO INVITES THE MOST GUESTS WILL WIN A PRIZE!)

RSVP: ARIZONA CRS CHAPTER ONLINE AT: AZCRSChapter@aol.com

BY TUESDAY, SEPTEMBER 29TH AT NOON

520-299-6787/ 866-440-9804

\$20.00 WITH PREREGISTRATION & PAYMENT/\$25.00 AT DOOR

TUCSON CRS BREAKFAST NEWS

Judy Lowe Speaks at the Tucson CRS Breakfast

New Arizona Real Estate Commissioner, Judy Lowe, made her first "official" public appearance at the Arizona CRS Breakfast in Tucson held at the Tucson Association of Realtors® on June 3, 2009. Commissioner Lowe spoke about what the office of Commissioner does and how the process and procedures work. Her presentation included photographs of her main staff. It was a fabulous experience for the 75 attendees; who got to ask questions, have some observations and possible recommendations.

Commissioner Lowe was appointed by Governor Jan Brewer in May to fill the position of Real Estate Commissioner after the former Commissioner resigned.

Come Meet VICKI COX GOLDER, 2010 NAR PRESIDENT!

The 2010 NAR President, Vicki Cox Golder, will be the Arizona CRS guest speaker at our Installation of the 2010 CRS Officers Breakfast to be held December 16, 2009, at the Tucson Association of Realtors®. Vicki Cox Golder will also look into her crystal ball and discuss what she and NAR foresee for 2010. All are welcome! Please watch for the email or flyer for reservations.

The Phoenix CRS meetings have been cancelled for 2009 and plans are to resume in 2010.

Letter from the President

It is an honor and a privilege to serve as the 2009 President of the Arizona CRS Chapter. I look forward to being a part of the CRS leadership team and playing a role in helping our state chapter and membership grow.

In this challenging market I believe it is more important now than ever to be a Certified Residential Specialist. To be the best of the best in order to provide our clients the superior and quality service they deserve. It's relatively easy to help a client buy or sell a home in a flourishing market, but when our clients are facing challenging times, is when we, as Certified Residential Specialists, can help our clients the most!

In February I attended Sell-a-bration in San Francisco where Howard Brinton's opening and closing sessions focused on the three fundamental things we need to survive in this market:

- 1.) Attitude - we must have a positive attitude!
- 2.) Skill Set - our market has changed. We need to be educated about our market and learn the necessary skill set to help our clients through these challenging times.
- 3.) Action - we need to take action! Don't sit around waiting for the market to turn around! Our market has changed and we need to adapt and change with it!

Our clients need us now more than ever! This is the time for the Certified Residential Specialist to shine!

I encourage you to visit the Arizona CRS Chapter website www.arizonacrchapter.com and check out our calendar. Attend the scheduled CRS classes and meetings. Get involved! This is an excellent way to network and gain referrals from agents across the state and country. Read the Residential Specialist magazine. There is valuable information to help you grow and survive in this market. Read the chapter newsletter to stay on top of what's happening with the Arizona CRS Chapter.

Please let me know if there is ever anything we can help you with! We are always open to your recommendations and suggestions!

Sincerely,

Pam Ruggeroli, ABR, CRS, GRI
2009 Arizona CRS Chapter President

More News

The NAR 2009 REALTORS® Conference & Expo "Chart A Winning Course" and the Fall governance meetings will take place November 13-16, 2009, in San Diego, California, at the San Diego Convention Center. The CRS meetings will be held November 11-14, 2009 at the Westin San Diego, the CRS headquarters. Let Pam Ruggeroli know if you are planning to go to the conference or meetings.



August Back to School Shopping!

CRS Tucson Chapter's Back to School shopping spree is another great success! Fifteen school age children from The Hearth Foundation Shelter and Transitional Housing shopped for clothing and school supplies at Kohl's on Oracle Road, Saturday, August 8th in Tucson. Thanks to all the volunteers who helped out with this wonderful project!

In Memory

Nancy K. Luby, CRS, of Denver, Colorado, passed away on August 25, 2009. Nancy was an "out-of-state" member of the Arizona CRS Chapter for years and was a former Colorado CRS President. Nancy was very active in international real estate and was recently featured in the THE RESIDENTIAL SPECIALIST magazine for her work with immigrant home buyers from Mongolia. Denver reportedly has one of the largest Mongolian communities in North America. A school has been named for her: The Luby-Jenkins School Pairing Program. In 2006 four high schools representing rural and urban areas became involved in international exchange programs; 2 in Mongolia, one in Denver, and one on the Navajo Nation, in Tuba City, Arizona.

See the September/October 2009 of THE RESIDENTIAL SPECIALIST magazine (page 37) for the article about the ARIZONA CRS chapter's Hearth Foundation!

CRS NEW DESIGNEES ~ 2009

BRUCE C. FRASER
RE/MAX Elite
Chandler

MARIE NOWICKI
RE/MAX Achievers
Chandler

DALE EVANS
Dallas Real Estate
Flagstaff

WILMA PURCELL
Century 21 All Stars
Glendale

SHARON SPITAL
Century 21 Arizona Foothills
Goodyear

STEVE MCELROY
Keller Williams Professional
Goodyear

STEVE ROOK
Mira Vista Properties
Goodyear

CHARLES DUCK
BMAC Real Estate
S. J. Fowler
Mesa

KAYTE GENTRY
Keller Williams Integrity
Mesa

ROGER MARBLE
West USA Realty
Mesa

GINA MOORE
Long Realty
Oro Valley

NANCY MANCUSO
Realty Executives of So. AZ
Oro Valley

MICHAEL R. SALAZAR
RE/MAX Renaissance
Realty Peoria

AUDRE SKAKOON
Coldwell Banker
Residential Brokerage
Phoenix

CAROLYN CRONIN
West USA Realty
Phoenix

LINDA MONTOYA-MULLEN
HomeSmart
Phoenix

LORI L LANE
West USA Realty
Phoenix

NANCY KAPLAN
Coldwell Banker
Residential Brokerage
Phoenix

NICHOLAS YALE
Realty Executives
Phoenix

SHARON STEEL
West USA Realty
Phoenix

ARNOLD HEBERT
RE/MAX Fine Properties
Scottsdale

CATHERINE SPRINGHORN
Realty Executives
Scottsdale

JAMES WEST
For Sale in Arizona
Scottsdale

JANET MOHR
Realty Executives
Scottsdale

KIMBERLY PANOZZO
HomeSmart
Scottsdale

LINDA MARKIEWICZ
Russ Lyon Sotheby's
International Realty
Scottsdale

NANCY BANCHIK
Realty Executives
Scottsdale

RICK HARRIS
Russ Lyon's Sotheby's
International Realty
Scottsdale

SHARON HARRIS
DPR Commercial
Scottsdale

THOMAS TISCHER
RE/MAX Excalibur Realty
Scottsdale

EVETTA JONES
RealEstate.com
Sierra Vista

MARCY MINCHELLA
RMA-Integrity
Sun City West

BRENDA HOWE
Windermere West Valley
Surprise

CAROLYN HAITH
Coldwell Banker
Residential Brokerage
Tempe

DEBI GOTLIEB
Coldwell Banker
Residential Brokerage
Tempe

MARCUS FLEMING
Arizona Realty One Group
Tempe

TONYA PASSMONICK
Model Home Center Inc.
Tempe

COLLEEN DIBIASE
Realty Executives of So. AZ
Tucson

LONNIE WORKMAN
Long Realty
Tucson

NANCY GORDON
Realty Executives of So. AZ
Tucson

STEVEN RICE
Realty Executives of So. AZ
Tucson

LESLIE GOULDEN
Windermere Central/
Kirkland
Kirkland, Washington

CRS 201 *Listing Strategies*

Presented by: Arizona CRS and West Maricopa County Regional AOR

October 15-16, 2009 : 10451 W. Palmeras 203-N, Sun City Az 85373

The quality of an individual's listing skills can give him or her a strong competitive edge. Only those professionals who learn proven listing strategies will win over the client and increase their conversion rate. **Listing Strategies** provides students with the important skills necessary to conduct successful listing presentations, price a home to sell, close the transaction and market and promote effectively. The course takes students through an actual listing presentation that helps them understand the key steps in this process and create a system for success.

Course Content:

- Conducting an effective listing presentation
- Seller guidance and counseling
- Pricing a home to sell
- Closing techniques
- Marketing plans and servicing systems
- Sellers' needs and motivations

Course Topics:

- Marketing
- Customer Service
- Listing

CRS Core Courses

- CRS 204 Wealth Building
- ***CRS 205 Tax & Finance Course**
- CRS 206 Technology
- ***CRS 210 Referral**
- CRS 200 Business Planning and Marketing
- ***CRS 201 Listing**
- CRS 202 Sales

CRS Elective Courses

- CRS 103 Maximize your Potential.. Personally and Professionally
- CRS 105 Making the Right Real Estate Finance Decisions
- CRS 106 Fundamentals of Real Estate Technology
- CRS 107 Mastering the Art Of Selling New Homes
- Advanced Marketing Systems and Techniques for the Recreation & Resort Specialist
- Advance Selling Techniques for the Recreation & Resort Specialist
- New Negotiating Edge..... A 5 Step Behavioral Strategy
- Ninja Selling
- Ninja Selling II

****BOLD** PRINT DENOTES CLASSES OFFERED IN AZ*



INSTRUCTOR

Frank Serio, CRS, CRB has run the gauntlet from sales associate to top producer to sales manager/trainer. In his fast paced presentations, Frank shares his own experiences and the innovative ideas used by top producers across the country. His seminars are packed with knowledge and information, and enjoyed by all.

Frank was President of the Coastal Association of REALTORS® in 1997 and REALTOR® of the Year in 1994. He has also served on numerous committees on the local, state and national levels. Frank is currently associated with RE/MAX By The Sea in Bethany Beach, Delaware, where he actively sells real estate. He is a senior instructor for the Council of Residential Specialists. His versatility allows him to offer seminars on a wide variety of topics. Frank enjoys living by the water in Fenwick Island, Delaware, with his wife, Audrey.

These are a few of the Elective Courses Available



*Jill Knox, CRS; Terry Bishop, CRS; Pam Ruggeroli, CRS;
Commissioner Judy Lowe; Claire Jean Prager, CRS;
Charo Diaz-Rivas, CRS.*

*The Slate of Officers as submitted
from the Nominating Committee:*

President by prior ballot will be:
CHARO DIAZ RIVAS, CRS

Past President by natural rotation:
PAM RUGGEROLI, ABR, CRS, GRI

To be elected:
President-Elect:
TERRY BISHOP, CRS, GRI, ABR, SRES, E-PRO

Secretary:
TERRY FORSBERG, CRS, ABR, GRI

Treasurer:
JOEY HALLETT, CRS, ABR, E-PRO

Bio's for the candidates to be elected:

For President-Elect: Terry Bishop, CRS, GRI, ABR, SRES, E-Pro

Terry Bishop has been a Realtor® in Arizona since 1993. Prior to moving to Arizona she was a treasurer of a corporation in Connecticut. She earned her real estate license when in Connecticut but never practiced. Terry is a CIPS designee, is earning her CRMS (Certified Risk Management Specialist) and has her ABR, CRS, E-Pro, GRI and SRES designations. She is an Associate Broker with Realty Executives Southern Arizona as well as a Tucson Ambassador for the MTCVB.

For Secretary: Terry Forsberg, CRS, ABR, GRI

Terry Forsberg was licensed in 1971, Broker licensed in 1983 and earned the ABR, GRI, CRS designations in my career. I am a member of the State CRS Chapters of Arizona and Southern California. Member of the Scottsdale Area Association of Realtor and Arizona Association of Realtors and I have been with RE/MAX for over 12 years. I practice Real Estate in Scottsdale, Fountain Hills, Phoenix and the Southeast Valley.

For Treasurer: Joey Hallett, CRS, ABR, E-Pro

I got into Real Estate in September 1999. I went to work and got my Training with The Romero Team of the Melcher Agency. During my time with them I obtained my ABR, E-pro, and CRS designations. I attended the following Star Power Universities: Buyer, Listing, High Tech/High Touch. In October 2008 I departed from The Romero Team and went to work with my friend Mark Tait at NXT Generation Real Estate. In February they offered me the position of Designated Broker. I went to the Arizona School of Real Estate and Business and obtained my Broker's license and became the Designated Broker of the company, and still hold that position.

Bio's for Officers already elected:

President: CHARO DIAZ-RIVAS

Charo Diaz-Rivas has been practicing real estate in Arizona since 1982. She is an Associate Broker with RE/MAX Catalina Foothills Realty. Charo obtained the CRS Designation in 1999. She has served as Education Chair for three years. and is currently serving as President Elect. She was honored as Arizona CRS of the Year in 2005.

Past-President: Pam Ruggeroli, CRS, ABR, GRI

Pam Ruggeroli has been a Realtor since 2001. Since then I have attained my ABR, CRS, and GRI designations as well as my Broker's license. In 2007 I served as Treasurer. In 2008 I served as President Elect. This year I have enjoyed serving as your 2009 Chapter President. I also served as President of The Hearth Foundation last year. I have three children ages 22, 21 and 16 (2 Boys and a Girl).



Jeanie Merideth, Chapter Administrator
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*"Promoting Excellence
Through
Advanced Education"*



FRIENDS OF THE CHAPTER

Corporate & Individual Sponsors

***Invite an Individual to become a "Friend of the Chapter"
or get a Company to become a sponsor for the Chapter.***

\$75.00 for Individual or \$500 for a Corporate Sponsor

As an individual sponsor you get: "The Specialist" the Arizona CRS quarterly newsletter, notification of quarterly events, and a listing as a Friend of the Chapter on the Arizona CRS website.

As a Corporate Sponsor: You will be able to set up a booth/table and have handouts (brochures, etc.) for everyone. You will be introduced at the meeting and will have 5 minutes to give a presentation to those attending. We encourage you to offer a door prize as you can collect business cards for the drawing. Those cards are then yours to keep.

You will also be listed on our website as a sponsor and will receive our quarterly newsletter, "The Specialist", as well as invitations to all CRS events.

ARIZONA CRS CHAPTER

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Chapter Website: www.arizonacrs.com

National Website: www.crs.com • National Toll Free: 1-800-462-8841 Ext. 4424