



Member and Affiliate News

CABR MEMBER CALENDAR:

- ◆ May 5: Payson MLS meeting **7:30 a.m., at Tiny's**—Speaker: Tom Farley, CEO, AAR and Tom Augerton, AAR, Political Coordinator
- ◆ May 8: New Member Orientation, CABR Conference Room 9:30 a.m.—NOON
- ◆ May 12 and May 26: Pine-Strawberry MLS meeting and **tour, 9 a.m. at Sidewinders'**
- ◆ **May 14 Lunch 'n' Learn Topic:** Home Warranties
- ◆ **May 19 Lunch 'n' Learn Topic:** How to Stage a Home
- ◆ June 2: Payson MLS meeting 7:30 a.m., CABR Conference Room—Speaker: Don Raskin: **Topic' Realtor Information Technology**
- ◆ June 5: Water Seminars 9 a.m. and 1 p.m. Public invited
- ◆ June 9 and June 23: Pine-Strawberry MLS meeting and **tour, 9 a.m. at Sidewinders'**
- ◆ **June 11: Lunch 'n' Learn Topic:** Email Marketing

The Mission of the Central Arizona Board of REALTORS® is to serve its members by encouraging professional development, promoting professional standards, and prompting collective action in support of member interest.

Board Activities

AAR CONFERENCE

The AAR Mid Winter Conference was held in Prescott March 11-13, 2009. CABR was represented by Will Dietz, Ellie Howard, Michael & Deborah Hughes, Jesse Wallace, and Clark Jones. Workshops and presentations included:

- ◆ Social Networking—the benefits of Facebook and other social and professional networking sites.
- ◆ Possible transaction Privilege Tax (Sales Tax) on services that would apply to real estate commissions.
- ◆ Managing the risk of Bank-Owned property transactions, noting that the asset management companies try to shift liability via their contracts and addendums. Make sure your E & O insurance covers such added risk and read all bank and asset management documents carefully.
- ◆ At our regional caucus, there was discussion about Statewide MLS. A

meeting should be scheduled soon in Payson for Boards in our region to discuss how this can affect rural boards.

AE INSTITUTE

Ellie Howard, Executive Officer, attended the AE Institute (Association Executives) in Colorado Springs March 20-24, 2009. NAR sponsors the event yearly for all **state and local AE's and Executive Officers.**

This year's forum provided continuing education opportunities, new technology systems, membership marketing and orientation strategies, human resources and legal issues through the prevailing economy. It was also a great source for networking with other Association Executives and **strengthening CABR's board and MLS resources.**

Membership Report 1st Quarter, 2009

CABR MEMBERSHIP		
	YEAR END 2008	1ST QUARTER 2009
ALL MEMBERS	391	345
PRIMARY MEMBERS	249	212
SECONDARY MEMBERS	94	81
APPRAISERS	26	30
OTHER AFFILIATES	22	22

CABR membership declined through the fourth quarter, 2008. This is logical in light of the prevailing market conditions that have forced members to reevaluate their expenditures and reduce their costs. However, we are delighted to report that during the first quarter of 2009, we saw an influx of new primary and secondary members, including new brokers. Here are the new signs you may be seeing around town: Arizona Realty One Group, Dominion Arizona Realty, Ewing Land & Cattle Co., Family First Real Estate Services, Payson Realty, Realty Executives Northern Arizona, ReMax Elite, Russ Lyon **Sotheby's International, and Windermere West Valley.**

In all, fifteen new broker and agent members joined during the first quarter. Welcome, all.

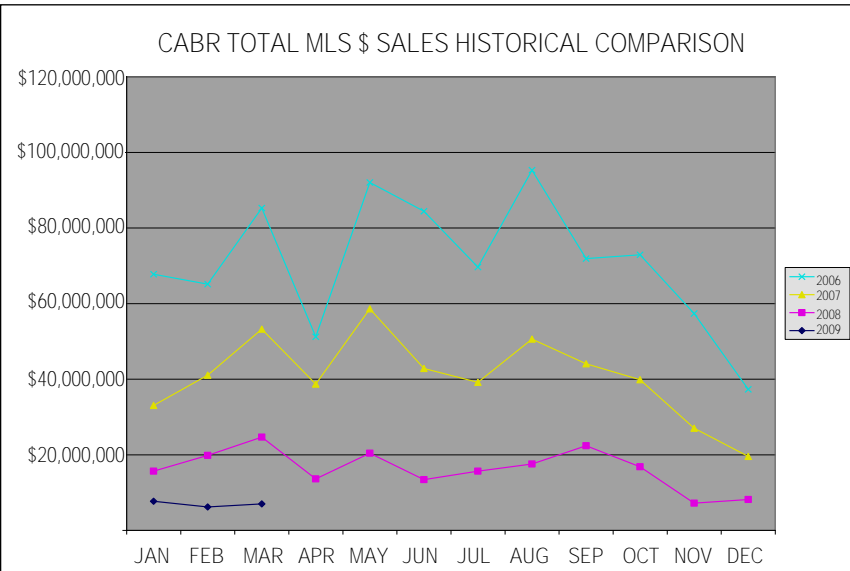
Membership has also increased thus far in April and continues to be above budgetary goals.

REALTORS® OF ARIZONA POLITICAL ACTION COMMITTEE

The annual fundraising effort for RAPAC is underway. RAPAC, a voluntary non-profit group, allows REALTORS® to collectively and effectively participate in political affairs. RAPAC is not affiliated with any political party, and is non-partisan in its support of candidates. When you support RAPAC, you protect your profession—it's a powerful investment in your future!

A RAPAC coordinator has been appointed at every office. He or she will provide you with a RAPAC brochure and contribution form. You can also pick up a brochure at the Board office. All contributions must be sent **via the Board office in order for CABR's degree of participation to be recognized, with a goal of 100% participation.** A "fair share" contribution is \$30.

The Board will award a pizza prize to the first office that reaches 100% participation.



First Quarter, 2009 Rim Country Market Review

Recession pervades the Rim Country like smoke from a continuous prescribed burn. Our real estate sales were essentially flat during the first three months of 2009, with sales in March improving slightly over February. First quarter sales for the entire MLS included 92 properties totaling \$20.8 million, which was 47% less than the sales volume for the first quarter of 2008. However, January, 2009 sales were only 6% less than December, 2008, and were actually a little ahead of November, 2008. Given the tremendous downward pressures that continue in the economy, this lack of decline during the first quarter is noteworthy.

We have seen a rapid increase in new listings recently. Active residential listings totaled 1,118 as of April 14, 2009, up from 1,059 at the end of March and 1,031 at the end of February.

Average Days on Market for homes sold in the first quarter, 2009 held steady at about 198, similar to the 196 Average Days on Market a year ago.

The national press is reporting glimmers of hope in the economy. Homes sales in the Phoenix Valley are up, though much of this activity is in short sales and bank-owned properties. (Only about 3% of Payson/Star Valley listings are in **these 'troubled property' categories**).

We should recall that real estate market problems arrived in the Rim Country later than in the Valley and other places. Because our market is small and includes many vacation properties, it is possible that our real estate market may recover more slowly than other areas, where our buyers must first sort out their financial situations before they can make their Rim Country purchase. *Analysis by Emmie Derise*

MLS Price Comparison Report		
RESIDENTIAL SALES, TOTAL MLS, 1ST QUARTER, 2009		
Price Range	Number of Listings	Days On Market
\$40,001 - \$80,000	6	190
\$80,001 - \$100,000	6	172
\$100,001 - \$120,000	4	142
\$120,001 - \$140,000	5	335
\$140,001 - \$160,000	11	213
\$160,001 - \$180,000	6	180
\$180,001 - \$200,000	2	153
\$200,001 - \$225,000	6	120
\$225,001 - \$250,000	8	179
\$250,001 - \$275,000	2	60
\$275,001 - \$300,000	4	105
\$300,001 - \$350,000	2	316
\$350,001 - \$400,000	5	252
\$400,001 - \$450,000	1	66
\$450,001 - \$700,000	3	263
\$500,001 - \$600,000	3	291
\$700,001 - \$1,500,000	3	275
Number of Listings	Average Days On Market	Average Price
77	198	\$251,069.00

MLS COMMITTEE UPDATES:

- ◆ New MLS System
- ◆ MLS Rules Review
- ◆ MLS Forms Review
- ◆ Reminder: Follow Branding Rules

NEW MLS SYSTEM As part of an ongoing effort to improve service to members, the MLS Committee reviewed three MLS system providers and recommended NAVICA. This recommendation was accepted and adopted at the CABR Board Meeting on March 27, 2009.

NAVICA is an East Coast based company that has operated for over 40 years, catering to small MLS boards. The primary reason for selection of NAVICA was ease of use.

Implementation preparation is now underway. The setup process should begin in May, and members will be asked for input to this process, with implementation expected this summer. Training for all members will be available at the CABR classroom as well as via **"webinar"**, internet-based training and online tutorials.

MLS RULES REVIEW Over the next four to six weeks, the MLS Committee will review and revise MLS rules, to ensure that the written MLS rules are comprehensive and consistent with CABR standards of practice. Members who would like input to this process should contact Will Dietz at 928 978-6060 or will_dietz@topproducer.com

MLS FORMS REVIEW Additionally, MLS forms (contracts, input sheets, etc.) are under review, in preparation for the conversion to NAVICA. Members who would like input to this process should contact Rebecca Howell at 303 514-5011 or becky.howell@erayoung.net

REMINDER: FOLLOW BRANDING RULES Make sure you are following MLS branding rules, including the use of unbranded virtual tours only. Also, branding must be limited to the Addendum section of the listing.

ARE YOU USING THE "RIGHT TOOLS, RIGHT NOW"?

One of the most valuable tools you have as a National Association of REALTORS® (NAR) member is Realtor.org. Here you can find national and regional market data, industry news, technology tips, and much more. Add www.realtor.org to your online Favorites today!

★ Continuing Education Program ★

By Daphne Rutz, Education Committee Chairperson

CABR members are fortunate to have a Board of Directors that believes education is important and it needs to be offered in Payson. However, most members do not know what it takes to make these classes happen.

CABR is one of only a few boards that has volunteers coordinating the education program. Most people would be surprised at the continuous time and work that goes into coordinating and holding classes.

The Committee has provided classes on an **annual budget of \$5,000**. However, year's end usually finds the budget gone. Due to few registrations, classes have been cancelled (the most recent just last month). One GRI course used \$1,800 of the \$5,000 annual budget. Thus, the **decision was made to not bring "costly"** courses to Payson, but, instead, bring education to CABR members through **Continuing Education classes and Lunch 'n Learn** special interest courses.

CABR has succeeded in bringing at least one class per year in each Continuing Education category that is needed to renew a license. Thus, CABR members can stay in town to get educated, which results in savings of time and gas costs.

In these trying times some boards are offering free education – boards with 500+ members. Because of being a small board, CABR is not in a position to offer free courses; however, we have kept the cost of CABR courses to a minimum.

Please support your board by attending classes it brings to Payson.



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