



Get Educated!

WeMAR School of Real Estate

A Real Competitive Advantage - Guaranteed!

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Have you ever tried to do something without taking lessons or reading directions first? Like assembling a new product? Or maybe using a new software program for your PC? Maybe you tried to use your MLS program before you had formal training. After the training you realized it had much more capability than you realized. Often, we wish in hindsight we had taken the class or read the directions first!

Think about your negotiation skills the same way. Negotiation is a real estate agent's basic skill (actually it's a life skill that is used daily by virtually everyone). You negotiate all the time – with your client, for your client, with other agents, with third parties, with your broker, and even with yourself! If you haven't received the right training or read the right "directions," you could be missing key approaches and knowledge that could significantly benefit you and your clients. Representing yourself to your clients as a professional should include training in at least the basic areas, don't you think? And if you want to position yourself as a higher level professional, then having evidence of additional training (e.g., a designation or certification) to back up your claims is mandatory.

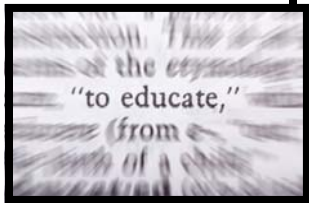
NAR data (see 2007 Profile of Home Buyers and Sellers publication) shows that clients want negotiation skills in their agents. The data also shows that a majority of clients are not satisfied with the results their agents negotiate for them. This is most assuredly due to a lack of training, so learning to negotiate more effectively will achieve greater client satisfaction and give you a competitive advantage!

Think of negotiation training as similar to learning to drive a car. You need to know basic procedures and rules for your own success and the success (and safety) of others. You need to know how to interact with other drivers on the road (and in parking lots!) so you meet your goals with as few problems as possible for everyone. You need to know how to avoid getting into dangerous situations or, once in them, how to get out with minimal or no damage. And importantly, knowing how to plan for,

Continued on page 4

Benefits of Professional Negotiation Training

- Better results through higher skill level
- More confidence in all negotiation situations
- More persuasive with others
- Knowing how to get more and give less
- Repeat business transactions due to higher satisfaction with other party
- Fewer/no deadlocks or lost deals
- Being effective with all types of negotiators
- Better trust-based relationships
- Knowing how to get important information
- Better control over desired outcomes
- Knowing how to plan for success



Achieving Higher Professional Standards by Empowering REALTORS® with Diverse Educational Opportunities



West Maricopa Regional Association of REALTORS®

5830 West Palмира Avenue * Glendale, Arizona 85301 * 10451 Palمراس Drive, 203N * Sun City, Arizona 85373
623.931.9294 Fax 623.931.1008 www.WeMAR.org



September & October Course Calendar

Visit www.WeMAR.org for additional course and registration information

Date	Course	Time	Location	Cost	Sponsor
8/27	Contract Myths, Fantasies & Realities (Contract Law)	9:00—12:00 PM	Sun City	\$0	ServiceOne / The Woods Group
8/27	Fair Housing Problems & Solutions (Fair Housing)	1:00—4:00 PM	Sun City	\$0	DMB Verrado—Jennifer Johnson
8/28	GRI #203—Day 1	8:00—5:00 PM	Sun City	\$100 early bird	The Woods Group—Mike Vischer Home Warranty of America—Tracy Campbell 2-10 Home Warranty—Fred Stillman The Heritage Tradition—Leslie Landauer
8/29	GRI #203—Day 2 The Agency Class—Contract Law (3), Agency Law (5), Real Estate Legal Issues (3), Disclosure (3)	8:00—5:00 PM			
9/3	Code of Ethics—Commissioner's Standards Code of Ethics—Disclosure	9:00—12:00 PM 1:00—4:00 PM	Sun City	\$25 \$25	The Woods Group—Mike Vischer Old Republic Home Protection—W. Mueller
9/4	Introduction to e-PRO	1:00—1:30 PM	Sun City	\$0	Internet Crusade
9/10	CE—It's All About Disclosure (Disclosure)	9:00—12:00 PM	Glendale	\$0	Countrywide Home Loans / ServiceOne
9/10	CE—Agency Law & the Real Estate Agent (Agency)	1:00—4:00 PM	Glendale	\$0	Equity Title—Sarah Monroe
9/11	GRI #314—Day 1	8:00—5:00 PM	Sun City	\$100 early bird	Magnus Title—Lou Garcia 2-10 Home Warranty—Fred Stillman DMB Verrado—Jennifer Johnson
9/12	GRI #314—Day 2 Technology Strategies for the New Marketplace General (14)	8:00—5:00 PM			
9/15	Introduction to e-PRO	1:00—1:30 PM	Glendale	\$0	Internet Crusade
9/17	Code of Ethics—Commissioner's Standards Code of Ethics—Commissioner's Standards	9:00—12:00 PM 1:00—4:00 PM	Glendale	\$25 \$25	Old Republic Home Warranty—W. Mueller
9/23	CCSS—Fair Dealings & Professional Standards (CS) CCSS—Disclosure and Due Diligence (Disclosure)	9:00—11:45 AM 12:00—2:45 PM	Glendale Glendale	\$50 \$50	
9/24	The Commissioner Says (Commissioner's Standards)	9:00—12:00 PM	Sun City	\$0	The Woods Group / ServiceOne
9/24	The Agent & The Legal Maze (Real Estate Legal Issues)	1:00—4:00 PM	Sun City	\$0	Equity Title—Sarah Monroe
9/25	GRI #101—Day 1	8:00—5:00 PM	Sun City	\$100 early bird	Land America Capital Title—Cindy Smith Home Warranty of America—Tracy Campbell 2-10 Home Warranty—Fred Stillman Marley Park—Kimberly Russell
9/26	GRI #101—Day 2 Selling & Marketing Strategies—General (11), Disclosure (3)	8:00—5:00 PM			
10/2	Introduction to e-PRO	1:00—1:30 PM	Sun City	\$0	Internet Crusade
10/3	GRI #307 Multi-Cultural Marketing—Fair Housing (6)	8:00—5:00 PM	Sun City	\$70 early bird	2-10 Home Warranty—Fred Stillman Women's Council of REALTORS®
10/7	Code of Ethics—Commissioner's Standards Code of Ethics—Commissioner's Standards	9:00 AM 1:00 PM	Sun City	\$25 \$25	Westland Title—Valerie Lamb
10/8	CE—Fair Housing is Good Business (FH)	9:00—12:00 PM	Sun City	\$0	Countrywide Home Loans—Jason Servais
10/8	CE—Contract Myths, Fantasies & Realities (CL)	1:00—4:00 PM	Sun City	\$0	2-10 Home Warranty—Fred Stillman
10/14	Code of Ethics—Agency Law Code of Ethics—Commissioner's Standards	9:00 AM 1:00 PM	Sun City	\$25 \$25	DMB Verrado—Jennifer Johnson
10/16	CCSS—Advanced 1031 Exchanges (RELI)	9:00—11:45 AM	Sun City	\$50	
10/16	CCSS—Client Communication (AL)	12:00—2:45 PM	Sun City	\$50	
10/21	Code of Ethics—Commissioner's Standards Code of Ethics—Commissioner's Standards	9:00—12:00 PM 1:00—4:00 PM	Sun City	\$25 \$25	Countrywide Home Loans—Jason Servais Magnus Title—Lou Garcia
10/22	SOS—Life Support for Today's Market	11:30—4:30 PM	Westbrook Village	\$10—\$40	WeMAR & Affiliate Sponsored Event
10/28	Certified Negotiation Expert™—Day 1	9:00—4:30 PM	Sun City	\$99	Old Republic Home Protection—W. Mueller
10/29	Certified Negotiation Expert™—Day 2	9:00—4:30 PM			
10/30	Code of Ethics—Commissioner's Standards Code of Ethics—Disclosure	9:00—12:00 PM 1:00—4:00 PM	Sun City	\$25 \$25	



Code of Ethics

National Association of REALTORS® Requirement

As of January 1, 2001, the National Association of REALTORS® began requiring that all REALTORS® complete a 2 1/2 hour course on ethics every four consecutive years. Wednesday, December 31, 2008 brings the end of this four years. Have you met this requirement?

If yes, congratulations! In order to record your attendance, if you haven't already, please fax your non-WeMAR issued Code of Ethics certificate to 623.931.1008 attn: Sherry. If you have taken an ethics class with the West Maricopa County Regional Association of REALTORS®, your fulfillment has been recorded.

If not, you still have time; however the end of the year will be here before you realize. Reserve your seat in one of WeMAR's ethics classes today!



Please note that ALL WeMAR members are REQUIRED to complete a Code of Ethics course by Wednesday, December 31, 2008. Failure to fulfill this requirement will result in membership suspension until the class is taken and reported to WeMAR.

Ethics Schedule—2008

August 26	Prof. Conduct & the NAR COE (Com. Stds.)	Ed Ricketts	9:00—12:00	\$25
August 26	Prof. Conduct & the NAR COE (Com. Stds.)	Ed Ricketts	1:00—4:00	\$25
September 3	Is This Really Fair? (Com. Stds.)	Don Martin	9:00—12:00	\$25
September 3	Disclosure Problems & Solutions (Disclosure)	Don Martin	1:00—4:00	\$25
September 17	Prof. Conduct & the NAR COE (Com. Stds.)	Ed Ricketts	9:00—12:00	\$25
September 17	Prof. Conduct & the NAR COE (Com. Stds.)	Ed Ricketts	1:00—4:00	\$25
October 7	Prof. Conduct & the NAR COE (Com. Stds.)	Ed Ricketts	9:00—12:00	\$25
October 7	Prof. Conduct & the NAR COE (Com. Stds.)	Ed Ricketts	1:00—4:00	\$25
October 14	Agency Myths, Fantasies & Realities (Agency)	Don Martin	9:00—12:00	\$25
October 14	Professional Conduct (Com. Stds.)	Don Martin	1:00—4:00	\$25
October 21	Prof. Conduct & the NAR COE (Com. Stds.)	Ed Ricketts	9:00—12:00	\$25
October 21	Prof. Conduct & the NAR COE (Com. Stds.)	Ed Ricketts	1:00—4:00	\$25
October 30	Exemplary Conduct (Com. Stds.)	Don Martin	9:00—12:00	\$25
October 30	Disclosure Ethics (Disclosure)	Don Martin	1:00—4:00	\$25
November 4	Prof. Conduct & the NAR COE (Com. Stds.)	Ed Ricketts	9:00—12:00	\$25
November 4	Prof. Conduct & the NAR COE (Com. Stds.)	Ed Ricketts	1:00—4:00	\$25
November 7	Funny & Scary Things (Com. Stds.)	Don Martin	9:00—12:00	\$25
November 7	Agency Gets Ethics (Agency)	Don Martin	1:00—4:00	\$25
November 18	Is This Really Fair? (Com. Stds.)	Don Martin	9:00—12:00	\$25
November 18	Professional Conduct (Com. Stds.)	Don Martin	1:00—4:00	\$25
November 25	Prof. Conduct & the NAR COE (Com. Stds.)	Ed Ricketts	9:00—12:00	\$25
November 25	Prof. Conduct & the NAR COE (Com. Stds.)	Ed Ricketts	1:00—4:00	\$25
December 1	Agency Application (Agency)	Don Martin	9:00—12:00	\$25
December 1	To Disclose or Not Disclose (Disclosure)	Don Martin	1:00—4:00	\$25

Sign up TODAY! Visit www.WeMAR.org, select Education to view class schedule, location and obtain a registration form.

Fulfill Code of Ethics by Wednesday, December 31, 2008

CNE—Certified Negotiation Expert™



Pat Jerns
CNE Instructor

"Negotiation is a life skill that can be learned. Improving your negotiation skills can benefit all of your business and personal relationships."

Real estate is one negotiation after another. Brokers negotiate with other brokers and with their agents. Agents negotiate with clients, for clients, with other agents, and with third party providers. Becoming a skilled negotiator is absolutely critical to success in real estate. Learning the fundamentals of negotiation and how to effectively use professional persuasion principles is the fastest way to improve your business results.

Become an expert negotiator... **West Maricopa County Regional Association of REALTORS® is offering this 2 day training to you Tuesday and Wednesday, October 28—29th in the WeMAR Sun City classroom from 9:00—4:30 PM**, instructed by Pat Jerns of Keller Williams Professional Partners.

After you take this professional negotiation training, you will be able to negotiate superior win-win outcomes for your clients. In order to assist you in communicating these new skills to your clients and fellow professionals, a new designation is available—CNE or Certified Negotiation Expert™. This designation will be awarded to those real estate professionals who complete the 2 day training. Use it in your marketing to separate yourself from the crowd! Let your clients know you are the best choice!

\$99 Online registration
\$129 at the door

Register online at www.NegotiationExpertise.com or call Tom at 602.769.1335



The 3 P's of Negotiating: Exploring the Dimensions—John C. Ritchie

Summary: Discusses the dimensions that influence how boundaries are established for successful negotiating. Explores how different types of people, processes, and positional issues all influence each other and cannot be separated in establishing the dimensions and boundaries of the negotiating process.



"The fastest way to increase listings, sales, and profits..."

October 28—29, 2008
9:00—4:30 PM
Sun City Classroom

Receive **12 CE credit hours**

- 3 hrs Contract Law
- 3 hrs Legal Issues
- 3 hrs Agency Law
- 3 hrs General

CNE designation awarded at the end of day 2 for immediate marketing benefits

(NO annual fee)

300 pages of negotiation and CNE marketing materials FREE!
(\$50 value)

Limited time—**Only \$99** online registration; \$129 at the door
(\$159 value)

Register online at
www.NegotiationExpertise.com
Or call Tom at 602.769.1335

A Real Competitive Advantage - Guaranteed! Continued from page 1

how to anticipate, and how to respond to whatever comes your way is absolutely critical to your success (and survival). Good negotiation training teaches all of this and more.

Agents who take professional negotiation training can demonstrate a competitive advantage to their clients very early in the process. Here are some of the benefits you will gain for yourself and your clients with the right negotiation training:

Better results for your clients and yourself – Negotiation is a blend of using collaborative approaches to help identify and create value for all parties, and competitive approaches that help ensure you capture the value components you want. Understanding the dynamics of collaborative and competitive negotiating will most certainly help you achieve better results for your clients and yourself.

Become more persuasive and convincing - Using proven persuasion principles can significantly increase your ability to successfully convince the other side to accept your offer. Scripts incorporating effective persuasion techniques should be included, and this will give you a distinct advantage over those who don't use these proven approaches.

"Whole Brain" communicating and negotiating - When people make important decisions like buying or selling a house, they make the decisions using emotions (right brain) and logic (left brain). Knowing how and when to impact each side of the brain will drastically improve your success rate.

Planning – You probably have a marketing plan, a lead generation plan, an open house plan, and other systemic approaches for your real estate business. Effective negotiation training will show you the benefits of using a planning guide of some sort to better anticipate and prepare for your negotiations. Planning is one of the hallmarks of professionals in every field.

Attend negotiation training that will help make you a skilled and successful driver in real estate. You – and your clients – will be very glad you did!

Tom Hayman is the Owner/President of Negotiation Expertise, LLC, a national negotiation training and coaching company. He is the developer of the Certified Negotiation Expert (CNE) Designation for real estate professionals, now available nationally. You can contact Tom at www.negotiationexpertise.com or call 602.769.1335.

GRI—Graduate REALTOR® Institute

In today's competitive business environment you need more than just motivation and initiative to succeed, you need the advantage of the education you receive in the GRI program.

The Graduate REALTOR® Institute (GRI) designation indicates to buyers, sellers and other real estate industry professionals that you have made the commitment to provide a high level of professional service to your clients by securing a strong educational foundation.

The GRI designation is obtained by attending a specific, intensive series of a minimum of 90 hours of classroom instruction, covering subjects in contract law, professional standards, sales and marketing, finance and risk reduction. The subject matter has been chosen to educate practitioners about local, state and national real estate practices that affect them and their clients. GRI courses are taught by leading real estate professionals from around the country.

The REALTOR® Institute is more than twenty-five years old and has graduated thousands of REALTORS®. These professionals find the GRI designation a powerful tool for attracting and building new business.

WeMAR is proud to offer GRI classes to help you become more productive and grow your business. Register today! Visit www.WeMAR.org for registration information.



GRI Frequently Asked Questions

Q. Who should earn the GRI?

A. The coursework in the GRI program is designed primarily for REALTORS® who have been licensed for less than 3 years, although real estate professionals of any experience level can benefit from the GRI courses. Only REALTORS® can obtain the GRI designation and they must maintain their REALTOR® membership to continue using it.

Q. Who will recognize my GRI?

A. The GRI designation is recognized nationwide as a sound, fundamental training program in the critical skills and knowledge areas of the real estate business. It is recognized in all 50 states, the District of Columbia, Guam, the Virgin Islands and Puerto Rico.

Q. How do I earn the GRI designation?

A. Arizona's GRI program consists of nineteen one and two-day modules:
100 series (Module 100 and 101), 200 series (Modules 201, 202, 203 and 204) and 300 series (306, 307, 308, 309, 311, 312, 313, 314, 315, 316, 317, 318 and 319).

Current requirements are: 100, 101, 201, 202, 203, 204, 307, 308 PLUS two additional 300 series classes. Exams are given after each class. A passing grade of 70% is required on all exams.

Q. How long do I have to complete all the courses?

A. All courses must be completed within five years from the date of your first course.

Q. Is there continuing education (CE) credit for these classes?

A. Yes, most of the classes have been approved by ADRE for CE credit. Specific CE credit is noted on specific course flyers.

Q. Do I have to take additional courses to maintain my GRI?

A. Once you earn the GRI designation, it is yours as long as you are an active member of NAR. You are not required to complete additional coursework to maintain your designation. In order to use the GRI designation mark, you must be a member in good standing with the National Association of REALTORS®.

2008 GRI Schedule

August 28—29 \$100

GRI #203 Don Martin

Sponsored by

The Woods Group
Home Warranty of America
2-10 Home Warranty
The Heritage Tradition

September 11—12 \$100

GRI #314 Joeann Fossland

Sponsored by

Magnus Title
2-10 Home Warranty
DMB Verrado

September 25—26 \$100

GRI #101 Marge Lindsay

Sponsored by

Land America Capital Title
Home Warranty of America
2-10 Home Warranty
Marley Park

October 3 \$70

GRI #307 Tina Robbins

Sponsored by

2-10 Home Warranty
WCR

November 13—14 \$100

GRI #201 Nancy Seago

Sponsored by

Countrywide Home Loans
Service-One Home Warranty
2-10 Home Warranty
Marley Park

November 20—21 \$100

GRI #204 Don Martin

Sponsored by

American Mortgage Specialists
2-10 Home Warranty
Service-One Home Warranty
Marley Park

December 8—9 \$100

GRI #308 Don Martin

Sponsored by

Old Republic Home Protection
Marley Park
2-10 Home Warranty

*Sign up early... rates increase \$20
one week prior to course date*

RSVP information at
www.WeMAR.org

Keep It In The Family

Earn An Official REALTOR® Designation

With the NATIONAL ASSOCIATION OF REALTORS® and its nine Institutes, Societies and Councils you have the opportunity to earn valuable certifications and designations that can:

- Increase your income*
- Build your skills to provide specialized expertise
- Add prestige to enhance your professional image
- Increase your marketability, proficiency and productivity

Find out more about the official NAR family of designation and certifications at www.REALTOR.org/education.

Enter NAR's Education Matrix

Now there's one place to go to find all the official REALTOR® classes, seminars and online education information. Visit www.REALTOR.org/edmatrix.

Official NAR-Endorsed Certifications:



At Home with Diversity®, NATIONAL ASSOCIATION OF REALTORS®,
1-202-383-1201, www.REALTOR.org/diversity



REALTOR e-PRO®, NATIONAL ASSOCIATION OF REALTORS®,
www.eProNAR.com



REPA®, Real Estate Professional Assistant, 1-800-648-6224,
www.professional-assistant.com

Official NAR-Endorsed Designations:



ABR®, Accredited Buyer Representative, REBAC (Real Estate Buyer's Agent Council), 1-800-648-6224, www.REBAC.net



ABRM®, Accredited Buyer Representative Manager, REBAC (Real Estate Buyer's Agent Council), 1-800-648-6224, www.REBAC.net



ALC®, Accredited Land Consultant, REALTORS® Land Institute (RLISM), 1-800-441-LAND (5263), www.riland.com



CCIM®, Certified Commercial Investment Member, CCIM Institute, 1-800-621-7027, www.ccim.com



CIPS®, Certified International Property Specialist, NATIONAL ASSOCIATION OF REALTORS®, 1-800-874-6500, ext. 8412, www.REALTOR.org/International



CPM®, Certified Property Manager, Institute of Real Estate Management (IREM®), 1-800-837-0706, ext. 4650, www.irem.org



CRB®, Certified Real Estate Brokerage Manager, Council of Real Estate Brokerage Managers, 1-800-621-8738, www.CRB.com



CRS®, Certified Residential Specialist, Council of Residential Specialists, 1-800-462-8841, www.crs.com



CRE®, Counselor of Real Estate, The Counselors of Real Estate, 1-312-329-8427, www.cre.org



GAA®, General Accredited Appraiser, NATIONAL ASSOCIATION OF REALTORS®, 1-800-874-6500, ext. 8393, www.REALTOR.org/appraisal



GRI®, Graduate, REALTOR® Institute, NATIONAL ASSOCIATION OF REALTORS®, 1-312-329-3278, www.REALTOR.org/gri



PMN®, Performance Management Network, Women's Council of REALTORS®, 1-800-245-8512, www.WCR.org



RCE®, REALTOR® Association Certified Executive, NATIONAL ASSOCIATION OF REALTORS®, 1-312-329-8545, www.REALTOR.org/rce



RAA®, Residential Accredited Appraiser, NATIONAL ASSOCIATION OF REALTORS®, 1-800-874-6500, ext. 8393, www.REALTOR.org/appraisal



SIOR®, Society of Industrial and Office REALTORS®, 1-202-449-8200, www.sior.com

* Compiled from data from the 2003 NAR Member Profile. The median gross income for brokers with a designation is \$21,800 more than brokers without. The median gross income for agents with a designation is \$32,200 more than agents without.



NATIONAL ASSOCIATION OF REALTORS®

The Value for Real Estate®

Real Strength.
Real Advantages.

e-PRO Certification

The e-PRO Course is an interactive and comprehensive learning experience. Simply put, this course will show you how to leverage the power of technology so that you can work smarter and earn more.

e-PRO is the only technology Certification program offered through the National Association of REALTORS®, and is taught online, at your convenience, from any computer with Internet access. With more than 30,000 having taken the course, that makes e-PRO the fastest growing Certification in the history of NAR.

With nearly 8 out of 10 buyers beginning their home search on the internet, this course is a must for Real Estate Professionals. The e-PRO certification will show your clients you are an Internet efficient REALTOR®.

Goals for the e-PRO Certification program:

- Bring to the REALTOR® a convenient and thorough method of acquiring the skills necessary to service the "Connected Consumer"
- Build and support an Online Community of e-PRO graduates
- Provide REALTORS® with convenient access to the resources available through their associations and MLS

Benefits of becoming an e-PRO

- Improve your online proficiency, e-mail and the web
- Gain valuable online marketing tips
- Access to the Community of e-PRO professionals and experts through e-PRO Talk
- Become part of the e-PRO Referral Network
- Obtain the NAR Certification, e-PRO, The Official Technology Certification Program of the National Association of REALTORS®. Accept no substitute.

e-PRO also qualifies for 3 hours of General continuing education credit for CRS, ABR, and CIPS designations. e-PRO is a Certification that acts as a designation, but carries no annual renewal fee. You will carry your e-PRO Certification for as long as you are a REALTOR®.

Attend an *Introduction of e-PRO* session to learn more about this Certification. At the session, you will review a DVD describing the benefits of becoming e-PRO Certified. This 20 minute presentation is narrated by Saul Klein, a noted author and speaker who was selected by NAR as one of the "25 Most Influential People in Real Estate".

After the short DVD, you may ask any questions you might have and turn in your registration form. Receive a \$25 discount by registering at the *Introduction to e-PRO* session. Register online at <http://eproworkshop.internetcrusade.com> or by calling Melody at 623.931.9294.

EcoBroker Certification

Add some color! Earn the Green Designation. Green Market training is now available through the West Maricopa County Regional Association of REALTORS®.

Consumers care about energy saving and environmental protection and they are concerned about environmental hazards. The EcoBroker designation shows you how to make the energy and environmental market a profitable part of your business. These skills will earn you more commission income, solidify relationships, and protect transactions.

The entire designation is available online—set your schedule and pace. Earn 9 hours of continuing education credit and become a valuable resource for your clients.

Provide your sphere of contacts with more information about going "green" by visiting www.ecobroker.com, click on "Green" Topics. This reliable green information is brought to you courtesy of the EcoBroker Certified professional designation, currently offered by the West Maricopa County Regional Association of REALTORS®. Find out more at www.ecobroker.com, click on "Become an EcoBroker".

Congratulations!

CRS

Andrea Zuhri-Adams

GRI

Kathryn Green

Aurel Hiriscau

Susan Lutz

Raymond Miller

Patricia Palmer

Lynette Stymfal

William Swinney

Robert Tompkins

ABR

James West

Have you earned a

Designation?

Let your Membership Department know by faxing your certificates to 623.974.3789.

Introduction to e-PRO Schedule 2008

September 4	Sun City	1:00—1:30 PM
September 15	Glendale	1:00—1:30 PM
October 2	Sun City	1:00—1:30 PM
October 20	Glendale	1:00—1:30 PM
November 6	Sun City	1:00—1:30 PM

<http://eproworkshop.internetcrusade.com>

Or call Melody at 623.931.9294

Presented by



SOS

Life Support for Today's Market

"Don't miss this event – I have heard hundreds of speakers, and Rick Barnes is at the top! He provides inexpensive and effective ideas that I had never heard before that truly help a real estate professional become more successful." ~ Susan K., Glendale, AZ

"One of the most sought after motivational speakers in the nation. Rick is making a POSITIVE CHANGE in people's lives & businesses." ~ Rick Barnes Coaching

Wednesday, October 22, 2008



Rick Barnes
Rick Barnes Coaching

Lakes Recreation Center in Westbrook Village
19251 North Westbrook Parkway * Peoria 85382

Registration 11:30—12:30 PM
Rick Barnes 12:30—4:30 PM

- 25 Low Cost Ways to Market Yourself in THIS Market
- How to Find GREAT Buyers and Sellers
- Listing and Buyer Presentations in the New Market
- **BONUS:** Ideas on How to Get Your Business Back on Track

Are You Ready To Be Saved?

Registration information at www.WeMAR.org

Networking Opportunity



Members:
\$10 until 9/30/08
\$20 after 10/1/08
\$30 after 10/17/08
and at the door
(CC# only)

Non—Members:
\$15 until 9/30/08
\$30 after 10/1/08
\$45 after 10/17/08
and at the door
(CC# only)

Sponsored by



You will receive an e-ticket confirming your registration. Bring your e-ticket to the event to be entered into drawings for one of 3 \$200 gas cards. Must be present to win.

Online Continuing Education

West Maricopa County Regional Association of REALTORS® offers a convenient and engaging way to receive education credits anytime, anywhere! Browse the online course catalog accredited by the Hogan School of Real Estate, Inc., and select a course to experience the power of online education anytime, anywhere. Visit www.WeMAR.org and click on Online Real Estate Education.

You must complete 24 hours of ADRE-approved Continuing Education (CE) courses every two years for your license renewal. Of the 24 hours required for renewal, you must obtain 3 hours credit in EACH of the following subjects:

- Agency Law
- Contract Law
- Commissioner's Standards
- Disclosure
- Fair Housing
- Real Estate Legal Issues



The remaining 6 hours may be in any of the above categories OR General Real Estate. According to ADRE Code R4-28-402 (C) A person shall not receive credit for more than 9 hours of continuing education classes per day.

Messages from ADRE

Licensing & Service Fee Schedule

The Department of Real Estate is pleased to announce that as of July 7, 2008, it has revised the fee schedule for licensing and services provided to the industry. Sam Wercinski, Arizona's Real Estate Commissioner stated that "We have eliminated fees for real estate licensees being hired or transferred, expecting to save practitioners nearly \$400,000.00 in Fiscal Year 2009. Eliminating this expense will also provide savings to companies who wish to consolidate branch offices or merge with another firm."

The Department also lowered the online license renewal fee for the second year in a row. This will encourage more agents and brokers to use our online system when they renew for a four-year license. Individuals applying for a real estate license will now pay more for the initial two-year license which Commissioner Wercinski believes better reflects its value. Legal Sub-dividers will also share in the savings with a 10% reduction in the initial filing fee. See the new fee schedule at http://www.azre.gov/PUBLIC_INFO/Documents/Fee_Schedule.pdf.

Four-Year Continuing Education Licensing Requirements

Arizona's Real Estate Commissioner, Sam Wercinski, released Substantive Policy Statement No. 2008.05. The SPS is designed to clarify for the industry ADRE's policy on regulating continuing education for licensees with a four-year license.

1. An agent or Broker (licensee) who has a four-year license must receive 24 hours of continuing education credit (CE) in the first 24 months of the license period and 24 hours of CE in the second 24 months of the license period in order to be eligible for renewal. Each 24 hours of CE must fulfill the requirements established by the rule.
2. Prior to the end of each 24-month period, licensees shall provide the following information to the Department: 1) the course name, 2) the course number and 3) the date the course was completed, at www.re.state.az.us.

For more information and a copy of the SPS, visit <http://www.re.state.az.us/EDU/EDU.html>. Please direct questions to Assistant Commissioner Tory Anderson at tanderson@azre.gov.

Duplicate Certificates

To access your certificates for courses taken through the WeMAR School of Real Estate, visit www.WeMAR.org.

Click on

- Education
- Member Education Records
- REALTOR® login
- "Document Type"
- Enter your last name & NRDS number
- "Submit Search"

If you would like us to keep track of all your CE classes attended, fax your certificates to 623.931.1008.

License Renewal Requirements

24 hours every two years

- Agency Law
- Contract Law
- Commissioner's Standards
- Disclosure Law
- Fair Housing
- Real Estate Legal Issues
- General
- General


You may use any of the required categories for General CE credit without duplicating the same course number.

Renew online—
www.re.state.az.us

Book Pairing



Here at WeMAR we are dedicated to assisting our members in becoming more professional and highly educated, first class REALTORS®! That's why throughout the upcoming issues of **Get Educated!**, you will find a number of what we call "Book Pairings". This icon lists books we have paired as an additional resource to our education classes.

Whether it's a free continuing education class, GRI or another designation, we have a book to support what you have just learned! The book listed next to the  icon is on the same topic and along the same lines as the education class offered, it's a great resource to prepare for the class or to review afterwards.

August & September Special Additional 5% off Book Purchases

Member also receive an additional 10% off store purchases

All books that we list throughout Get Educated! may be purchased at your WeMAR REALTOR® Store. Visit one of our locations or call Melyssa, your store manager, for more information. You will also find the list of books at www.WeMAR.org, *Online Store*, *Store*, click on *WeMAR REALTOR® Store Order Form*. Members save 10% off store purchases.

*The more that you read, the more things you will know.
The more you learn, the more places you'll go.*

-Dr. Seuss, "I Can Read With My Eyes Shut!"

Course	Book Title & Author	Price
GRI #314 Technology Strategies for the Marketplace	5 Minutes to Maximizing Real Estate Technology: A Desk Reference for Top-Selling Agents by John D. Mayfield	\$29.99
	The Eight New rules of Real Estate: Doing Business in a Consumer Centric, Techno-Savvy World by John Tuccillo, Ph.D., CAE	\$26.50
GRI #101 Selling & Marketing Strategies	1200 Great Sales Tips by REALTOR® Magazine, Mariwyn Evans, Christina Hoffmann Spira	\$24.99
	Seven Steps to SOLD by Donna & Shannon Freeman	\$20.00
	Real Estate Marketing & Sales Essentials by Dan Hamilton	\$29.95
GRI #307 Multi-Cultural Marketing Code of Ethics (various classes)	Diversity & Doing Business by Carmel Streater	\$8.50
	NAR Code of Ethics & Arbitration Manual Doing the Right Thing by Deborah Long	\$25.00 \$17.99
	Arizona Real Estate Law Book 2007 Edition State of Arizona Department of Real Estate	\$17.00
Certified Negotiation Expert™	The 3 P's of Negotiating: Exploring the Dimensions by John C. Ritchie	\$29.95
CE—It's All About Disclosure	Arizona Real Estate Law: A Professional's Guide to Law and Practice by K. Michelle Lind, Esq., General Counsel of AAR	\$30.00
CE—Agency Law & the Real Estate Agent	Arizona Real Estate Law: A Professional's Guide to Law and Practice by K. Michelle Lind, Esq., General Counsel of AAR	\$30.00
CE—The Agent & The Legal Maze	Arizona Real Estate Law: A Professional's Guide to Law and Practice by K. Michelle Lind, Esq., General Counsel of AAR	\$30.00
CE—Fair Housing is Good Business	Fair Housing by Marcia L. Russell	\$8.50

Certified Commercial Sales Specialist™

This basic and intermediate certification program, offered by the Commercial Real Estate Institute, Inc. (CREI), provides a new agent, a multi-practice agent, commercial agent, or a residential agent with the basic vocabulary, forms, tools, and training to proceed with commercial listing or sales activity with confidence. It includes classes on listings, buyer representation, negotiation, contracts, client service, information sources, and practical tools to succeed through closing, title problems, and follow-up. With completion of all 15 classes and passing a comprehensive final examination, the Institute will provide the student with a certificate of completion, and a license to use the title "CCSS".

West Maricopa County Regional Association of REALTORS® is presenting Certified Commercial Sale Specialist™ courses monthly. If you are interested in earning a CCSS and CE credit, sign up TODAY! Visit www.WeMAR.org for registration forms.

CCSS Schedule

September 23, 2008 9:00—11:45 AM Glendale \$50 Instructor: Scot Hall

CCSS 108 Alt R: Fair Dealings and Professional Standards: Specific Guidance of how to deal with BOTH parties in a transaction in a fair and equitable manner, with specific practices, techniques, and forms to comply with state law and regulations, as well as other professional standards, 3 hours Commissioner's Standards CE credit.

September 23, 2008 12:00—2:45 PM Glendale \$50 Instructor: Scot Hall

CCSS 114: Disclosure and Due Diligence: This course examines the variety of inspection, seller disclosure (including the Arizona Association of REALTORS® Seller's Property Disclosure Statement form), broker disclosure, and Buyer due diligence issues most commonly affecting commercial practice. Topics include land and soils, water damage, structural and other building issues, zoning and land use, environmental, utilities, easements and other title issues, and other potentially significant cost items. 3 hours Disclosure CE credit.

October 16, 2008 9:00—11:45 AM Sun City \$50 Instructor: Brad Horton

CCSS 103: Advanced 1031 Exchanges: This class presumes that the student knows what a 1031 exchange is. Class covers reverse exchanges, construction or rehab exchanges, partial exchanges, and other advanced techniques relating primarily to commercial investors. 3 hrs. General CE credit.

October 16, 2008 12:00—2:45 PM Sun City \$50 Instructor: Mike Moloney

CCSS 115: Client Communication & Risk Reduction: How to improve communication and relationships with clients and the public, resulting in reduced legal risks and risk of loss to the client, customers, and others involved in a transaction. Also, how to provide full disclosure and comply with state advertising rules, in ways that are easiest for the public to use. 3 hours Agency CE credit.

The Commercial Real Estate Institute, Inc. is a privately held corporation, incorporated in the State of Arizona in 1997, and is in good standing. CREI was licensed as a Real Estate School by the Arizona Department of Real Estate in February 1997, and is in good standing. CREI is also a recognized real estate education provider in the State of Nevada. CREI is listed with the Arizona Commission of Post-Secondary Education as a specialized college.



Westgate Renaissance Convention Center & Jobing.com Arena—Glendale, Arizona

Commercial Real Estate Institute, Inc. (CREI)

CREI is associated with the Real Estate Educators Association ("REEA"). Mr. Moloney has been a Director of the Arizona Chapter of REEA. Mr. Moloney is also an active member of the Phoenix, Arizona, and National Associations of REALTORS®, and has been a State Director of the Arizona Association of REALTORS®. While it may have operational affiliations with local Associations of REALTORS® or other subsidiaries of the National Association of REALTORS® ("NAR"), CREI is not an organ or instrumentality of the NAR.

For more information, visit www.commercial-real-estate-institute.com



5830 West Palmyra Avenue * Glendale, Arizona 85301
623.931.9294 Fax 623.931.1008 www.WeMAR.org

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*Achieving Higher Professional Standards by
Empowering REALTORS® with Diverse Educational Opportunities*