



The Arizona CRS Calendar

“Knowledge Is Power”

Ask about our 10 plus special offer!

The Arizona CRS Chapter has scheduled three more CRS courses for 2002. Here is a list of the upcoming courses along with their respective dates and cities where they will be held.

- **June 20-21st, 2002** ~ Scottsdale, Arizona
CRS 201 “Listing Strategies for the Residential Specialist”
- **September 12-13th, 2002** ~ Tucson, Arizona
CRS 200 “Business Development for the Residential Specialist”
- **October 17-18th, 2002** ~ Scottsdale, Arizona
CRS 206 “Using Today’s Technology to Capture Your Market”

If you would like to be included on a special preregistration mailing list to have a better opportunity to enroll in any of these classes, please contact:

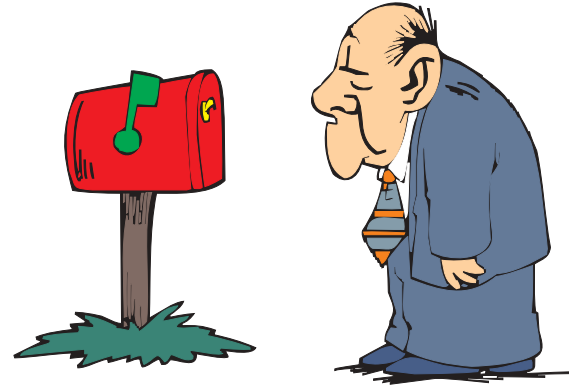
SARAH FRESE
The Arizona CRS Chapter
5685 E. Rio Verde Vista, Tucson, AZ 85750
Fax: (520) 577-1654
Email: SARAH@SARAHFRESE.COM

We look forward to welcoming you to a 2002 class!

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2002 CRS LUNCHEONS
NOTE THESE DATES AND PLAN TO ATTEND!

PHOENIX	TUCSON
★ June 19th	★ June 27th
★ September 18th	★ September 19th
★ December 4th	★ December 19th



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www.arizonacrs.com



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Arizona CRS Chapter
3955 E. Speedway, #102
Tucson, Arizona 85712



SPECIALIST

THE NEWSLETTER FOR CERTIFIED RESIDENTIAL SPECIALISTS

Arizona Chapter

Summer 2002

MAKE SURE TO CHECK US OUT ON THE WEB: www.arizonacrs.com

ARIZONA CRS CHAPTER 2002

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Judy Terrell 602-439-0085(x107)

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Rich Mullins 888-369-4300

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Christina Maydanis 602-957-8591

COMMITTEES

MEMBERSHIP
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Sharon Hildebrand 520-977-4852

PROGRAMS TUCSON
Harvey Mordka 520-298-8500

PROGRAMS PHOENIX
Sharon Applewhite 602-955-0390

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Christine Moore 520- 419-1896
Benny Zenner 928-779-2100
Annamarie Connolly 520-577-3999

STRATEGIC PLANNING
Christina Maydanis 602-957-8591

EDUCATION
Sarah Frese 520-577-1512
Christine Moore 520- 419-1896

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SEDONA - Barbara Vickers 800-282-2959
SCOTTSDALE-Lucille Fraas 602-483-7474
TUCSON- Bob McCleery 520-299-2777



President’s Message

Sizzle!!!!!!

Things are heating up!Temperatures are rising,.....soon 100 degrees will be the norm.. Tucson has been covered in a blanket of smoke created by one to the largest fires ever in our area, which has consumed over 21000 acres in the Catalina Mountains. More than 1000 firefighters are furiously working to stop the fire from destroying many homes and summer cabins along with

UofA telescopes and several TV station antennas. This is really scary!!!! A few weeks before Prescott had a fire that threatened homes and a few weeks before that Sierra Vista had one that burned a lot of acres and did consume one home that I’m aware of. Our whole State is so dry that I feel compelled to ask all CRS’s and friends to do what they can to prevent any other fires from starting in our beautiful State. Thank God for all the wonderful firefighters!

I recently returned from Washington D.C. along with Sharon Hildebrand, Sarah Frese and Claire Prager where we attended the National CRS mid year meetings and visited the NAR Expo and Trade Show. It seems everyone is selling a computer program to make our lives easier as Realtors and I also noticed a much larger selection of PDA’s than last year. It was a pleasure representing Arizona at the meetings and also serving on some national committees. If you have any concerns or ideas about designation requirements or CRS courses, don’t hesitate to let me know your thoughts. Our next meetings will be in November when NAR convenes for the Convention in New Orleans.

Our website, www.arizonacrs.com will soon have new look; hopefully by the time you read this. If you go to our address and the background is blue, you are looking at the new site. Please check your information to be sure it is up to date. If it’s not...all you need to do is go into member services and enter your e-mail address and it will return your **password** to you so that you may make your own changes or upload a photo. This new site was necessary as our old webmaster decided not to continue working on any web sites and the new site will give us many new benefits which I will elaborate on in the future. For now, just take a look and if it’s the new site, get your password and feel free to call if you have any questions. Hope you like it and we realize it may still need some adjusting. Try to attend one of our luncheons in the near future or try a new CRS course, you will find a benefit!

My special Congratulations to **Sarah Frese** for receiving the “ Medallion Award” for her service to the National CRS Council. Way to go Sarah!

Regards to all,

Sharon

Sharon L. Ellsworth
Broker, ABR,CRB,CRS



From Around The State

If you would like to contribute an article about your part of our great state, please drop a line to Christine Moore at: mscr1@aol.com



Eddy Parris, CRS
1984 President ~ Arizona Chapter

TIPS FOR A CRS DESIGNEE

If you have thought about completing the requirements and obtaining your CRS designation, the longer you wait to perform, the more it will cost you. Case in point: I was asked to write an article on Saturday for this publication and wouldn't you know, the next day I took out my buyer that bought the new home I showed her and she had a house to sell in another state, California, to be able to complete the new build purchase. On Monday I was to find her a good Realtor using our interstate directory.

Since I first became involved with CRS in 1982, I immediately realized that to find a professional amongst people you have never met, check the acronyms after their name and a CRS is the best, a real professional. I have also learned through experience that virtually every professional out there does the same thing that I do. Once you are in the NATIONAL Directory as a CRS, referrals will happen. I have average 9 referrals per year which equates to about \$10,000 in referral fees per year. While selling their home here, if they don't have a Realtor lined up where ever they are moving to, I get out the directory. Often I am called out of the blue with a lead from the other CRS agent whom either has a client moving here and needs a Realtor or they know the party needs a Realtor to sell their home in our sunny Arizona.

When I arrived at my office on Monday, I had another call from an acquaintance who needed a Realtor to sell her deceased mother's home in New Orleans. With 2 phone calls followed by 2 faxes of the Referral forms, I have two new listings being taken with approximately \$3,200 in referral fees forthcoming. There has never been a year since 1982 that I have not received referral fees. Becoming a CRS is the best thing I've ever done since I became a Realtor.

If you are not a CRS candidate, become one. If you are a candidate, complete the requirements and obtain your CRS. Become the best professional that you can be.

P.S. If you live & work a good distance from the Glendale, Arizona area and have a client you need to refer, please give me a call @ 602-439-0085 ext 101. I LOVE to work with referrals.

Bullhead City Real Estate Market 2002

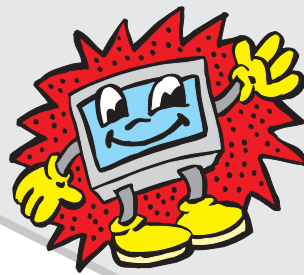
by
Richard Tripp, CRS



In order to understand the market in Bullhead City today one must go back to the late 1980's. At that time a boom with California buyers outbidding themselves, casino high rises under construction with more on the drawing boards prices rose to record highs by 1990. Then the gulf war, California market crash caused an immediate halt in the BHC market. The over inflated market from that time on over the course of the next five years fell 40-60 percent. In the mid 1990's the market leveled out at about the level it was pre-boom of 1989-1990. It stayed in a stable position at this time due to tremendous over supply caused by a backlog of people who had been desperate to sell because any divorce, job loss, transfer, or death causing foreclosures or loss of huge amounts of equity. There were lots of buyers but they had a tremendous choice of available desperate sellers.

In the late 1990's new subdivisions started coming on line. Many retirees move up buyers and transferees were ready. This caused a building boom for new builders and developers, which continues to today. Eventually, resale homes which had been huge bargains up until this time, started to diminish in supply. Of course this finally started prices to creep up in a few price ranges, particularly under \$100,000 where supply was dwindling. Although the market continues strong today with no let up in sight, most price ranges still have an over supply causing a strong buyers market. As a result most homes that are priced competitively are sold in a relatively short time, albeit at a bargain price.

Dick Tripp RE/MAX at the River Inc.
800-874-7723 or dicktripp@citlink.net



Check Out Our New
Look On The Web!



CONGRATULATIONS

Sarah Frese, CIPS, CRS, GRI
Receives Medallion Award

Sarah Frese, CIPS, CRS, GRI, received the prestigious Medallion Award from the Council of Residential Specialists, a national trade organization of top-producing residential real estate agents. The Medallion Award recognizes Certified Residential Specialist (CRS) designees who have been active Council members for fifteen consecutive years. In addition, designees must chair several national committees, serve on the Board of Directors as well as actively participate at the national level.

"The council has greatly benefited from Sarah's expertise and we look forward to her continued involvement," said Walter J. Frey, CRS 2002 Council President.

PHOENIX LUNCHEON

Featuring Guest Speaker

TIFFANY BROOKS

from the law firm of Combs, Collins & Premeau
Speaking about problems associated with mold and real estate sales.

Wednesday, June 19th, 2002

Sheraton Crescent Hotel at Interstate 17 and Dunlap

11:30 a.m. - Networking • 12:00 Noon - Lunch

\$20.00/Per Person at the Door • Reservations by Noon, June 14th

For reservations call Debi Sanders at (602) 850-8610 or E-mail: dsanders@fidelitymaricopa.com

TUCSON LUNCHEON

Featuring Guest Speaker

BONNIE HENRY

Columnist for Tucson Newspapers

Thursday, June 27th, 2002

Stillwell House at 134 S. Fifth Avenue, Tucson, Arizona

11:30 a.m. - Networking • 12:00 Noon - Lunch

\$15.00/Per Person ~ Reservations by Noon on June 20th

Call Tina Banks at (520) 382-3012 or Email to: tbanks@FNF.com

All Realtors and Affiliates are Welcome!!!



Arizona State Chapter

"Get Serious - Get a CRS!"





DEBRA ABARI
Realtor, CRS Candidate

Once again here is sunny Arizona, summer has arrived in all its glory. There's no better time to start planning those weekend getaways to Sedona's "Beautiful Red Rock Country". A common saying around these parts is that God may have created the Grand Canyon but He lives in Sedona. Everyone who lives here and most that have visited the magical land of Oak Creek Canyon, red rock formations and junipers agree with that saying.

The weather's not the only thing that's heating up these days. The Sedona real estate market gets hotter and hotter all the time. Real estate sales in Sedona are up 22% from this time last year and on the average, property values appreciated at about 10% in 2001. Homes in Sedona on the average are selling for about \$350,000. Private property around Sedona is like a small island surrounded by designated wilderness and National Forest, currently at approximately 73% built out. Once we are at 100% built out, property values are going to skyrocket, similar to what happened in places like Aspen and Telluride in Colorado.

My family history spans seven generations in the Sedona/Verde Valley area. I have called this valley my home since 1971. The area has changed tremendously since then; what used to be sleepy little cow towns are now thriving again with life. Last year, *Money Magazine* rated Sedona within the top 12 vacations spots in North America. There's no better time to be thinking about that investment property or second home and no better place than the Sedona area to find it. Next time you're in town, give me a call.

Changes Highlighted from National Meetings

★ Big news... designees who were not provided plaques will be notified and will be given 45 days to request a plaque at no additional cost. This was overwhelmingly passed and has been a source of discussion for the last two years. The National President-Elect asked everyone in the room (all Chapter Presidents and President-Elects) if they had their plaques hanging somewhere in their office or home...All but one person acknowledged that they indeed did!!!

★ It was decided to make the reinstatement fee \$170 effective July 1, 2002

★ All existing candidates for the Designation will go into the Designation Program that goes into effect on January 1, 2003 by July 1, 2003. In other words, there will be only one Designation Program as of July 1, 2003.

Hope this updates you on what's going on at the National Level.



The Hearth Foundation, Inc.

The Arizona CRS Chapter With A Heart

The Hearth Board has been very busy the first half of 2002. We are the recipients of several different fundraising efforts in the community:

- ★ **Charity Blends** sells coffees for gifts on line and donates \$5.00 from each order to the Hearth Board.
- ★ **Show of Shows** is a fun variety show featuring talented realtors, title people and lenders will be donating a portion of their proceeds to the Hearth Board.
- ★ US Homes will be doing playhouses to display at the Foothills Mall in November and December and the proceeds from the raffle tickets will be donated to the Hearth Board.

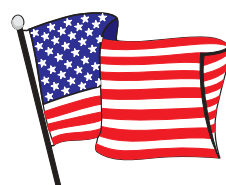
The Board is set to close on a property adjacent to the transitional housing units in June. The home will need some remodeling and the Board is in the process of making decisions of how to best utilize the property.

All of our transitional units are full. We have a recent success story with a mom that has two children who was in one of our units for approximately 3 years, during which time she worked and went to school. She has graduated and is a teacher. She said that she could not have accomplished her goals with out the help of the low rent!

Just a reminder that the units are fully furnished and when the moms move out they may take what they need to set up their household. We furnish the units from donated items and we are always looking for donations of cash, furniture, bedding, linens, dishes etc.

The Board is made up of very dedicated individuals who take time from their busy schedules to volunteer on committees and with fund raising efforts. They are doing a great job in helping women and children in need.

Sharon Hildebrand, ABR, CRS, GRI
Hearth Board Member
Tucson



PROUD TO BE AN AMERICAN!



Professionalism and the Standard of Care

By K. Michelle Lind
AAR General Legal Council

A "professional" is a person who has received special or advanced education in a particular occupation and is capable of providing competent services to others who are less knowledgeable. A professional has a duty to provide services consistent with the standard of care in the industry. We expect this from doctors and lawyers. The buying and selling public deserves that same degree of professionalism from real estate brokers and agents.

As a real estate professional, it is important to be knowledgeable about the standard of care in the industry. The failure to act professionally often involves conduct that falls below the standard of care, which may result in both an unsatisfied client and legal liability.

What is the standard of care for a real estate broker or agent?

The law requires that a real estate broker or agent (hereinafter "broker") exercise that degree of care that a reasonable broker would exercise in the same or similar circumstances. A broker complies with the standard of care by performing the broker's duties with reasonable care and skill. For example, a listing broker must exercise reasonable care to sell the seller's property at the best price and terms. *Vivian Arnold Realty Co. v. McCormick*, 19 Ariz.App. 289, 506 P.2d 1074 (1973). Stated another way, a broker must "exercise reasonable due care and diligence to effect a sale to the principal's best advantage." *Haldiman v. Gosnell Development Corp.*, 155 Ariz. 585, 588, 748 P.2d 1209, 1212 (App. 1987).

What is reasonable care?

Reasonable care in the course of a transaction will vary depending on the situation. Therefore, the specific disclosures, advice and counsel required of a broker depend on the facts of each transaction, the knowledge and the experience of the client, the questions asked by the client, the nature of the property and the terms of sale.

Do the Commissioner's Rules prescribe the standard of care?

The Arizona Department of Real Estate's Commissioner's Rules can form the basis for the standard of care. For example, in *Lombardo v. Albu*, 199 Ariz. 97, 14 P.3d 288 (2000), the Court stated that

Commissioner's Rule R4-28-1101 prescribed an appropriate standard of care in that case, which was the duty to disclose any information relating to the buyer's inability to perform. Therefore, a broker should be familiar with the Commissioner's Rules and stay updated on any revisions.

What happens if a broker's conduct falls below the standard of care?

The broker is subject to legal liability. If a broker's conduct fell below the standard of care, the broker is negligent. Once a broker's negligence is established in a lawsuit, the broker will be held liable to the plaintiff for all damages caused by the broker's negligent conduct.

What does a plaintiff in such a lawsuit have to prove?

To prevail in a lawsuit, a plaintiff must prove that the broker's conduct fell below the standard of care by failing to use the skill, prudence and diligence that other real estate brokers commonly exercise. Also, a plaintiff must prove that the broker's conduct caused harm to the plaintiff.

In a lawsuit, who decides if a broker fell below the standard of care?

After listening to all the testimony or evidence, the "trier-of-fact" decides whether a broker fell below the standard of care. The "trier-of-fact" is generally a jury, but may also be the judge or arbitrator in the case.

How does the trier-of-fact know what the standard of care is?

The standard of care is generally established by expert testimony, unless the conduct required by the particular situation is within the common knowledge of a layperson. Therefore, a plaintiff who alleges that a broker acted negligently usually must present testimony of a qualified expert, i.e., another broker, that the defendant broker acted unreasonably and breached the standard of care.

How can a broker keep informed as to the standard of care in the industry?

A broker can take advantage of quality educational programs and become involved in professional organizations. Advanced education and professional development will enable brokers to maintain a high level of professionalism, provide better service to their clients and avoid legal liability. Remember, in court, expert brokers establish the standard of care. Strive to be one of those experts.

Michelle is General Legal Counsel to the Arizona Association of REALTORS® and a State Bar of Arizona Certified Real Estate Specialist. Visit the AAR website at www.aaronline.com.

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