



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!

2002 CRS MEETINGS

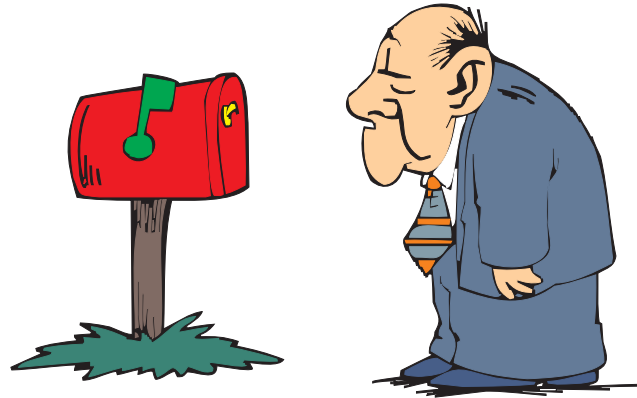
NOTE THESE DATES AND PLAN TO ATTEND!

PHOENIX

- ★ June 4th
- ★ September 18th
- ★ December 4th

TUCSON

- ★ June 27th
- ★ September 19th
- ★ December 19th



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SPECIALIST

THE NEWSLETTER FOR CERTIFIED RESIDENTIAL SPECIALISTS

Arizona Chapter

Spring 2002

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ARIZONA CRS CHAPTER 2002

OFFICERS

PRESIDENT	Sharon Ellsworth	800-401-5639
PRESIDENT-ELECT	Sharon Hildebrand	520-977-4852
SECRETARY	Judy Terrell	602-439-0085(x107)
TREASURER	Rich Mullins	888-369-4300
IMMEDIATE PAST PRESIDENT	Christina Maydanis	602-957-8591

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	Sharon Hildebrand	520-977-4852
PROGRAMS TUCSON	Harvey Mordka	520-298-8500
PROGRAMS PHOENIX	Sharon Applewhite	602-955-0390
PUBLIC RELATIONS/COMMUNICATIONS	Christine Moore	520-419-1896
	Benny Zenner	928-779-2100
	Annamarie Connolly	520-577-3999
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EDUCATION	Sarah Frese	520-577-1512
	Christine Moore	520-419-1896
CHAPTER WITH A HEART	Sharon Hildebrand - Tucson	
	Christina Maydanis - Phoenix	
LUNCH RESERVATIONS TUCSON	Tina Banks	520-382-3012
LUNCH RESERVATIONS PHOENIX	Debi Sanders	602-850-8687
LUNCH SPONSORS PHOENIX	Cindy Clark	623-362-3000
CORPORATE SPONSORS	Bob McCleery	520-299-2777

REGIONAL REPRESENTATIVES

CASA GRANDE	- Patsy Zeitlin	520-836-9494
CHANDLER	- Paul Pastore	480-963-6000
FLAGSTAFF	- Nancy Branham	928-779-2100
GLENDALE	- Judy Terrell	439-0085
PINETOP	- Rich Mullins	928-369-4300
PRESCOTT	- Flo Day	928-771-0007
SEDONA	- Barbara Vickers	800-282-2959
SCOTTSDALE	- Lucille Fraas	602-483-7474
TUCSON	- Bob McCleery	520-299-2777



President's Message

I would like to thank everyone for allowing me to serve as your 2002 Chapter President of Arizona. I am very pleased to have officers and chairs that represent a variety of cities around the State. Variety is my theme for 2002! We are going to try and spice things up this year by bringing our lunch programs to different locations throughout the year hoping to attract CRS members that will attend a location closer to them. I challenge all of you to come to at least one luncheon and also bring someone who is thinking about getting their CRS designation.

People ask me from time to time what the benefits are of being a Arizona Chapter member and I'm sure some of you may hear that question too. Here's what you can tell them

Our Chapter provides educational courses that enhance your career or helps candidates achieve their designation. We host networking opportunities such as the lunch programs with speakers guaranteed to be informative. Watch for our generic CRS ads placed in publications around the State aimed at promoting the benefits of working with a CRS. Your Chapter is also responsible for protecting the designation and I encourage you to let us know if you see someone misusing the designation. Also, don't forget the "Specialist Newsletter" and the web site at www.arizonacrs.com! You will very soon see the site get a face lift with many new features added. Check it out and give us your feedback.

I'll probably be at the CRS Sell-a-bration in Las Vegas about the time you read this and I hope to see some of you there and at our upcoming activities such as lunch at the Phoenix Country Club on March 20th and the Raven Country Club in Tucson on the 27th.



Visit Us At: www.arizonacrs.com

Have a fabulous 2002!

Sharon
 Sharon L. Ellsworth
 Broker, ABR,CRB,CRS

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Dave Siweck, CRS
1993 President ~ Arizona Chapter

Techie Talk

In a recent survey by Forrester Research 86 percent of PDA owners use their devices simply to manage schedule information, compared to the scant 21 percent who use their handhelds for reading e-mail. And only one-third of PDA owners use their devices for entertainment, though this figure could rise as e-books and MP3 players gain popularity and music companies make songs available for legal downloading. All of these handhelds do great with personal information management (PIM) that doesn't even scratch the surface. Pocket PC's in particular now offer impressive performance, although at the expense of portability and ease of use, as well as higher prices.

You make the call as to which corporate soldier you should recruit. As always, it comes down to your individual needs, which might not be anything like those of the whizzes shown in advertisements. If like the majority of users your primary need is portable access to schedule and contact information, your best bet is a Palm platform device. Any of the monochrome choices will provide you with great battery life and unmatched portability at a relatively low price. While Palm's performance is far outclassed by Pocket PC's lightning-fast processors, you'll have more than enough horsepower to spare for your basic needs.

However, there's no disputing the fact that Pocket PC devices do more, thanks to their faster CPUs and larger, snazzier screens. If you are interested in using your Pocket PC to access Microsoft Word and Excel documents, open e-mail with attachments or work with multimedia apps, a Pocket PC is the better choice. Again, expect to make some sacrifices for these advanced capabilities, including increased weight and cost, shorter battery runtimes and a steeper learning curve.

Finally, if your needs fall somewhere in the middle, you might want to consider a Handspring device. The company has done well at adding technical pizzazz to its products without compromising usability. If you don't mind paying a bit more overall, Visor's Springboard slots are ideal for users who primarily need PIM access but want to listen to MP3s or take digital photos on the go.

To provide an overview of the PDAs currently available, I have divided handhelds into three categories: basic PDAS, advanced PDAs, and the new breed of combined PDA/cell phone products (also known as communicators). The third group of devices supposedly provides all-in-one means for staying in touch. More on each one of these in the next issue.



Marge Lindsay
CRB, CRS

1982 President ~ Arizona Chapter
2002 AAR President

Dear CRS Chapter members:

Christine Moore approached me about sharing the benefits of our CRS designation from a volunteer standpoint. What an honor!

I had the privilege of serving as the President of the Arizona CRS Chapter **twenty years ago** and I am currently serving as the 2002 president of the Arizona Association of REALTORS[®]. Volunteer work has been a large part of my career as a REALTOR[®].

I've often been asked if the work has cost me money. On the contrary, the volunteer work combined with my designations, has made me money. I have had the privilege of working with many other designees and volunteers throughout the State and across the country who send referrals *because of my designations!*

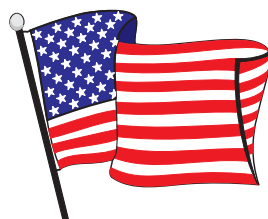
Most other REALTORS[®] know what it takes to get the CRS, so they know I'm capable of handling the referrals they might give. I have more than earned back what it cost in time and dollars to become a CRS.

Christine and I recently attended the Arizona Association of REALTORS[®] Winter Conference in Prescott. There were many CRS designees and candidates at the conference also. I don't believe it is coincidental that these individuals appear to be a group of very giving, caring, dynamic and professional REALTORS[®] wearing their designations proudly.

Those of us who attended the Winter Conference were able to "network" for these referrals and relationships. An additional benefit was that we had great educational sessions available to us. As an example, Michelle Lind and Richard Mack (two wonderful real estate attorneys) presented the first disclosure class which the Commissioner is going to mandate as of July 1, 2002.

The morale to this story is that the meetings, volunteer work and **designations** can all be fantastic! I'm proud to say I am one of you and I will always wear my CRS designation proudly.

Sincerely,
Marge Lindsay



PROUD TO BE AN AMERICAN!

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The Hearth Foundation, Inc.

The Arizona CRS ~ Chapter With A Heart

Meet Molly With Her Parents,
Betsy & Ted Lawton

Good Golly Miss Molly! With all of the stories being shared about caring and sharing since September 11th, I would like to share a story of heartfelt giving that started way before that fateful date.

Let me tell you about a young lady named Molly Lawton. Molly is nine years old, and in the 4th grade. She is your typical 4th grader with brown hair, big blue eyes in love with N'Sync and her Daddy. There is one big difference. She has a very gentle heart and understands how to express it.

Molly's Mom, Betsy has been on the executive board for the Hearth Foundation for the last seven years and is this year's President. Betsy has always taken Molly with her to help with work projects, such as taking the children shopping for school clothes, doing yard work around the transitional housing, stocking the homes with linens, and kitchen supplies, as well as many other tasks. At the age of five, Molly was able to see that these children didn't have nice cloths, or toys to play with and their moms were working so hard just to make ends meet. She began saving money from her allowance to help buy school clothes for the children of the Shalom house. The first year it was \$8. Each

year the amount has increased, because her allowance has increased, she is able to save more money to help.

This last holiday season all of our transitional houses were full, some with Moms that had just moved in and had nothing to give their children for the holidays. Molly decided to take action herself. She went to her elementary school and organized a toy drive. She was able to collect 65 new toys from her classmates to deliver to the moms so they had gifts for their children.

Seeing the love and caring that Molly's parents have shown to those less fortunate has just become something natural for Molly to do. By setting the example we can make a difference not only in our own children's lives, but those of other's as well.

For those of you not familiar with The Hearth Foundation, it was founded in 1986 by The Certified Residential Specialist of Arizona, joined by The Tucson Association of REALTORS[®]. A decision was made to acquire a dwelling that would be suitable for housing homeless, non-substance abuse mothers and their children. Since its inception, The Hearth Foundation has provided housing for over 1000 homeless women with dependent children and given them a step up out of terrible circumstances through the work of the Tucson Shalom House. These women have gone on to be responsible, contributing members of the Tucson Community, never returning to homelessness, many giving back to our community in remarkable ways.

Bekki Booth
Hearth Foundation Board of Directors



Our Sincere Appreciation and Thank You to
Lainie Weade-Austin
our CRS National Instructor, for her generous contribution to the Hearth Foundation.

Thank You Lainie!

(Lainie was the CRS Instructor at the CRS 202 Class in Prescott in March, 2002.)



"The Six Pack"

This term was given to the supporters of The Hearth Foundation who have donated \$120 for six consecutive years by a Charter member of the Arizona CRS Chapter, Harvey Mordka, center of photo. The Arizona CRS Chapter and The Hearth Foundation recently celebrated "Founders Day" at Skyline Country Club in Tucson Arizona. Many of the CRS members were in the "Six Pack" and have also served The Hearth Foundation board with dedication and love for many years.

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What Recession?

Not in the Tucson Housing Market!

by Gary E. Doran
Chief Executive Officer
Tucson Association of REALTORS®

The Tucson housing market felt no negative impact of the recession in 2001. As a matter of fact it was a record-breaking year for residential sales. The number of residential home sales in 2001 was 12,142 units compared to 11,077 in 2000, a 10% increase. The total dollar volume rose by 13% in 2001 (\$1,946,358,204) compared to 2000 (\$1,726,987,130). The average market time dropped by 6% (52 days) compared to 2000 (55 days) and residential listings sold for an average of 97% of the listed price, with 48% of all closed listings selling in the first 30 days on the market.

The Northwest area of Tucson continues to lead the market in both properties listed and sold. Single Family homes sold for an average of \$173,329 in 2001, compared to \$170,371 in 2000. Tucson had 19,702 residential units listed in 2001 versus 17,311 in 2000, a 13.8% increase in listing activity.

As you can see we had a great year in 2001. Why you ask? The record year was driven by many positive factors in the real estate industry, one of which was the lowest sustained mortgage interest rate in 30 years, ranging in the six to seven percent range the entire year. This increased the affordability for first-time homebuyers, as well as move up buyers. Another factor is the continued influx of early retirees seeking quality of life, golf, and fun in the sun.

These factors, including technology that allows people to live in Tucson and conduct business throughout the world, are driving our vibrant real estate market and will continue to drive it for years to come.



Prescott Area Association of Realtors
Ventures into the Twenty-First Century
with Communications Technology

Flo Day, CRS

Last year we at PAAR decided to take the plunge into updating the new technology and resources available for this industry. We had been studying and shopping different programs that would allow us to expand our horizons both in marketing and communication. The additional benefit that occurred was that we became increasingly aware that perhaps we had been under utilizing whatever current systems we presently had. Many of us have been foisted into areas that we had little knowledge and expertise such as use of electronic communication, electronic commerce and in some cases web design and creation.

Our latest addition to the existing array of tools was the incorporation Fidelity's RE/Xplorer. This new system promises to be a multifunctional program that will allow us to store, access and modify our current inventory and it has the added programming capabilities to allow easy emailing of customer profiled information such as statistics and most importantly, listing data sheets. The included email function makes it



The Real Estate Market in Green Valley, Arizona

By Donna Gallagher, ABR, CRS,

Although Green Valley is predominately a retirement community, there are many choices in the developed areas as well as the outlying areas for various lifestyles. When I speak of Green Valley, I include the surrounding areas such as Tubac, Amado and Sahuarita. The attraction of this area for retired people is the variety of activities available and the affordable housing. For younger people, it has superb schools and is more accessible to good work areas than most places in Tucson.

The national economy has never had a great deal of impact on the real estate market in Green Valley although drastic swings in the stock and bond markets do have an immediate impact everywhere. This winter, the members of the Green Valley Association of REALTORS® are setting new records for sales in the area. The Association has 260 members; many who originally retired here and then chose to have a second or third career in real estate just as a way to keep busy and meet people. Some of course are part-timers like in any area but many of the oldest ones are the most productive so please don't assume that they are retired if you meet an agent or anyone from Green Valley.



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possible to store contact information and tracks and stores electronic communication.

It is a totally Internet based MLS system that provided the following benefits:

It allowed us to eliminate the hardware necessary to operate under the prior MLS system. This translated into savings on expense associated with maintaining and updating that equipment, it also freed up valuable floor space as well. Additionally, it frees our administration from the burden of having to monitor maintenance and upgrade necessities.

It further provides a central location where the Host provides the equipment and maintenance required in order to be able to provide us with the service for which we've contracted. Their facility has state of the art technology with expert technicians who do nothing but maintain those systems.

While locally we had been plagued with service interruptions due to the inability to perform speedy repairs or the inferior telephone infrastructure and occasional accidental damage, the Fidelity facility promises multi-redundant systems and worldwide access for any of our members. This translates into a wider opportunity for us to work from places other than our offices.

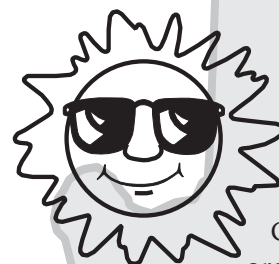
This contribution was written by Art Olivarez. Art is a long time member of the Northern Arizona Multiple Listing Service, and has just concluded his term as President of the organization in December of 2001.

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

Sun City Communities

By Marilyn Redford, CRS, GRI, LTG



Three Sun City communities are located in the Northwest Phoenix Metropolitan area. The original Sun City Development which broke ground in 1959 and completed in 1979 features duplexes, garden apartments, and detached single family homes surrounding eleven golf courses and eight recreation centers. Prices currently range from \$40,000 to \$275,000. Sun City West, started in 1979 and completed in 1997, has four recreation centers and eight golf courses with a heavier concentration of Detached Single Family homes. Prices range from \$75,000 to \$450,000. Sun City Grand, which started in 1996, has four golf courses and a large village center which features activity rooms, fitness areas, pools, spas, tennis courts and more. Prices in Grand range from \$120,000 to \$500,000, and Del Webb will be building here two or three more years.

In each of these active adult communities, one occupant of a residence must be 55 years or older; no one under 19. Of course grandchildren can visit.

Owners pay an annual recreation fee which goes to support extensive facilities managed by the Recreation Centers which are the governing bodies in each of the communities. Board members are elected by home owners. The Sun City Grand governing body will be partially controlled by Del Webb until the project is built-out. Golf course fees are set to cover golf operations and maintenance and are operated under a separate budget. They are some of the lowest fees in Arizona.

The Sun Cities offer something for everyone from aerobics to woodworking, arts and crafts to tennis. Computer classes are also very active.

Right now resale home inventory is plentiful. The area is experiencing a Buyer's market. Call any CRS in the area if you need additional information.



HIGHLIGHTS FROM THE NORTHLAND

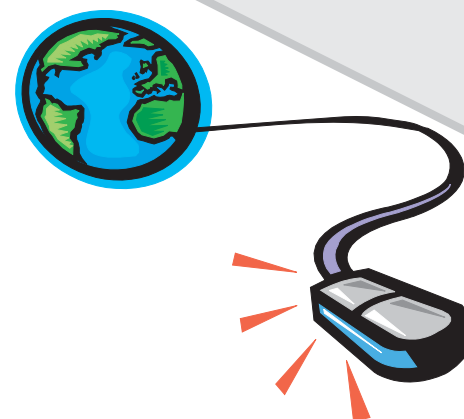
by Benny Zenner, CRS, GRI

We are well into 2002 and the vintages of Spring are here. Not today, as we have awoken to find that the northland has been blanketed with much need snow. Snow or no-snow, home sales are exploding here with the continuing trend of lower interest rates. On the flip side, housing prices continue to spiral upward. A difficult challenge to find the right home at the right price in today's market.

Since last year, the MLS for our respective boards have switched to an on-line live service. Armed with the new technology has come a double edged sword. The ease of accessibility for public viewing has opened up more exposure to our listings. While we may still receive telephone calls, more and more we are making contact via e-mail. For some agents, becoming familiar with this technology seems cumbersome. Board offices are offering additional training to assist agents that are not familiar with the internet. Prospective Buyers and Sellers are sophisticated and use the internet daily. If they can't find you there - someone else will get their business.

Look to attend a future Arizona CRS Chapter meeting in Flagstaff. What a wonderful opportunity to see Flagstaff and meet the northland CRS's. The Arizona Chapter of CRS is looking for YOU! If you are registered with the National Council of Residential Specialists, you may **not** be a state chapter member. Check with National to be sure you have paid your Arizona Chapter dues. You don't want to miss out on future issues of the "Specialist" and other great opportunities of being a state chapter member. So get on board today. Look for ads promoting CRS in local real estate books.

If you have any questions, need information on the Arizona Chapter of CRS, Flagstaff or the surrounding area, please call me at 1-800-752-3524 Century 21 Flagstaff Realty, or e-mail me at: c21benny@aol.com.



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