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**Arizona CRS Chapter**  
Jeanie Merideth, Chapter Administrator  
3305 N. Swan Rd., #109, PMB #139  
Tucson, Arizona 85712

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## FRIENDS OF THE CHAPTER

### Corporate & Individual Sponsors

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

**\$75.00 for individual or \$500 for a corporate sponsor**

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

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

You will also be listed on our website as a sponsor.

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The Newsletter for the  
Arizona Certified Residential Specialist  
**THIRD QUARTER**

### PRESIDENT'S MESSAGE

#### What an exciting year for education!

This was the first year that the Arizona CRS Chapter expanded the number of classes offered and presented them at different board offices throughout the state. All of our 2005 classes were filled and we had waiting lists for possible cancellations. The quality of education we provide is a major benefit to our members as well as the reduced class fees. The instructors are superior in their knowledge and presentation skills. I had the opportunity to attend several classes this year and definitely plan on attending several next year. I choose to continue taking CRS courses as I find the information presented up-to-date and invaluable.

Kudos to Christine Moore our Education Chair for all of her hard work in preparing and presenting the 2005 classes. I know Christine has spent many hours away from her work in real estate to bring you the best of the courses and instructors. A special thank to Charo Diaz-Rivas for her time and effort in assisting Christine at all of the classes. The classes 2006 that Christine has lined will be as exciting and will be offered throughout the state. I understand that several people have been submitting reservations for the upcoming 2006 classes.

Here is a partial list of the 2006 line up of courses: *Ninja Selling II, Creating Wealth Through Investments, Listing Strategies, Business Planning*, and more.

We are planning to present a class at the annual AAR Conference in March 2006. This year's class had 190 attendees. Look for more updates.

And lastly, don't forget to sign up for the 2006 CRS Convention, February 9-11, to be held at the Marriott San Antonio Rivercenter Hotel in San Antonio, Texas.

Sincerely,  
Benny Zenner, CRS  
President, Arizona CRS Chapter

**Sell-A-Bration 2006**  
San Antonio, Texas ~ February 9-11, 2006  
**Come!!! Win a FREE Registration!!!**

See insert for details.

## New Technology Tools Allow CRSs to Work Out of the Traditional Office

Wearing shorts and a New York City Police Department T-shirt, John Pinto, CRS, is stretching out his legs on a chair perched on the dock of his second home in California's Napa Valley. He is looking at the blue water and watching the hawks circle and then drive for prey. But he's not on vacation.

Pinto is making business calls on his cell phone and Bluetooth wireless headset, and has fired up the wireless connection for his Red Tablet PC — checking on new e-mail messages as he chats. If his client on the phone needs to review a home inspection report or review a contract, Pinto can send it over instantly.

By using the right technology, you can take your work anywhere. For Pinto, his goal is to spend every Thursday evening through Tuesday in Napa Valley and come back to San Jose, his formal business base, as little as possible. Of course, when he does, almost every minute is scheduled for face-to-face meetings with clients.

"You can run your real estate career, or it can run you," says Pinto with Realty World, John Pinto & Associates. "Successful REALTORS® have very lucrative careers — some making more money than doctors and lawyers — and can still have a great life."

### Creating the Paperless Office

Pinto and other CRS Designees can work without traditional desks and file cabinets. That allows them to work in the car, at road stops, or in homes or hotels in any location — from Italy to their backyards. The paperless office is not just a dream anymore; it's their reality.

Gregg Fujita, CRS, GRI, uses an online transaction management system called SureClose from Stewart Realty Solutions, allowing him to scan in and access clients' documents at a secure Web site. "When I travel, I no longer have to carry file folders for pending transactions," says Fujita with Harbor Bay Realty in Alameda, Calif. "As long as I have Internet access, I can find every document I need for my clients' transactions."

On the flip side, Fujita gives his clients a special password to access their own documents, which is another big time saver. "About 75 percent of my clients are Internet savvy, and they love being able to access their own transaction," he says.

Fujita finds the disclosure documents and other information also is handy for helping to answer buyers' questions up front and mitigate problems before they happen later. And now instead of a bulky transaction folder, he can hand his clients a CD with all the documents at the end of the transaction, including the home warranty and HUD forms to file with their taxes.

Mark Porter, CRS, GRI, uses many technology tools for his own paperless office and teaches those techniques to CRS students in the Advanced Technology CRS Course (CRS 206). For his clients, he uses a Hewlett-Packard 7310XI, a multifunction printer, fax machine and scanner all-in-one.

"I can scan and save documents, and get rid of those vanilla folders I used to have for every client," says Porter with Keller Williams Realty in Carrollton, Texas. He loads the documents into his H-P 4000 Notebook with a 12-inch screen. With his lighter than average notebook slung over his shoulder in a bag, Porter can set up his office on any café table in any spot with WI-FI.

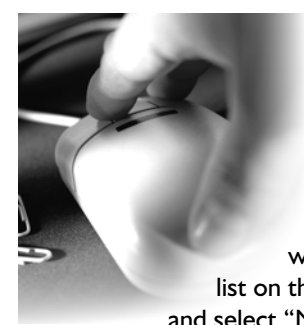
Traveling is Ira Serkes's second love after selling residential properties. Using a software program called SKYPE.com, the CRS Designee can tap into his phone calls while on an Alaskan cruise. He's literally cut the cord of a physical phone line or the need for power cells to run a cell phone. Through SKYPE.com, a headset, Tablet PC and a wireless connection, he receives and send phone calls and instant messages from anywhere in the world.

"This system allows me to do business wherever I am," says Serkes with RE/MAX Executive in Berkeley, Calif. He also counts himself blessed that technology allows him to work with a virtual assistant living on a ranch in Texas. They share the same server-based database, so they can work together easily.

That's a business relationship Pinto calls "inside-outside." When he's outside, his assistant is inside, or stationary, and can facilitate operating his business most efficiently.

"Never underestimate the inside-outside relationship," Pinto says. In his own business, he has two other salespeople and 15 support staff. Comparing salespeople's independence to cats, Pinto says, "Have you ever tried to herd 100 cats? They don't listen. You have to have those who comply with directions helping to run your business too."

Or for another analogy, he turns to sports. "What would Walter Payton have been without his offensive line?" Wireless and other technology tools that allow salespeople out of the office are efficient and time-saving. But as Pinto says, he needs people in his back office or he'd have to stay in San Jose most of the time instead of Napa Valley.



### Here are the procedures for logging into the members only section for Arizona CRS:

- Go to the website, [www.arizonacrs.com](http://www.arizonacrs.com).
- Click on "Members Services" which is towards the bottom of the list on the left. Another menu will appear and select "Member Account Login".
- When asked, your Username is the first initial of your first name and your last name (ex: Jane Doe would be JDoe).
- The password is the zip code that we have on file for you. If you are not sure what zip code is on file, you can access your record to determine that information.
- Once you have filled out your Username and password, click Login to access the members only section of the website.

## ARIZONA CRS CALENDAR

Check Out Our Website  
For More Details

[www.arizonacrs.com](http://www.arizonacrs.com)

**Tuesday, December 6, 2005 4:30 pm to 6:00**

CRS Installation of Officers  
Location: McMahon's Steakhouse

**Tuesday, December 6, 2005**

Arizona CRS Board of Directors Meeting  
Location: Tucson, AZ, McMahons Steakhouse



**Interview with  
Gary Nelson, ABR, CRS, GRI  
Elk View Realty, Flagstaff, Arizona  
[www.GaryNelsonGroup.com](http://www.GaryNelsonGroup.com)**

How long have you been a Realtor?  
"I've been licensed for eleven years."

How long have you had your CRS designation?  
"For seven years."

Did the CRS designation benefit your business as a Real Estate agent?  
"Yes, almost immediately!" Gary has taken 2 additional courses since getting his designation.

What has been the biggest benefit to you being a CRS?  
"I feel I get respect from my peers and am better known in the Real Estate Community. Of course referrals have been a big part of the benefits also"

What other designations do you have?  
"I am an ABR, GRI, MRE and am epro certified."

What would you tell other agents that are thinking about working on their CRS designation?  
"It's the best education you can get that will help you build your business and it's a higher education than any other available. The education teaches you how to work on your business, rather than in your business."

What are some ways you use the designation in your business?  
"I always explain to my clients what it means and what the value to them is. My partner and I always use the ad slicks provided by National in our ads and personal promotions."

## 2006 Officers of Arizona CRS Chapter

Here is the slate for the 2006 Officers of Arizona CRS Chapter:

- President .....Jill Knox, CRS
- President-Elect .....Mike Wasmann, CRS
- Treasurer .....Mario Romero, CRS
- Secretary .....Lucy Barraza, CRS

You should have received an email by now regarding the vote.  
Please review and act appropriately.

Don't forget to check your information on [www.arizonacrs.com](http://www.arizonacrs.com) and email the administrator with any changes. Check out the new Member Services area on the web site to review Chapter minutes, financial reports, Bylaws and more!

### CHAPTER ADMINISTRATOR

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"Ninja Selling" class registration on September 7th, in Tucson.



"Ninja Selling" was a sold-out event with instructor Walt Frey!