



**Arizona CRS Chapter**  
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# THE SPECIALIST



The Newsletter for the Arizona Chapter  
 Certified Residential Specialist  
**FEBRUARY 2006**

RETURN SERVICE REQUESTED

*"Promoting Excellence  
 Through  
 Advanced Education"*



## 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 events, and a listing as a Friend of the Chapter on the Arizona CRS website.

As a Corporate Sponsor: You will be able to set up a booth/table 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 and will receive our quarterly newsletter, "The Specialist", as well as invitations to all CRS events.

**ARIZONA CRS CHAPTER**

**(520) 299-6787 • Fax: (520) 299-6431 • Toll Free: (866) 440-9804**

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

National Website: [www.crs.com](http://www.crs.com) • National Toll Free: 1-800-462-8841 Ext. 4424

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### Welcome and Congratulations to Our New Designees!

**Jil Gazley-Starkey**  
 Phoenix

**William C Mac Morran**  
 Tucson

**Leonard Meyer**  
 Phoenix

**James Sexton**  
 Cave Creek

**Lynne Petersen**  
 Cave Creek

**Kristin Pichler**  
 Scottsdale

**John D. Randall**  
 Prescott

**Susan Bao**  
 Glendale

**Joan E Zimmerman**  
 Mesa

**Sherri Pack**  
 Gold Canyon

**Pam Ruggeroli**  
 Tucson

**Mark D. Mara**  
 Phoenix

**Jody Saylor**  
 Mesa

**Elizabeth L Webb**  
 Durango

**Bitsie Fort**  
 Chandler

**Artur Ciesielski**  
 Phoenix

**Suzi Harmon**  
 Oro Valley

**Jimnee J McNeely**  
 Tempe

**Terry Wintz**  
 Oro Valley

**Deborah Twardosz**  
 Tempe

**Raymond Jegge**  
 Sedona

**Ferdinand Manago**  
 Chandler

**Tony Marriott**  
 Phoenix

**Bob Hakes**  
 Mesa

**James R Kester**  
 Sun City

**Wilda S Sobansky**  
 Oro Valley

**Sheila Dillon**  
 Tucson

**Val Dubberly**  
 Tucson

**Joe Bourland**  
 Avondale

**Janine Yates**  
 Goodyear

**Geri Rosenberg**  
 Scottsdale

**Aaron A Muth**  
 Phoenix

**William Slaughter**  
 Phoenix

**Robin McManus**  
 Prescott

**Paul C Olson**  
 Tucson

**Ellen Togliatti**  
 Scottsdale

**Dave Jensen**  
 Phoenix

**Jeffery Tipton**  
 Gilbert

**Danny Balanon**  
 Tempe

**Fred A Cleman**  
 Phoenix

**Tim Oakes**  
 Tucson

**Judy S Purze**  
 Tucson

**Patti Milder**  
 Phoenix

**Tom Kalisz**  
 Goodyear

**Allan Zee**  
 Scottsdale

**Dian C Bentinck**  
 Phoenix

**Scott Forgues**  
 Tucson

**Vicki L Cleman**  
 Phoenix

**Margaret M Tyrrell**  
 Tucson

**Carolyn Vatuone**  
 Tempe

**Cecelia Terry**  
 Tucson

**Kathy A Camamo**  
 Scottsdale

**Christine L Kinchen**  
 Gilbert

**David D Lucas**  
 Chandler

**Anna 'Banana' Kruchten**  
 Phoenix

## 2006 Tucson CRS Meetings

Where: **SKYLINE COUNTRY CLUB**

When: **8:30 - 10:00 AM**

**MARCH 23rd • JUNE 22nd**  
**SEPTEMBER 13th • DECEMBER 6th**

*Speakers to be announced*

## Special Message for the Council's Chapters

### "CRS Chapters are the Grassroots Organizations for the Council"

By Randy Eagar, CRS, GRI  
2006 Council of Residential Specialists  
President



The ancient Athenian scholar, Thucydides, wrote, "But the bravest are surely those who have the clearest vision of what is before them, glory and danger alike, and yet notwithstanding go to meet it." Adding to his wise words for our circumstances, I would say those with the clearest vision unite in their efforts and build on the successes of the past to provide for a better future.

In 2006, I want to continue strengthening the relationship between national and local Council leaders. My vision for our grassroots organizations - the CRS chapters - is to unite with the Council in encouraging open communications between the chapters and national organization, recruiting more members and providing members with more resources.

I know firsthand that our chapters are vital to the success of the Council, and the Council is essential to the success of the chapters. I would like to improve communication among our chapters, our regional vice presidents and our national Council leaders through the use of our redesigned Web site at:

**www.crs.com and online forums.**

There chapter leaders can quickly assess solutions to current problems by exchanging ideas with other chapter officers about how they solved similar concerns. To document such communication is the beginning of building a brain trust.

In addition as CRS chapters build up more resources and networking opportunities for their members locally, they are attracting new members. They have more benefits to offer their members, and they are improving how they promote their value. According to Rachel Tristano, director of chapter and regional programs, "Individual CRS chapter leaders are sharing their strategies for successful programs with one another and creating stronger grassroots organizations for the Council throughout the United States."

That's where our vision of being a stronger organization nationally and locally builds upon each other. I believe the leadership training retreat for our incoming chapter leaders every year is making a tremendous difference. For September 2006, the fourth consecutive year of the leadership training retreat, chapter presidents will focus on the national Council's resources and how the national Council can help them to become better grassroots organizations to support the entire organization.

My vision for 2006 has a strong focus on continuing the momentum to improve our CRS chapters — our grassroots. I am very excited about this year, and I ask our national and local leaders, as well as our members, to join me in this vision. By uniting our efforts, we'll have a far-reaching impact during 2006.

## SELL-A-BRATION XVIII - SAN ANTONIO

Abe Lincoln said, "If I had a week to chop some wood, I'd spend the first day sharpening the saw." At the beginning of each year the CRS members gather from around the country to sharpen their sales skills at the national Sell-A-Bration. This year it was held in San Antonio. Next year it will occur in Las Vegas. Since I've been to all 18 events, I'd like to share some of the ideas I learned or relearned.

1. Hang out with who you want to be.
2. Get out of your market/town to learn new ideas.
3. Humble yourself and ask for advice.
4. To do more, you must become more.
5. Be confident, but don't cross the line to arrogance.
6. If you pay peanuts, all you'll get is monkeys.
7. Have a name for your team, such as "Philharmonic."
8. Find, create, and keep happy, satisfied clients, that furnish referrals, to give us the life-style we want to lead.
9. Take money from each closing for a party/trip fund. They can be used to pay for "oops" problems.
10. Attack the problem, not the person.
11. Focus on the end zone.
12. Ask yourself, "Is it fun to work in my office?"
13. Suggested books: "Is It Worth Dying For?" by Dr. Elliot and "Courageous Leadership" by Bill Hybels.
14. Check out: **www.productivitywarrior.com**
15. You can't retire on income. You must have assets.
16. Check out: **www.hybridcars.com**
17. Check out: **www.lakehouse.com**
18. IRA's for real estate: trustee.com, entrustadmin.com, sterlingtrust.com, penscotrust.com, fiseruiss.com
19. Great quote: "In times of change, the learners will inherit the earth. The knowers will be beautifully equipped to inherit the world that no longer exists."

Eric Hoffer

Want more ideas? Go to: **www.CRS.com** and download 20 hours of taped sessions for your MP3 player. Or, plan to attend the event next year.

p.s.

*The best script/dialogue I heard in a breakout session was to ask: "What do you want me to pray about for you?"*

Paul Pastore, CRB, CRS, GRI  
Immediate Past President



## Letter from the President



Greetings Everyone!

This is my first newsletter as your new President of the Arizona State Chapter of Residential Specialists and I would like to thank all of you who actually took the time to vote for me!

We began this year with a Board retreat and planning session which Ty Strout, CEO of AAR, was kind enough to facilitate for us. It was a great experience for all including our Area Representatives, Michelle Tennyson from the Glendale area, Flo Day from the Prescott area, and Anna Banana from the Phoenix area. As a result, we now have our Chapter VISION Statement: Promoting Excellence through Advanced Education. As most everyone knows, the CRS education classes are the best available for our industry and I encourage you to check out the class schedule and sign up to take some new ones or try a repeat class and find out for yourselves how they update the material to keep pace with our ever changing business.

2006 should prove to be a super fun networking year for those of you who take the time to attend our many area social events. We are trying to help all of you to have more fun while learning by planning some get-togethers in conjunction with the classes and have guest speakers or instructors in attendance. Watch the calendar at:

**www.arizonacrs.com for information.**

I have one request to make and hope to get a good response from many of you. We need new volunteers from all over the State of Arizona to become involved with the Chapter. So, if you think you would like to help with our social events and promoting the Chapter membership (not too much time required), or you want to make a bigger commitment by becoming part of the chapter leadership, please, please let me know as soon as possible.

Sell-a-bration was fantastic this year! If you haven't attended one yet, put it on your calendar for next year. It will be January 30th to February 1st, 2007 at the MGM Grand Hotel in Las Vegas. That's all for now.....Hope to see you at the Midyear Meetings in Prescott on March 8, 2006.

Jill Knox, ABR, CRS, ePRO, SRES  
Associate Broker, 2006 CRS Chapter President



Jill Knox receiving her Chapter President's pin from Randy Eagar, CRS, GRI, 2006 Council of Residential Specialists President

## ARIZONA CRS EDUCATION CALENDAR

Check Out Our Website  
For More Details

**www.arizonacrs.com**

- **March 8th ~ Prescott**  
General Meeting at AAR Midwinter meeting in Prescott
- **March 30-31, 2006 ~ Mesa, AZ**  
CRS 204 "Creating Wealth Through Residential Real Estate Investments"
- **April 27-28, 2006 ~ Prescott, AZ**  
CRS 202 "Effective Buyer Sales Strategies"
- **June 8-9, 2006 ~ Scottsdale, AZ**  
CRS 210 "Building an Exceptional Customer Service Referral Business"
- **August 4, 2006 ~ Lake Pleasant, AZ**  
CRS 105 "Making the Right Real Estate Financial Decisions"
- **September 14-15, 2006 ~ Tucson, AZ**  
CRS 200 "Business Planning and Marketing for the Residential Specialist"
- **September 26, 2006 ~ Mesa, AZ**  
"Ninja Selling II"
- **October 19-20, 2006 ~ Scottsdale, AZ**  
CRS 201 "Listing Strategies for the Residential Specialist"

## 2006 REALTORS Conference & Expo in New Orleans ~ November 10-13, 2006

Life and laughter is returning to New Orleans and the city will be in full swing by the time the NAR convention starts in November.

Most of your favorite restaurants are open and most hotels are running at full service levels. As you may have read, Bourbon Street and the Garden District were spared the devastation the residential districts encountered.

NAR is pulling out all the stops to bring in top of the line national speakers and award winning entertainment to make this one of the best conventions ever.

Please encourage your fellow REALTORS to visit NAR's website which will feature constant updates on the progress being made and a Q & A section.

Please support NAR's Leadership decision to be a part of the rebirth and rebuilding of a great city!