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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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*"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.

Chapter Officers and Board of Directors

PRESIDENT

Jill Knox, ABR, CRS
Ph: (520)577.7433
Fax: (520)577.5417
jill@jillknox.com

PRESIDENT ELECT

Michael Wasmann, ABR, CRS, GRI, SRES
Ph: (623) 974.1776
Fax: (623) 879.8679
michael@callmichael.com

SECRETARY

Lucy Barraza, ABR, CNHSA, CRS, GRI
520-909-7653
lucy@buyandselltucsonhomes.com

TREASURER

Mario Romero, CRS
866-252-4191
Mario@MarioRomero.com

EDUCATION CO-CHAIRS

Paul Pastore, ABR, CRB, CRS, e-PRO
480-603-3800
PaulPastore@realtor.com

Charo Diaz-Rivas, ABR, CRS, GRI

520-577-3999
Charo@theriver.com

IMMEDIATE PAST PRESIDENT

Benedictine Zenner, CRS
Ph: (928)779.2100
Fax: (928)774.4071
c21benny@aol.com

TUCSON PROGRAM CO-CHAIRS

Sharon Hildebrand, CRS, GRI
Ph: (888) 574.7213
sharon@sharonstucsonhomes.com

Gail Larocca, ABR, CRS
Ph: (520) 577.4221
glarocca@cbsuccess.com

AWARDS CHAIR

Dave Siweck, CRB, CRS
(520) 975-3256
davesiweck@aol.com

THE SPECIALIST EDITOR

Claire Jean Prager, ABR, CIPS, CRB, CRS
Ph: (520) 577-7433
Fax: (520) 529-1880
Claire@ClairePrager.com

CHAPTER ADMINISTRATOR

Jeanie Merideth
Ph: (520) 299.6787
(866) 440.9804
Fax: (520) 299.6431
azcrschapter@aol.com

The Newsletter for the Arizona Chapter
Certified Residential Specialist

JULY 2006

Welcome and Congratulations to Our New Designees!

JANUARY

Valley Owen, CRS
Sally Barter, CRS
Jason L Penrose, CRS
Elizabeth B. Clark, CRS
Marion Gamez, CRS

MARCH

Betty M Sweeney, CRS
James Park, CRS
Julie Schoppaul, CRS
Leslie Coates, CRS
Julie McCoy, CRS

MAY

Mario T. Espinoza, CRS
Christine Espinoza, CRS
John Wenner, CRS
Daniel L Briggs, CRS
Brian Bell, CRS Kay Bell, CRS
Charles Weasner, CRS
Andrew Monaghan, CRS
David F Finatri, CRS
Teresa L Meek, CRS
Kim Ross, CRS

FEBRUARY

Renee Powers, CRS
Doug McVinoa, CRS
Deborah Casey-Shasky, CRS
Marlene Nanney, CRS
Nancy Pastore, CRS
David L Martenson, CRS

APRIL

Frank M Novosel, CRS
Joseph (Joe) Conway, CRS
Dorothy Harrison, CRS
Doug Twietmeyer, CRS

ARIZONA CRS EDUCATION CALENDAR

Check Out Our Website For More Details

www.arizonacrs.com

2006 ARIZONA CRS CLASSES

CRS 105 - Making the Right Real Estate Financial Decisions August 4, 2006
Doug Richards, CRS - National Instructor Lake Pleasant Assoc. of Realtors ~ Sun City

CRS 200 - Business Planning & Marketing for the Residential Specialist
LeRoy Houser, CRS - National Instructor September 14-15, 2006
Tucson

Ninja Selling II September 26, 2006
Walt Frey, CRS - National Instructor SEVRAR ~ Mesa

CRS 201 - Listing Strategies for the Residential Specialist October 19-20, 2006
Ed Hatch, CRS - National Instructor SAAR ~ Scottsdale

The Council reserves the right to change the instructor due to any unforeseen circumstances.

For more information on these courses contact
Paul Pastore, CRB, CRS, GRI at 480-603-3800
Charo Diaz-Rivas, ABR, CRS at 520-577-3999

If you call and leave a message, please leave your name, phone number, fax number and email.
Fax: 520-577-3707 E-Mail: Paulpastore@realtor.com or charo@theriver.com

Letter from the President



Hello Fellow CRS Agents!

We have lots of new happenings to report to you! Our **FREE** class in Prescott, "Getting & Keeping Customers with a Digital Advantage" with Michael Savaggio was a great success thanks to the great work of Charo Diaz-Rivas, our Education Chairperson; Thank You Charo! Many thanks also go out to Flo Day, our Prescott Area Representative, for getting so many wonderful volunteers to attend our CRS table and selling our really cool briefcases for \$25.00 each. By the way, anyone wishing to purchase one can do so by contacting me at 520 577-7433 or our Chapter Administrator Jeanie Merideth at 520 299-6787.

The Mid-Year Meetings in May were very informative this year. Among other information I learned was the way in which other Chapters are monitoring the use of the CRS designation. Did you know that many people are using it incorrectly? National is making a real effort now to put a stop to those people who are using it illegally. Be aware that the use of the designation is being monitored! On a brighter note, the CRS National website is launching a Virtual Community feature come November. The goal is to create an online destination where community members can network with each other, learn from one another, share knowledge, expertise and experiences. There will be a digital resource library with tools, templates, power point tutorials, self assessment feature with suggestions for improvement by a reading list or courses, sample flyers and sign riders!!! **WOW!**

Now that our long hot summer is upon us, why not cool off and take a CRS class to brush up on your skills. Do you know that the courses are updated every couple of years? If you haven't tried taking a class again you really should do it and find out all the latest and greatest information available. Our social networking events after the first day of class have been lots of fun for everyone as well as a wonderful opportunity to get to know the instructors on a personal level.

Be sure to mark your calendars for next years Sell-a-bration beginning January 30th to February 1st 2007 at the MGM Grand Hotel in Las Vegas. If you've never been before you're really missing something!

That's all for now.....

Jill Knox, ABR, CRS, e-PRO, SRES
Associate Broker
2006 CRS Chapter President

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!

2006 Tucson CRS Meetings

Where: SKYLINE COUNTRY CLUB

When: 8:30 - 10:00 AM

SEPTEMBER 13th • DECEMBER 6th

Speakers to be announced

Fun and Useful Internet Sites!!

For those of you wanting to know if it's more cost effective to drive or fly to your vacation spot, try out these sites:

www.fuelcostcalculator.com

www.roadtripamerica.com

For planning your vacation try this site to see 24 official scenic roads in Arizona:

www.arizonascenicroads.com

Check out schools for yourself or your clients:

www.greatschools.net

How about handling your family or business photographs:

www.costco.com

Send pre-designed e-cards:

www.worldvillage.com

<http://bluemountain.com>

<http://greatings.yahoo.com>

Customize your desktop:

<http://webshots.com>

Keep an online diary:

<http://diaryland.com>

www.livejournal.com

Technology Tips from the Trenches



By Randy Eagar, CRS, GRI

2006 Council of

Residential Specialists President

For most Realtors®, being on the go is a way of life. No matter where your real estate practice takes you, the right technology tools can help you stay in touch with clients and work more efficiently. But ask any group of agents which technologies have helped their business the most, and you'll likely get a host of different responses.

Lee Mrazek, CRS, an associate broker at RE/MAX Preferred Properties in Knoxville, Tenn., says she relies on more than one technology tool because "one can't function without the others." Mrazek's package consists of the IBM X32 Thinkpad laptop computer, a wireless Internet connection and an online fax program.

Mrazek chose the lightweight Thinkpad for its manageable size, long battery life and fast processor speed. It also has a dock with a CD/DVD drive, a compact flash card, built-in bluetooth and wi-fi connections. A Sierra Wireless 3G air card purchased through Cingular Wireless provides the Internet connection. "I chose Cingular because they have one of the fastest transmission times. Also the unlimited access to the Internet through the wireless air card is very reasonable," says Mrazek, who recently became e-Pro certified.

To complete the package, Mrazek uses an online fax service, MyFax.com. For \$10 a month, she can receive up to 200 faxes and send out 100 more. "My clients or other agents can fax any paperwork we need to exchange. It will show up in my e-mail, and then I can forward it to all appropriate parties. I can also have faxes sent to my wireless PDA," she says.

"Smart" Ways to Work

Mike Selvaggio, CRS, CCIM, a CRS Instructor who teaches *Technologies to Advance Your Business* (CRS 206), says that next to his fax machine, the Treo smart phone is the most valuable technology tool that he uses in his business. After testing several models, Selvaggio settled on the Treo 650 because it enables him to check his e-mail or schedule an appointment while he's on the phone with a client. "The built-in camera, video camera and text messaging are also handy. No more running for the PDA. This is your PDA," says Selvaggio, a broker with Patterson Schwartz Real Estate in Mt. Pleasant, Del.



Selvaggio also recommends getting a wireless head set for the smart phone. "As Realtors®, we really need to be hands-free while driving our cars," he says. But not all head sets will work with every smart phone. For example, a Motorola head set will not perform well with a Treo because it was made specifically for Motorola phones. Selvaggio says the Plantronics 640, which retails for \$149, is one of the best products on the market and well worth the price. "It's very cool, very small and has exceptional volume control," he says.

Before buying a Treo, or any other type of smart phone, Selvaggio suggests contacting your wireless carrier to make sure it supports the model you want. "A great phone is only as good as great service," Selvaggio says.

For Jan Bruzas, CRS, GRI, a broker/owner with Bindman Bruzas Realty in St. Petersburg, Fla., a Tablet PC from Motion Computing is her prized technology tool. After researching several brands and seeing a demo of the product at the Florida Association of Realtors® Convention, she knew the Tablet was the best choice for her needs. "The rugged durability of the unit was most impressive," says Bruzas. "I am very hard on my equipment, so durability is important to me."

After purchasing the product over a year and a half ago, she says the Tablet has paid for itself many times over. "The first week I had it, I was showing several homes in a neighboring county. The buyer decided on a home and wanted to come back to my office to make an offer, except an offer was being presented by the listing agent within that hour," she recalls. Bruzas went to a nearby restaurant where she used her Tablet to pull together all the documents needed to prepare a contract for her client to sign. Then she e-mailed the signed contract to the listing agent, so she could present it with her other offer. "My buyer's offer was accepted, and she was so impressed that she referred another client to me," she says.

Try Before You Buy

When choosing a new technology product, Bruzas suggests taking time to "touch and feel" it before buying. For example, does a new digital camera fit your hands comfortably so you can take a steady photo? Are the keys on a smart phone too small for your fingers? Does the case on a laptop feel flimsy? Choosing a reputable manufacturer is also important. "Once you decide on the product and manufacturer, shop for it on the Internet," she suggests.

All three CRSs agree that it's important to gather as much first-person consumer feedback as you can before you buy. "Use the Internet and ask other people who use the technology you are considering," Mrazek says. "Most technology lovers can't stop talking about toys, so don't be afraid to ask."

