



In The Loop

February 14, 2012

Volume 3, Issue 31

Spread The Truth

As it's getting closer to 2013 the rumors are heating up again about the tax 3.8% tax that goes into effect in 2013 as part of health care reform that will be applied to some investment income. This is a clear example of how REALTORS® can be the source of the truth for consumers who think it's a tax that will be applied to every home sold. **PLEASE, if you don't read anything else this week, [read the informative brochure NAR has put out](#)** for us that explains the tax and provides examples. You can conveniently find the brochure and the Q & A under Quick Links on jacksonrealtor.com.

YPN Social & Network Event

Join YPN February 21, 2012 for a Social and Networking event. It will be a great opportunity to network and learn!

Tuesday, February 21, 2012

6:00pm - 8:00pm

Que Sera Sera in Fondren

[Register Today](#)

Are You Working Your Business For 2012,

OR like it worked in another decade?

If 2011 was not your most successful year in real estate, you might try some new tactics. An article in February's issues of NAR's RISMEDIA magazine pointed out some skills a real estate agent MUST HAVE today to be successful. If you can't answer YES to the following questions, then you need to make 2012 the year you broaden your real estate expertise.

- Are you working hard to bring added value to the relationship you have with your clients?
- Are you an expert in the community or communities you serve?
- Do you know how to explain sales data to your clients and know how it can impact their decisions?
- Do you know how to help your clients prioritize and prepare them for EACH step in the transaction?
- Do you take steps to take the emotion of the process for your clients?
- Can your clients verbalize that you explained the processes thoroughly and made them feel comfortable from the outset through closing?
- Do you know how to properly use social media to build relationships (not brag on listings)
- Does your website include features about the community, lifestyle resources, consumer tools?
- Do you market to consumers using the technologies they use?

In the end, the competitive nature of our business will weed out those who aren't ready to embrace change and who don't keep service at the center of their business.

REALTORS® Pay It Forward

It's time for the next [REALTORS® Pay It Forward Award!](#) REALTORS® who are heavily involved with a local non-profit organization should nominate your organization to receive a \$1000 donation from the Jackson Association of REALTORS.

The deadline for providing the [nomination form](#) to JAR is March 9, 2012. The Community Involvement Committee will review the nominations and make a recommendation to the Board of Directors at their March 14 meeting.

All previously provided nominations will also be considered. The check will be awarded to the organization during our [April 17 General Membership Meeting](#).

And speaking of April's General Membership Meeting...

Wear your favorite hat OR one that depicts:

- Your personality or
- Who you wish you were or
- Who you know you'll be one day or
- Just a hat you've always wanted to wear and had no occasion

Names of members who WEAR their hats to and during the meeting will be eligible for a drawing for a BIG prize. Now start thinking about YOUR hat!

Save The Dates!

Two quick reminders of important upcoming dates for 2012.

March 7, 2012 - [MARPAC Drawdown Event](#) at the MS Children's Museum. Each \$100 ticket purchased buys you a chance to win \$5000!!

March 8, 2012 - REALTOR® Day at the Capitol and MAR General Membership Meeting. [Details and full event schedule](#) can be found at msrealtors.org

Coming Soon

Mississippi Coalition of Appraisers - CE Offering The Workfile

Instructor: Melissa Bond

February 16, 2012 - 1 pm - 5 pm (4 hours CE Elective)

Uncle Buck's Grill in Bass Pro Shop 100 Bass Pro Drive

Pearl, MS 39208

\$45.00/ MSCAPP Members - \$50/Non-Members

An in-depth review of gathering support data for an appraisal report **and a BPO**.

Emphasis will be placed on verification and documentation of collected data that is to be utilized in formulating the appraiser's opinion and valuation conclusions and a Broker's Price Opinion. ***If you plan on doing BPO's, you'll want to attend this class!***

[Click here to register.](#)

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Courses at the REALTOR® Institute

Why Deals Fall Apart

Friday, February 17, 2012 1:30pm - 4:30pm

The REALTOR® Institute on Lakeland Dr.

Instructor: The best-of-the-best, Adorna Carroll ABR, SRS, CRB, SRES, ePro

Cost: \$35 (A course taught by this caliber of a national trainer usually costs upward of \$100. JAR is bringing it to you for \$35)

This course will be open to all REALTORS® in the state so [you MUST register early to be guaranteed a seat.](#)

Property Management for the Residential Agent

Thursday, February 23, 2012 1:00pm - 5:00pm

Instructor: John Phillips, MAR VP of Professional Development

Cost: \$25 - 4 Hours Elective CE

Learn how to stay out of trouble with MREC if your expertise is residential sales but you choose to also managing property for a client.

[Register early to get a seat.](#)

Required Code Classes 3 classes have been scheduled for 2012:

[April 4, 2012 \(9:00am - 1:00pm\)](#)

[August 8, 2012 \(9:00am - 1:00pm\)](#)

[December 6, 2012 \(9:00am - 1:00pm\)](#)

[Contact the MS REALTOR® Institute](#) for more details and registration information.

MLS Stat Shot February 7, 2012 - February 13, 2012

(New Active, Pending and Closed Residential Listings in Hinds, Madison, Rankin, Scott, Simpson, Copiah and Yazoo counties)

New Listings: 147

Average List Price: \$226,465

Median* List Price: \$169,900

****Pending: 270**

Average List Price: \$143,315

Median* List Price: \$124,900

Sold Listings: 32

Average Sold Price: \$155,376

MedianSold Price: \$102,500**

*"Median Sold/List Price" - The sale/list price value that is the exact middle value located between the lowest and highest sales/list price for a given period. For example, if there were 9 homes sold/listed of varying value and those values were arranged from least to greatest, the 5th value listed - or the one in the middle - would be the median value.

**Pending status represents ALL pending listings at the time of the report, not by a specific date or date range.

Be sure to visit buyinmississippi.com

Resources

- [Pay 2012 REALTOR Membership Dues](#)
- BuyInMississippi.com
- [Frequently Requested Documents](#)
- [Calendar of Events](#)
- [LIST-IT](#)
- [LIST-IT Backup Site \(read only\)](#)
- [Mobile LIST-IT](#)
- [HomeSearch](#)

- [JAR Website](#)
- [MAR Website](#)
- [NAR Website](#)
- [MREC Website](#)
- [Houselogic.com: \(NAR Site For Consumers\)](#)
- [REALTORS Federal Credit Union](#)
- [JAR Limited Health Insurance](#)
- [REALTORS Core Health Insurance](#)
- [NAR's Top 20 Field Guides](#)

Do not reply to this email.

Questions? Comments? We welcome them! [Contact Us!](#)

As a member of the Jackson Association of REALTORS®, you became eligible to receive emails from the Jackson Association of REALTORS®.

Unsubscribing from this email will prevent you from receiving any communications from JAR including newsletters, notices, invoices and important updates.

[Forward email](#)



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Jackson Association of REALTORS | HOURS: 9:00am - 4:30pm | 620 North State Street | Jackson, | MS | 39202