



Iowa Chapter No. 2 Certified Residential Specialist Newsletter

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December, 2001

President's Message

By Sally Hackett, ABR, CRB, CRS

As your outgoing president, I would like to thank you for letting me serve in this position this year. I would also like to thank the Iowa CRS officers – Dick Mathes, Kathy Miller and KaRene Egemo – for their dedication and hard work this year.

At the national convention, our chapter was recognized for our many accomplishments in 2001. We were awarded the prestigious *Diamond Chapter* and *Chapter with a Heart* awards. It was a great honor to be presented these awards.

It was announced at the national convention in Chicago that there will be a 2002 Sell-a-Bration conference. The event will be held March 10-13 at the Rio Hotel in Las Vegas! This meeting is designed to help you fully utilize your CRS membership through networking with hundreds of fellow members who may have the opportunity to refer business your way.



Congratulations to Gail Flagel (Iowa Realty/GMAC, West Des Moines) who was installed as CRS financial vice president on November 3. Gail is such an asset to our

chapter and we are very proud of her!

Walt Frey, 2002 national CRS president also presented Dick Mathes (Home Realty, Mason City) with his 2002 CRS President Pin at the leadership luncheon on October 31.

The management team for national CRS approved the donation of \$50,000 to the REALTORS® Housing Relief Fund.

I wish you the best in the year 2002. And please support your new leadership team!



2001 Iowa CRS President Sally Hackett (left) receives the *Diamond Chapter* and *Chapter with a Heart* award plaques from national CRS President Walt Frey at the national convention in Chicago. "It was a great honor to be presented these awards," Hackett said.

The *Diamond Chapter* award is given to chapters who have achieved a standard of excellence in growth, promotion of the CRS designation and service to its members. In recognition for meeting these criteria, chapters are presented with a plaque.



New Mission Statement

The council's mission is to attract and retain those REALTORS® seeking the knowledge, tools and relationship-building opportunities needed to maximize their income and professionalism in residential real estate.

"GET SERIOUS. GET YOUR CRS."

Visit our Web site at www.iowacrs.org

Iowa CRS Leadership

PRESIDENT

Sally Hackett, ABR, CRB, CRS
Mel Foster Co.
3211 East 35th Street Court
Davenport, IA 52807
563-359-4663
Fax: 563-359-0069
E-mail: shackett@melfosterco.com

PRESIDENT-ELECT

Dick Mathes, CRS
Home Realty Group
120 West State Street
Mason City, IA 50401
800-873-0885
Fax: 641-423-5225
E-mail: DickMathes@DickMathes.com
www.RelocationIowa.com

TREASURER

KaRene Egemo, CRS
Egemo Realty
4 North 15th Street
Fort Dodge, IA 50501
515-955-6148
Fax: 515-955-2556
E-mail: kegemo@dodgenet.com
www.FortDodgeRealEstate.com

SECRETARY

Kathy Miller, CRS
Coldwell Banker Premier Realty
513 7th Street
Sioux City, IA 51101
712-255-5611
Fax: 712-255-9067
E-mail: kmill@aol.com

REGIONAL VICE PRESIDENT

Gary Lukens, CRS
701 Lois Drive
Sun Prairie, WI 53590
800-532-3364
E-mail: klukens@luken4ahome.com

DIRECTOR OF CHAPTER AND MEMBERSHIP PROGRAMS

Colleen McMahan
430 North Michigan Avenue
Chicago, IL 60611-4092

CRS Classes Offered in 2002

Mark your calendars for April 23-24 for RS 201 – *Listing Strategies for the Residential Specialist*. This class will be held at the IAR office, 1370 NW 114th Street, Suite 100 in Clive. Class hours are 8:30 a.m. to 5 p.m. both days.

The listing presentation can make or break a real estate transaction. Only those professionals who have learned the right skills will win over the client and ultimately get the listing. *Listing Strategies* provides you with the skills necessary to conduct effective listing presentations and increase your personal listing conversion rate.

RS 200 – *Business Development for the Residential Specialist* has been

scheduled for October 21-22 at the IAR office in Clive. Class hours are also from 8:30 a.m. to 5 p.m. both days for this class.

A strong foundation is the key to building a successful real estate career. The *Business Development* core course helps students learn the fundamentals of business planning that can lead to increased profits and productivity. Students learn how to create a detailed business plan that encompasses the essential areas of budgeting, promotions, marketing and cost analysis. This course requires students to bring a standard calculator.

GET SERIOUS, GET YOUR CRS!

E-mail Addresses Needed

The Iowa CRS chapter needs your e-mail address! We have around 300 addresses at this time, but would like to increase that and get 100 percent participation from members. E-mail is the fastest and most cost-effective way to keep members informed of any news that might affect you in your day-to-day business.

Many of you have been getting e-mails from the Iowa CRS chapter over the past couple of months. If you are getting

those messages, you don't need to send them to the state association office. If you haven't been getting the messages, please contact Brian Scrimager, director of communications for the Iowa Association of REALTORS®, and he will get your information updated. The easiest way to do this is e-mail him at brian@iowarealtors.com. This will also help when he is putting together the 2002 CRS Directory.



Dick Mathes (right), 2002 Iowa CRS president, receives his president's pin from national CRS President Walt Frey at national convention in Chicago.

Mathes was also the Iowa CRS chapter's REALTOR® of the Year for 2001.

Dues Billing Information

Please note that the Iowa CRS chapter's 2002 dues billing/application form has been inserted into this newsletter. Please fill out the information on the form and send it to Brian Scrimager, director of communications, Iowa Association of REALTORS®, 1370 NW 114th Street, Clive, Iowa 50325. This information will be used in the 2002 CRS Directory, which will be published before summer meetings in June. Copies of the state application form will also be available on the Iowa CRS Web site at www.iowacrs.org.

Please note that if you want a new picture placed in the directory, send that picture along with the application form. If you send a photo, please write your name on the back for identification purposes. If you do not wish to change the picture from last year's publication, it is not necessary to send a photo. Photos will not be returned.

Without paying national dues, you may NOT use the CRS logo on your marketing materials or claim to be a CRS designee to the public.

The national CRS chapter approved a new reinstatement fee. That fee is now \$25, instead of the \$250 it was previously. Former CRS members are eligible for this fee reduction from January 1 through June 30, 2002.

Flagel Installed as National VP

Gail Flagel, First Realty/GMAC in Des Moines, was recently installed as national financial vice president of the Council of Residential Specialists. Flagel has been active in the Iowa CRS chapter for many years and has served as a member of the national CRS board of governors for the past six years. In this new volunteer position, Flagel will be responsible for strategic planning and budgeting, as well as giving her a more prominent role on the national CRS leadership team.



Gail Flagel

"I feel so strongly about the benefits of the training, networking and referral process that CRS has provided me and others holding the CRS designation," Flagel said. "This new position offers me an opportunity for additional involvement in an organization that has led the professional training of REALTORS® throughout the state and country."

Flagel was installed at the NATIONAL ASSOCIATION OF REALTORS® convention in Chicago in November.

Visit the Iowa CRS Web site at
www.iowacrs.org

New CRS Requirements

Iowa CRS candidates will see two new options beginning in 2003. Both options have a volume or transaction criteria. One requires four CRS courses, one of which may be substituted by a Bachelors degree, specified designations or two one-day courses. The other option requires five courses, less volume or transactions and the same substitution opportunity for specified designations or a Bachelors degree.

Interested parties can begin taking those classes right away so you can be ready for the new criteria. For more information on these options, look at the table on page 4.

CRS Education Session

A Taste of CRS and RS 200 - Business Development for the Residential Specialist bring large number of Iowa CRS members to Iowa City area in October.

"Pricing, Servicing and Marketing" was the title of this year's Taste of CRS class held at the Radisson Hotel in Iowa City October 22. Instructor Chuck Bode gave students some valuable information about giving value and service to clients so they come back with more business and more referrals.

Bode taught 70 CRS students the techniques and tools on establishing long-term business relationships.

Association members taking part in the two-day event agreed that it was super. Birdie Harms of First Realty/GMAC in Des Moines said it was a valuable trip for her. "One of the things I realized is that being a Certified Residential Specialist is going to be a very valuable tool and I even registered to become a CRS member," she said. "I really want to work toward that."

Carl Carpenter from Mel Foster Co. in Davenport also thought the education was tremendous. "As a brand new member, I found the classes extremely informative, educational and invigorating," Carpenter said. "I just absolutely enjoyed it all and got a lot out of it."

RS 200 - Business Development for the Residential Specialist was held the next day at the Amana Holiday Inn in Amana, Iowa. There were 40 students at this class.

Students said this class was excellent as well. "There was so much great information in this class," Carpenter boasted. "The budgeting and business planning was extraordinarily helpful. It's hard to put my finger on one specific thing from this class because there was just so much great and useful information presented."



Instructor Chuck Bode was "at his best" at the 2001 Taste of CRS in Iowa City.

2002 Iowa CRS leadership team members

<u>Position</u>	<u>Name</u>	<u>City</u>	<u>E-mail</u>
President	Dick Mathes	Mason City	DickMathes@DickMathes.com
President-Elect	Kathy Miller	Sioux City	Kmill@aol.com
Secretary	Lynn Leaders	Council Bluffs	Lynn@LynnLeaders.com
Treasurer	John Goede	Spencer	jwg@pionet.net
Membership Comm. Chair	Jon Smith	Des Moines	Jon.Smith@iselldm.com
Program Comm. Chair	Jim Manderfield	Urbandale	JimManderf@aol.com
Communications Comm. Chair	Karel Murray	Waterloo	Karel@Karel.com
Public Relations Comm. Chair	Lana Baldus	Cedar Rapids	Lanacrs@skogman.com
Strategic Planning Comm. Chair	Sally Hackett	Davenport	SHackett@MelFosterCo.com
Education Comm. Chair	Karen Ott	Bettendorf	KarenOtt@KarenOtt.com
CRS Regional Vice President	Gary Lukens	Sun Prairie, WI	Gary@GaryLukens.com
CRS Financial Vice President	Gail Flagel	Des Moines	GailFlagel@FirstRealtyHomes.com
CRS Chicago Staff	Rachel Tristano	Chicago	RTristano@crs.com
CRS Chicago Staff	Colleen McMahon	Chicago	CMcMahon@crs.com

New CRS Requirements as of 1/1/03

	Current (effective 7/1/2000)	Approved (effective 1/1/03)	
		Option 1	Option 2
Education	200 plus two additional Council courses.	Any four different CRS courses.	Any five different CRS courses.
	CRB designees holding active membership in the REBMC are not required to obtain credit for CRS 200, but must complete three CRS courses.	See substitutions below.	See substitutions below.
Production	Minimum 75 transactions within the last five consecutive years.	Either a total of 75 transactions OR an average of \$5M per year within any five-year period.	Either a total of 25 transactions OR an average of \$4M per year with a minimum of 10 transactions in any two-year period.
Elective Credit	10 points required. 5 pts.—Bachelors, Masters or PhD in real estate or one of the following designations: CIPS, CPM, CRB, CCIM, GRI. 3 pts.—additional CRS course in addition to core courses. 1 pt.—for every 10 transactions completed within the last five consecutive years.	Substitutions—not required, but may substitute for one two-day CRS course. Two one-day CRS courses OR Bachelors Degree OR Any of the following designations: ALC, CIPS, CPM, CRB, CCIM, FRI, GRI or One distance learning CRS course.	Substitutions—not required, but may substitute for one two-day CRS course. Two one-day CRS courses OR Bachelors Degree OR Any of the following designations: ALC, CIPS, CPM, CRB, CCIM, FRI, GRI or One distance learning CRS course.