

S P R I N G 2014

River Counties



Association of REALTORS®

2070 Candies Lane NW, Cleveland, TN 37312 Phone: 423.476.5912 Fax: 423.478.5964 Email: rcar@rivercounties.com





Visit our Website: www.rivercounties.com

Our Mission Statement:

Enhancing, promoting and protecting the private property rights in our communities and the business interest of our REALTOR[®] members.

ATTENTION

MLS UPDATE Beginning 7/1/2014 – MLS Billing will change to Bi-Annual.

Due 7/15/2014

Members of the Association may use the registered trademark term REALTOR®. Also, you now belong to the world's largest trade association, the National Association of REALTORS®, with over 1,000,000 members strong.

RCAR, along with the National and State Associations, provide many opportunities to expand your business contacts by networking with your peers and the Affiliate Members. Your Association also helps to keep you informed of current trends and developments in the real estate industry. Through community service programs, we demonstrate the concern that REALTORS® have for their communities.

We wish you success in your real estate profession and hope you will take advantage of all the good things your Association offers. The best way to do that is to get involved.

Enclosed you will find the many benefits we offer our REALTOR® members.



Calendar of Events

| Event | Date | Time | Location |
|-------------------------------------|-----------------------|------------------|----------------|
| MLS New Member Orientation | $\frac{2}{4/16/2014}$ | 9:00am – 12:30pm | RCAR |
| Adopt-A-School Committee Meeting | 4/16/2014 | 2:00pm—3:00pm | RCAR |
| Transaction Desk Basic Training | 4/17/2014 | 9:00am—12:00pm | RCAR |
| RCAR Office Closed – Good Friday | 4/18/2014 | 1 | |
| Transaction Desk Advanced Training | 4/22/2014 | 9:00am—12:00pm | RCAR |
| Meetings & Special Events Meetings | 4/22/2014 | 2:00pm—3:00pm | RCAR |
| RCAR New Member Orientation | 4/23/2014 | 8:15am – 1:00pm | RCAR |
| THDA "First Time Home Buyers" Class | 4/24/2014 | 12:00pm—4:00pm | RCAR |
| Staff/Secretary Breakfast | 4/25/2014 | 9:00am—11:00am | RCAR |
| Advanced Paragon Training | 4/29/2014 | 1:00pm—4:00pm | RCAR |
| NAR Mid Year | 5/12/2014-5/ | /17/2014 | Washington, DC |
| MLS New Member Orientation | 5/14/2014 | 9:00 – 12:30pm | RCAR |
| Adopt-A-School Committee Meeting | 5/14/2014 | 2:00pm—3:00pm | RCAR |
| Client Connect & Contact Manager | 5/20/2014 | 2:00pm—4:00pm | RCAR |
| Transaction Desk Basic Training | 5/21/2014 | 9:00am—12:00pm | RCAR |
| Participants Meeting | 5/22/2014 | 2:00pm – 3:00pm | RCAR |
| RCAR Office Closed – Memorial Day | 5/26/2014 | | |
| General Membership Meeting | 5/28/2014 | 11:30am—1:30pm | Clev Ctry Club |
| Transaction Desk Advanced | 5/29/2014 | 9:00am—12:00pm | RCAR |
| <i>2014 CTC</i> | 6/9/2014-6/ | 12/2014 | Overland Park, |
| MLS New Member Orientation | 6/18/2014 | 9:00pm – 12:30pm | RCAR |

Did you know...



- RER is owned by RCAR
- Advertising in RER keeps your annual Dues down
- Offers great public exposure
- Lead generator
- Live online links through
- www.rivercounties.com
- Distributed throughout Bradley County and surrounding areas
- <u>Bonus:</u> Check out the "Listing by County" ad on the first page! Here you can advertise one listing for only \$22.50!

Advertising Prices:

| <u>Ad Size:</u> | <u>Regular Price:</u> | <u>Non-Member Pricing:</u> |
|-----------------|-----------------------|----------------------------|
| Full Page | \$395 | \$425 |
| 3/4 Page | \$297 | |
| 1/2 Page | \$208 | \$250 |
| 1/4 Page | \$110 | \$130 |
| 1/8 Page | \$60 | |











RCAR, USA Mortgage, Bender Realty, Title Insurance, Coldwell Banker Pryor, Coldwell Banker Hamilton & Associates, Crye-Leike of Athens, Bank of Cleveland, Arrow Exterminators, FSG Bank, WIN Home Inspections, People's Home Equity, BB&T Bank, Southern Heritage Bank, EnviroTech Inspections, Crye-Leike REALTORS® of Cleveland, and Keller Williams Realty Cleveland would like to thank everyone that participated and came out to support "Go Red for Women". This year was an awesome success. The money raised could not have happened without your support. Thank you!!!!

RCAR NEWSLETTER

VOL. 2-2014

2014 1st QUARTER STATS

| | River iation | Co | vided by: unties REALTORS® Meigs, Polk & Rhea Counties | Information provided by: River Counties Association of REALTORS® |
|--|--|---|--|---|
| | | OL | | Servicing Bledsoe, Bradley, McMinn, Meigs, Polk & Rhea Counties REALTO |
| | 506 252 | irou | igh March 31, 2014 | January 1, 2014 through March 31, 2014 |
| Total Units SC | | kat | 459 | All Counties within MLS All Other Counties |
| Average Days Average List F | | кет | \$145,535 | Total Units SOLD 459 Total Units SOLD 96 |
| Average SOL | | | \$135,923 | Average Days on Market 160 VS. Average Days on Market 154 |
| The chart above reflects | total Residen | | its Sold in Bledsoe, Bradley, McMinn, surrounding counties. | Average List Price \$145,535 Average List Price \$158,568 Average COLD Price \$144,405 \$144,405 \$144,405 |
| | | | nore detailed informatio | Average SOLD Price \$135,923 Average SOLD Price \$144,405 The chart above reflects total Residential units Sold during 1st Quarter of 2014. |
| | | | ed reliable but not guaranteed. (As of 04/08/2014 @ 3:15 p | |
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| | 1935-000-00-000-000 | rou | | January 1, 2014 through March 31, 2014 Image: State of the state of th |
| All Counties within Total Units SOLD | 1 MLS 459 | | Bledsoe County | All Counties within MLS Bradley County |
| Average Days on Market | 160 | | Total Units SOLD 5 Average Days on Market 147 | |
| Average List Price | \$145,535 | vs. | Average Days on Market 147 Average List Price \$59,04 | |
| Average SOLD Price | \$135,923 | | Average SOLD Price \$53,20 | |
| The chart above refl | ects total Reside | | its Sold during 1st Quarter of 2014. | The chart above reflects total Residential units Sold during 1st Quarter of 2014. |
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| Office Name | Office # | Broker | <u>Email</u> |
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| 1st Enterprise | 423.472.5416 | Tim Shaw | unorealtor@aol.com |
| Athens Realty | 423.745.6161 | Nancy Bivens | AB731@TDS.NET |
| Award Realty II | 423.476.3205 | Marcia Botts | marcia@marciabotts.com |
| Bender Realty | 423.472.2173 | Jim Workman | jworkman@bender-realty.com |
| Carroll/Greene Real Estate | 423.472.6571 | David Carroll | dcarroll1960@aol.com |
| CBC Hamilton & Associates | 423.476.5535 | Loye Hamilton | loye@coldwellbanker.com |
| Century 21 1st Choice Realtors | 423,478,2332 | Teresa Vincent | rogerscreek@aol.com |
| Century 21 Roberson Realty Unl | 423.775.5666 | Joy Shaw | joy@c21rru.com |
| Century 21 Robinson Realty Inc | 423.745.4446 | Mike Robinson | mrobin1444@aol.com |
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| Coldwell Banker Pryor Realty | 423.775.4044 | Billy Pryor | bill@coldwellbankerpryor.com |
| Crye-Leike REALTORS Athens | 423.746.0227 | Wayne Rutherford | WRUTHERFORD@CRYE-LEIKE.COM |
| Crye-Leike REALTORS | 423.473.9545 | Jo Organ | jo.organ@crye-leike.com |
| Crye-Leike Realtors South, Inc | 865.671.3333 | Melonie Carideo | mcarideo@crye-leike.com |
| Darrell Murray Auction | 423.745.4065 | Darrell Murray | redmond_connie@yahoo.com |
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| East Tennessee Waterfront Prop | 423.365.2577 | Gary Venice | gary@etwaterfront.com |
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| Genuine Realty | 423.472.9200 | Betty Hiefnar-Messer | bettyhmesser@gmail.com |
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| Grandview Realty | 423.338.8171 | Carol Kamm | carolkamm@gmail.com |
| Hodnett Realty | 423.472.5421 | Roger Hodnett | rmhodnett@aol.com |
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| Keller Williams Realty Cleveland | 423,303,1200 | Steve Black | steveblack@kw.com |
| Lamb's Realty | 423.790.0956 | Steve Lamb | steve@lambsrealty.com |
| Lay Realty Co., Inc. | 423.745.4100 | Rick Lay | layco@bellsouth.net |
| Mountain View Realty | 423.263.4986 | Connie Bradshaw | cwbradshaw139@gmail.com |
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| Premier Properties Realty | 423.745.4131 | Ingrid Prather | premierpropertiesrealty@comcast.net |
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| Prudential RealtyCenter.com | 423.899.5943 | Susan Jensen | sjensen@realtycenter.com |
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| Southern Homes | 423.744.3515 | Amy Elkins | amyatsouthernhomes@gmail.com |
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| Town & River Realty | 423.255.2892 | Michael Kaiser | TandRRealty@aol.com |

River Counties Association of REALTORS[®], Inc. Primary & Secondary REALTOR[®] Firms

Meet our Appraisal Offices

| Appraisal Offices | | | Office # |
|------------------------------------|-----------------|----|--------------|
| Accurate Appraisals | Dayton | TN | 423-775-8088 |
| All American Appraisal LLC | Cleveland | TN | 423-472-0433 |
| Angela House Appraisal Service | Chattanooga | TN | 423-499-0853 |
| Appraisal Consultants | Athens | TN | 452-506-7321 |
| Appraisals Unlimited Inc | Ten Mile | TN | 423-334-4773 |
| ssociates in Real Estate Appraisal | Cleveland | TN | 423-476-3805 |
| Braun & Associates, Inc. | Knoxville | TN | 865-977-4404 |
| Charles E. Tindell, Inc. | Chattanooga | TN | 423-892-3080 |
| Chuck Shepard Appraisals | Signal Mountain | TN | 423-886-7769 |
| Classic Appraisals | Chattanooga | TN | 423-468-4467 |
| Cleveland Appraisal Services | Cleveland | TN | 423-473-4663 |
| Crye Properties, Inc. | Cleveland | TN | 423-339-5741 |
| D.L. Prymak Appraisal Firm | Dayton | TN | 423-775-2360 |
| Davenport Realty Appraisal | Chatsworth | GA | 706-695-4848 |
| DFS Appraisal Group, LLC | Dalton | GA | 706-217-8211 |
| Donald Tindell, Inc. | Chattanooga | TN | 423-892-0051 |
| Ed Blake Company | Chattanooga | TN | 423-265-2777 |
| Everhart & Associates | Cleveland | TN | 423-339-5949 |
| Farm Credit Mid-America | Niota | TN | 423-506-2366 |
| Gwen Ellis Real Estate Appraiser | Cleveland | TN | 423-473-9111 |
| Heckaman Appraisal Firm | Chattanooga | TN | 423-899-6441 |
| Hidden Treasures Appraisal | Etowah | TN | 423-263-0203 |
| Huff Appraisals | Cleveland | TN | 423-479-7004 |
| Johnson Real Estate | Athens | TN | 423-745-1400 |
| Mark Gibson Appraisal Service | Cleveland | TN | 423-650-1261 |
| Miller Real Estate Company | Cleveland | TN | 423-472-4564 |
| Pledger Realty | Chattanooga | TN | 423-266-6808 |
| Premier Appraisal Group LLC | Chattanooga | TN | 423-595-3425 |
| Quality Appraisals | Dayton | TN | 423-570-9046 |
| Riverview Properties | Chattanooga | TN | 423-265-4612 |
| Shaver Appraisals | Dayton | TN | 423-775-9660 |
| Southern Appraisal Network Inc | Chattanooga | TN | 423-624-9099 |
| Southern Heritage Bank - APP | Cleveland | TN | 423-473-7980 |
| Tab Tollett and Assoc. | Chattanooga | TN | 423-894-2166 |
| Tennessee Land Company | Madisonville | | 423-442-1734 |
| Tennessee Valley Appraisal | Athens | TN | 423-746-0027 |
| The Haisten Group, Inc. | Chattanooga | TN | 423-899-1928 |
| The McPherson Company, LLC | Knoxville | TN | 865-531-8494 |
| Three Rivers Appraisal Service | Cleveland | TN | 423-715-6013 |
| Underwood Appraisal Services | Ooltewah | TN | 423-238-2757 |
| Williamson Group | Cleveland | TN | 423-476-0066 |

Meet our Affiliate Members

| <u>Affiliate</u> | | | Office # |
|---------------------------------------|-------------|----|--------------|
| Andrew Johnson Bank | Cleveland | TN | 423-478-8222 |
| Arrow Exterminators, Inc. | Chattanooga | TN | 423-629-7378 |
| Athens Federal Community Bank | Athens | TN | 423-745-1111 |
| Bank of Cleveland | Cleveland | TN | 423-478-5656 |
| Beaumont Pest Control | Ringgold | GA | 423-280-2863 |
| Branch Banking & Trust | Cleveland | TN | 423-478-8661 |
| Cleveland Abstract | Cleveland | TN | 423-339-3042 |
| Cleveland Utilities | Cleveland | TN | 423-472-4512 |
| EquiTitle, Inc. | Cleveland | TN | 423-614-3100 |
| Envirotech Inspections, LLC | Athens | TN | 423-453-2046 |
| Farm Credit Mid-America | Athens | TN | 423-472-9561 |
| First American Home Warranty | Knoxville | TN | 865-202-7780 |
| FSG Bank | Cleveland | TN | 423-618-3018 |
| Green Mountain Termite & Pest Control | Old Fort | TN | 423-331-8461 |
| iServe Residential Lending | Cleveland | TN | 423-614-5626 |
| Mortgage Investors Group | Knoxville | TN | 865-691-8910 |
| Nolan Swanson Inspection, LLC | Cleveland | TN | 423-593-5069 |
| Ocoee Region Builders Assoc | Cleveland | TN | 423-790-7600 |
| People's Home Equity | Chattanooga | TN | 423-591-9801 |
| Pestaway Corp | Riceville | TN | 423-479-9711 |
| Pillar to Post—Cleveland | Cleveland | TN | 423-331-8224 |
| Pillar To Post—Chattanooga | Harrison | TN | 423-326-2008 |
| Platinum Financial Funding | Cleveland | TN | 423-790-7355 |
| Professional Title Services | Cleveland | TN | 423-559-0600 |
| Realty Title and Escrow Services, Inc | Cleveland | TN | 423-472-2810 |
| Regions Bank | Cleveland | TN | 423-339-4644 |
| Reliable Home Inspection Service | Cleveland | TN | 423-505-1261 |
| SouthEast Bank & Trust | Cleveland | TN | 423-303-2820 |
| Southern Heritage Bank | Cleveland | TN | 423-473-7980 |
| Tennessee Inspections | Spring City | TN | 239-825-1096 |
| Title Insurance | Cleveland | TN | 423-479-8659 |
| Tri-State Property Inspections | Cleveland | TN | 423-650-5712 |
| United Community Bank | Cleveland | TN | 423-559-2696 |
| USA Mortgage | Cleveland | TN | 423-478-3115 |
| WIN Home Inspections | Chattanooga | TN | 423-710-3951 |

SAVE THE DATE RCAR Buzz – June 19, 2014 O'Charleys 5:30 till 7:00 pm Appetizers will be served!

River Counties Association of REALTORS®

Benefits

Member of National Association of REALTORS®

Drug Card America

NAR is pleased to provide to members a free pharmacy program designed to help lower the cost of some prescription drugs. This free benefit is provided by SASid, the same trusted REALTOR Benefits® Partner who manages REALTORS® Core Health Insurance and REALTORS® Dental Insurance.

- Member of Tennessee Association of REALTORS®
- Servicing Bledsoe, Bradley, McMinn, Meigs, Polk, and Rhea Counties
- Informative General Membership Meetings with excellent speakers
- Networking Opportunities
- Officers & Director Leadership attends NAR & TAR Conventions and brings back important first-hand information to our members
- Continuing Education at RCAR Education Classes Free of Charge for 2014
- Affiliate Support
- REALTOR® Store
- Helpful Support Staff

River Counties Multiple Listing Service







Benefits

- Data Share with the Chattanooga MLS
- Free Paragon 5 Training (Individual or Office)
- Multiple Search Capabilities and Customization
- Courthouse Retrieval System
- Subdivision Restrictions on MLS within CRS
- Supra ActiveKeys and eKeys
- Paragon <u>rcar.paragonrels.com</u>
- Paragon Mobile rcar.mobile.paragonrels.com
- FREE Lockboxes with signed Lease Agreement
- Knowledgeable Support Staff

RCAR NEWSLETTER

National Association of REALTORS $\ensuremath{\mathbb{R}}$

Benefits

National Association of REALTOR Benefits® Program – A Valuable Member Benefit

As a REALTOR®, you have access to NAR's REALTOR Benefits® Program. This program provides unique valueadded offers and savings on the products and services you use every day. The program includes partners in categories such as marketing, technology, insurance, financial services and personal protection, travel, and office solutions. For a full roster of partners, along with their member-only offers and savings, visit my.realtor.org/programs/realtor-benefits-program.

2014 Membership Cards Now Available



Download your 2014 <u>Membership Card</u> today. Click on the "my card" link in the upper-right corner of the Member Center to begin.



Tennessee Association of REALTORS®

Benefits

The <u>Tennessee Association of REALTORs</u> (TAR) is headquartered in Nashville and serves over 19,000 REALTOR[®] members, REALTOR[®] member firms, and local associations throughout Tennessee. TAR's annual dues, however, are among the lowest in the nation! Members can access a wide range of member services including:

- Free TAR Legal & Ethics Hot Line
- Free Online Real Estate Forms (via TransactionDesk)
- > A Free Internet page on the TN Living Network
- News services, including the TAR DIGEST, forms updates, & our Grassroots Legislative Action Center
- > Legislative advocacy
- Numerous Educational opportunities
- Special Discounted Services & Products through preferred vendors

RCAR NEWSLETTER

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