



# Lakeway



# Life



Volume 2023 Issue 5

May 2023

**Lakeway Area  
Association of REALTORS®**

400 N. Henry St  
PO BOX 1815  
Morristown, TN 37816

423-587-2266  
info@laar.realtor

**2023 Leadership Team**

**President**

Matt Berger

**Vice President**

Lisa McBride

**Secretary/Treasurer**

Paul LeBel

**Directors**

Lisa Brown  
Laura Dickerson  
Don Fabrikant  
Randy Meade  
Kim Roberts

**TN REALTORS®**

**Division 3 Vice Presidents**

Ingrid Prather  
Geoff Ramsey



## WELCOME

**We would like to welcome the following new members, affiliates, and  
MLS subscribers to the Lakeway Area Association of REALTORS®:**

### New Realtor® Members

Quantel Beard  
Family Tree Realty

Jeffrey Depew  
Lakeway Real Estate

Rylee Clark  
Crye-Leike Premier

### New Affiliate Members

Sandra Parsons  
Element Home Loans

Melissa Moats  
Success Mortgage Partners

### New MLS Subscribers

Caralyne Carter  
Berkshire Hathaway

Lisa Jones  
Wallace

Norma Wykle  
RE/MAX Properties

Jennifer Cooper  
RE/MAX Properties



# WELCOME

## Upcoming Education at LAAR

### May

#### **Agency in Tennessee**

Instructor: Ingrid Prather

2 CE hours

May 24th 10am-12pm

#### **Buyers 1st Right of Refusal**

Instructor: Susan Barnette

2 CE hours

May 25th 9am-11am

#### **TREC Manual 101**

Instructor: Susan Barnette

4 CE hours

May 25th 11:30am-3:30pm

#### **Auctions, Short Sales, REO**

Instructor: Greg Glosson

2 CE hours

May 31st 9am-12pm

#### **Agent Tools of the Trade**

Instructor: Greg Glosson

1 CE hours

May 31st 12:30-1:30pm

#### **Negotiation: Getting to Agreement**

Instructor: Greg Glosson

1 CE hours

May 31st 1:45pm-2:45pm

### June

#### **How to Game Facebook**

Instructor: Gregg Pechman

0 CE hours

June 15th 10am-12pm

#### **IPX Exchange**

Instructor: Luke Hays

2 CE hours

June 22nd 12pm-2pm

#### **HECM for Purchase**

Instructor: Edna Price

2 CE hours

June 28th 12pm-2pm

Knowledge  
+ Action  
= Power

\*Net Proceeds from classes go to the REALTOR Aid For Troubled Times (RAFTT) Fund.

\*Classes have sponsors that provide food, so we ask that you register early so that we can give them an accurate head count/cancel at least 48 hrs prior to class date.

\*To register, go to Navica and click on Association Events or call our office at 423-587-2266. Classes are open to all.

# Annual Charity Picnic & Auction

May 4, 2023

12:00pm

\$5 entry fee (pay cash at the door)

The White Rose at Hidden Meadows  
720 Old Poplar Ridge Rd  
Talbott, TN 37877

**Proceeds to benefit The Daily Bread in Morristown.**

Ways to register:

- Navica
- Call: (423) 587-2266
- Email: [info@laar.realtor](mailto:info@laar.realtor)

**Thank you to everyone who has donated!**

**If you have not brought your donation items,  
please bring them to the LAAR office by May  
2nd.**





# MEDIC BLOOD DRIVE

GREAT SMOKY MOUNTAINS ASSOCIATION  
OF REALTORS  
VS.

LAKEWAY OF MORRISTOWN

SPONSORED BY:  
COMMUNITY OUTREACH COMMITTEE FOR LAKEWAY

**TUESDAY, MAY 16**

12:00 PM - 6:00 PM

**Lakeway Area Association of Realtors**

**MEDIC MOBILE  
400 N. HENRY STREET  
MORRISTOWN, TN 37814**

SCAN TO MAKE AN APPOINTMENT.

[medicblood.org](http://medicblood.org)

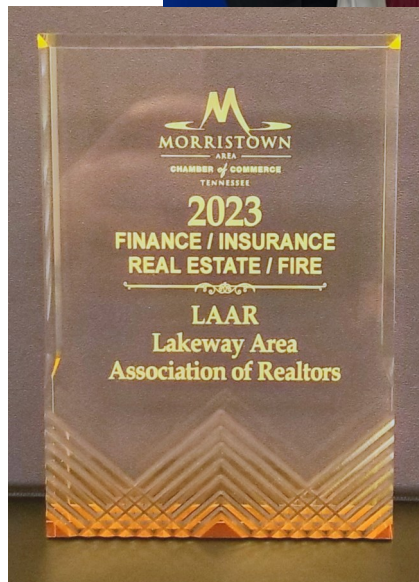




## LAAR Receives Small Business Award of Excellence

On April 25th, LAAR staff along with Director Laura Dickerson attended the Morristown Chamber of Commerce's *Small Business Awards Luncheon*. The Lakeway Area Association of REALTORS® was chosen to receive the *2023 Finance/Insurance/Real Estate Award*. The award was sponsored by Eastman Credit Union and presented to LAAR by Sabra Hayden.

The *Small Business Awards of Excellence* program was established to recognize outstanding Chamber member businesses with 50 or fewer employees. Businesses were nominated by chamber members and each nominee completed an application providing information for a panel of judges who determined the winners in each category.



# Sell Thi\$ Hou\$e



- ◇ This is a timed and automated presentation.
- ◇ You can present up to two (2) listings.
- ◇ Everyone must RSVP w/Beth Elkins due to lunch being catered.

#### Door Prizes

- 3 available for agents that bring a guest
- 2 available for guests
- 3 available for remaining attendees

Sell Thi\$ Hou\$e is a way for agents from different counties and offices to interact and discuss their listings or listings of another agent in their office. It gives the agent the opportunity to tell specific things about the property that may assist other agents in showing the property. This works similar to property house tours, but you see other listings outside of your office, you don't have to drive, you get a free lunch, and a chance for a door prize. You are not required to present listings, you can attend to learn more about other properties.

**DATE: May 9th**

**TIME: 11:30am-1:00pm**

**WHERE: LAAR Office**

**FREE Event & Lunch**

**RSVP to :**

**Beth Elkins**

**423-748-3800 OR**

**beth.elkins@academymortgage.com**

**Please RSVP and send the MLS# & address of the property you wish to present to Beth Elkins by Friday, May 5th @**

**Sponsored by: Patrick Davis w/Shelter Insurance**



Hosted by: **Beth Elkins**

5251 W. Andrew Johnson Hwy

Morristown, TN 37814

(423) 586-3354 / (423) 748-3800

NMLS# 487571 / State Lic # TN 115048

Corp Lic # TN109446 / Corp. NMLS # 3113

## Tips to Boost Instagram Followers:

New to Instagram? Here are 30 ways to gain more followers and increase the audience for your company's marketing campaign, according to Caroline Forsey, manager of HubSpot's Marketing Blog. Tips include sharing user-generated content, running a contest and using a consistent brand voice that is in line with the platform nuances.

**Full Story: [HubSpot](#)**



## Cancer Center Donations

We are still taking donations for the Cancer Centers in our area. We have already taken a load to one of the centers. Thank you for your generous giving!

### Cancer Center Donations

#### Items that are needed:

Thick warm socks	Crackers	Sports Drinks
Blankets	Pretzels	Water
Scent free lotion	Popcorn	Books
Alcohol free hand sanitizer	Granola	Magazines
Tissues	Trail Mix	Puzzle Books
Lip Balm	Nuts	Adult Coloring books
Hard Candy	Seeds	Coloring Pencils
	Ginger Chews	

Thank you!





## Do you need your Cutco knives sharpened?

**Hosted by:**

**Laurie Sweeting**

**Cutco Closing  
Gifts**

You are invited to my Cutco knife sharpening event!

Free sharpening for your Cutco knives.

**May 15th from 11am-4:45pm**

**LAAR office Downstairs**

**Sponsored by:**

**John Fleming**

**People's Home  
Equity**

Call 423-587-2266 to schedule your appointment today!





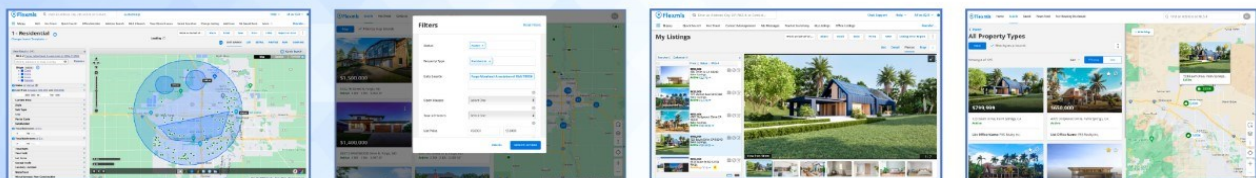
## Mortgage rates rise again, putting buyers on edge

Economists say even minor movement in borrow costs will continue to have an impact on housing activity.

**Full Story:** [REALTOR® Magazine](#)

# Coming June 5, 2023

## The Flexmls Platform



## Conversion Date and Milestones



- |                       |   |   |
|-----------------------|---|---|
| May 22nd or May 30th  | - | Introductory webinar  |
| May 22                | - | System Parallel Begins (access to both systems, ability to familiarize yourself with Flexmls) |
| June 6th and June 7th | - | Training Begins   |
| June 1                | - | Last Day to Input Data into Navica  |
| June 2                | - | Read only in Navica   |
| June 5                | - | Working exclusively in Flexmls  |



Check out the video on our [Facebook page](#).

## In-Person Flexmls Training

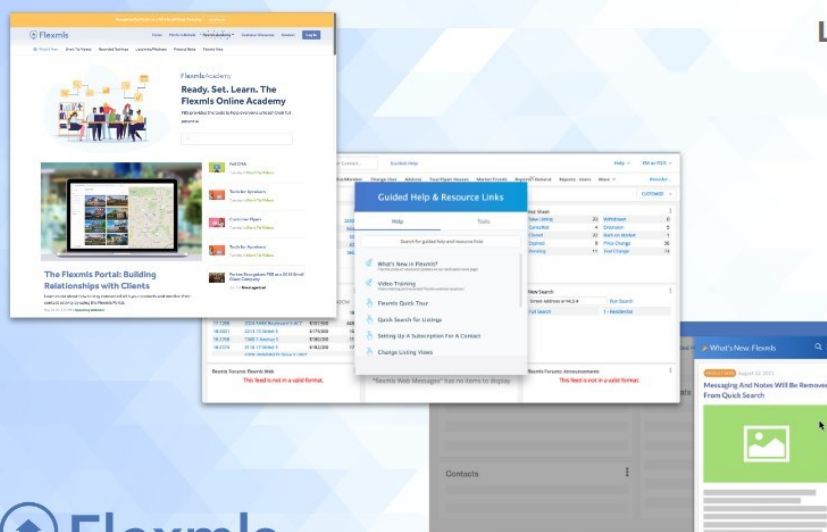
We will have in-person Flexmls training at the LAAR office on **June 6th and June 7th**. There will be three sessions each day:

- ◆ **9:00am-10:30pm**
- ◆ **11:00am-12:30pm**
- ◆ **1:30pm-3:00pm**

### Ways to register:

- ◇ Click on Association Events in Navica ([choose your date and time](#))
- ◇ Call (423) 587-2266 ([let us know the date and time you want to attend](#))
- ◇ Email [info@laar.realtor](mailto:info@laar.realtor) ([let us know the date and time you wish to attend](#))

## Help, When and Where You Need It



### Live Training During Go Live Week

- June 6
- June 7

### Online Help Resources

- Guided Help
- [Flexmls Academy](#)
- [Written Help](#)
- In-app Notification Center

### Support

- (888) 525 - 4747
- [support@flexmls.com](mailto:support@flexmls.com)
- M-F 8am to 9pm CT

## Getting Started with Flexmls Webinar Training

We will soon be transitioning to our new MLS system and we hope you are as excited about it as we are. We have scheduled several learning opportunities for you. The training information is listed below.

### Getting Started with Flexmls

**May 22, 2:00-3:30 PM EDT**

Join us for an overview of using Flexmls. In this 90-minute class, we will look at how to login to Flexmls, general system navigation, searching, emailing listings, automatic listing updates (subscriptions), working with your contacts, adding/changing listings and more!

Click here to register: <https://attendee.gotowebinar.com/register/5460435757924654423>

### Getting Started with Flexmls

**May 30, 11:00-12:30 PM EDT**

Join us for an overview of using Flexmls. In this 90-minute class, we will look at how to login to Flexmls, general system navigation, searching, emailing listings, automatic listing updates (subscriptions), working with your contacts, adding/changing listings and more!

Click here to register: <https://attendee.gotowebinar.com/register/8298135631320227934>

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### Teaching buyers how to obtain—and stay—in a home

NAR Fair Housing Champion Sofia Crisp leverages her industry knowledge and community connections to build bridges to homeownership.

**Full Story:** [REALTOR® Magazine](#)

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### You can stop AI from spreading false real estate info

Artificial intelligence can create housing market misinformation, fake property documents and false identities. Here's how to intercept these threats.

**Full Story:** [REALTOR® Magazine](#)



## Flexmls Webinar Training

### Working with Buyers: Subscriptions, Portals & Contact Activity

**June 13, 10:00-11:00 AM EDT**

Join us for an in-depth review of Searches, Subscriptions (auto emails), Portals, and tracking Contact Activity. How do you set up subscriptions (automatic listing updates) for your contacts? How long does a subscription last? What is the portal and how is it different from a subscription? How do you know if your client has logged in to the portal after you've sent them an invitation? We will answer all of these questions, plus many more!

Click here to register: <https://attendee.gotowebinar.com/register/9050354416752861786>

### Working with Sellers in Flexmls

**June 14, 2:00-3:00 PM EDT**

Join us for a detailed look at Flexmls features you can use when working with sellers. We'll cover the One-Line CMA, Full CMA, Listing Activity Reports and more!

Click here to register: <https://attendee.gotowebinar.com/register/7673095156684386645>

### Flexmls Pro (Mobile) for iOS

**June 15, 1:00-1:45 PM EDT**

Join us for an overview of using the Flexmls Pro (mobile) app on your iPhone. In this class, we'll demonstrate how to search for listings, share listings, create searches and subscriptions for prospects, view hot sheet activity, and more--all from your iOS device!

Click here to register: <https://attendee.gotowebinar.com/register/6564118932816540511>

### Flexmls Pro (Mobile) for Android

**June 15 2:00-2:45 PM EDT**

Join us for an overview of using the Flexmls Pro (mobile) app on your Android device. In this class, we'll demonstrate how to search for listings, share listings, create searches and subscriptions for prospects, view hot sheet activity, and more--all from your Android device!

Click here to register: <https://attendee.gotowebinar.com/register/6797161521835331677>



## Picnic Donations

We are still accepting donations for the Annual Charity Picnic and Auction. If you would like to donate a gift basket or other auction item, just bring it by the LAAR office between 9am and 5pm, Monday—Friday. We need all donations by May 2nd. Deadline to register to attend the picnic is also May 2nd.



## Affiliate Highlight

**We are very appreciative of our Affiliate members. They do so much for our association!**





Scan the QR Code  
to get started!



**May 5th– 13th**

Preview dates: May 1st –4th

Register for an account in advance or during  
our preview days.

Your winning bid dollar amount will count toward  
your 2023 RPAC contribution.

## 2023 Spring Virtual RPAC Auction



- Remarkable Tablet
- Ipad
- Solo Stove
- Gift Cards
- Cornhole boards
- And much more



RPAC Contributions are not deductible for income tax purposes. Contributions to RPAC are voluntary and are used for political purposes. You may refuse to contribute without reprisal and the National Association of REALTORS® or any of its state associations or local boards will not favor or disfavor any member because of the amount contributed. 70% of each contribution is used by your state PAC to support state and local political candidates. Until your state PAC reaches its RPAC goal, 30% is sent to National RPAC to support federal candidates and is charged against your limits under 2 U.S.C. 441a; after the state PAC reaches its RPAC goal, it may elect to retain your entire contribution for use in supporting state and local candidates.



**We are grateful for those who sacrificed  
their lives to defend our nation and our  
freedoms.**

**LAAR will be closed May 29th.**





400 N. Henry St  
PO BOX 1815  
Morristown, TN 37816

423-587-2266  
info@laar.realtor

**Office Hours**  
9:00 am—5:00 pm  
Monday—Friday

**Staff:**

Sarah Childress  
Association Executive  
sarah@laar.realtor

Elizabeth Southerland  
Education Coordinator  
Elizabeth@laar.realtor

Joy Hodges  
Member Service Coordinator  
joy@laar.realtor



## May Birthdays

3	Kim Roberts
4	Linda Estes
5	Tonya Estevez
6	Linda Armour
7	Dan Craft
7	Adam Miracle
8	Suellen King
8	Kathy Myers
9	Fran Prickett
10	Donna Rickard
11	Cindy Monk
11	Katelyn Warren
12	Laurie Domenico
13	Scottie Hooper
14	Debbie Edwards
19	Marti Dotson
19	Randi Smith
20	Heidi Potts
20	Kristie Trentham
21	Laura Dickerson
21	Matthew Doty
23	Brian Masengill
23	Van Masengill
23	Cynthia Dalton
24	Tina Bowen
24	Chad Kramer
24	Randy Medford
24	Veronica Whitelaw
24	Jake Allen
25	Brooke Poma
26	Norma Elkins
26	Jess Weston
26	Bobbi Kindermann
27	Lori Caughorn
27	Cindy Justice
27	Zak Clift
29	Lisa McMahan
31	Brian Mathis
31	Rebecca McShane



**HAPPY  
BIRTHDAY!**



*Sunday  
May 14th*