



# Lakeway



# Life



Volume 2023 Issue 6

June 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**

James Rehtin  
Prime Mountain Properties

Donna Miano  
Century 21 Legacy

Deborah Shelton  
Envision Realty

Michael Ryan Smith  
Wallace Real Estate

Austin Hicks  
Crye-Leike Lakeway

### **New MLS Subscribers**

Emily Stevens  
Realty Executives Downtown

Rachel Warren  
Wallace Real Estate

Charlene Foust  
Mason Realty

James Cottrell  
eXp Realty

Jayda Harden  
The Real Estate Depot

Tracy Chattaway  
Vanguard Realty

Madeline Wolfe  
Greater Impact Lakeway

Jennifer Humphrey-Poveda  
Wallace Real Estate

Carli Whaley  
Wallace Real Estate

### **New Affiliate Members**

Darrin Costner  
Regal Real Estate

Jimmy Boles  
Property Guardian Home Inspect.



# WELCOME

## Upcoming Education at LAAR

### 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

### July

#### **Radon for the Real Estate Industry**

Instructor: Kansas State

4 CE hours

July 19th 1pm-5pm

#### **Broker CORE Course**

Instructor: Kathy Oakes

8 CE hours

July 26th 8am-5pm

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.

\*We are no longer offering refunds or credits for our classes.

A festive background featuring several large balloons in orange, light blue, red, yellow, and green. Scattered around the balloons are colorful streamers in purple, green, and gold, along with small, multi-colored round confetti and white star-shaped confetti.

# Hello FlexMLS

Celebrate with us!  
LAAR is waiving all applications through August 30th.



Contact us at [info@laar.realtor](mailto:info@laar.realtor) or (423) 581-2266 to join.

We are so excited about moving to Flexmls that we are waiving all application fees through August 30th. Let your real estate professional friends know about this great opportunity. This application fee waiver includes: membership application fees and MLS subscriber application fees.

**Today is a great day to join Lakeway Area Association of  
REALTORS®**



## Flex MLS In-Person Training

### June 6th

- \* 9:00am-10:30am
- \* 11:00am-12:30pm
- \* 1:30pm-3:00pm
- \* 3:30pm-5:00pm

### June 7th

- \* 9:00am-10:30am
- \* 11:00am-12:30pm

**No  
Charge**

**Downstairs  
classroom @  
LAAR**

**Flex  
Trainers**

### How you can register:

- ⇒ Go to Association Events in Navica
- ⇒ Call our office at (423) 587-2266
- ⇒ Email us at [info@laar.realtor](mailto:info@laar.realtor) (specify day & session you want to attend)

## Flexmls Training Webinars

### 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!

[Registration Link](#)

### 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!

[Registration Link](#)

### 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!

[Registration Link](#)

### 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!

[Registration Link](#)

IMPORTANT





## Important Flexmls Dates

### Important Dates:

- ◆ Friday, June 2nd—Final data pull from Navica. Navica will be set to read-only.
- ◆ Monday, June 5th— Flexmls goes live.
- ◆ Tuesday, June 6th— Getting Started w/Flexmls Live Training @ the LAAR office
- ◆ Wednesday, June 7th—Getting Started w/Flexmls Live Training @ the LAAR office
- ◆ Friday, June 9th— Navica RETS feed will end
- ◆ Tuesday, June 13th—Working with Buyers webinar
- ◆ Wednesday, June 14th— Working w/Sellers webinar
- ◆ Thursday, June 15th— Flexmls Pro for IOS and Android
- ◆ July 5th— Access to Navica ends at 8am

**\*NOTE:** Unlicensed assistants and office administrators are strongly encouraged to attend training, which is **REQUIRED** of all residential MLS Participants and Subscribers. Those persons who have experience in FlexMLS must sign a **waiver**, which can be obtained by emailing [info@laar.realtor](mailto:info@laar.realtor) in order to be exempt from training. Those persons required and unable to attend training June 6th or 7th(live) or did not attend the May training webinars should email [sarah@laar.realtor](mailto:sarah@laar.realtor) with an explanation of the extenuating circumstances. In response, LAAR staff will confirm whether you qualify for a make-up session. Thank you for your cooperation.



# Join Eastman Credit Union for a FREE Home Buying Seminar!

We'll discuss the home buying process from start to finish and provide some great tips about buying a home. Experts will also be on hand to answer your questions.

**Thursday, June 29  
5:30 p.m.**

**Jefferson County Library  
108 City Center Drive  
Jefferson City, TN 37760**



**EASTMAN  
CREDIT  
UNION®**  
ECU BESIDE YOU



**Sabra P. Hayden**  
Mortgage Relationship Manager  
NMLS #1218220  
Office: 423.722.1201  
Cell: 423.440.2528  
[www.ecu.org/shayden](http://www.ecu.org/shayden)



**Jeff Axley**  
Mortgage Relationship Manager  
NMLS# 480602  
Office: 865.286.6905  
Cell: 865.776.5542  
[www.ecu.org/jaxley](http://www.ecu.org/jaxley)



**Seating is limited and registration is required.  
Please visit [ecu.org/june29](http://ecu.org/june29) to register today!**



# Radon for the Real Estate Industry

## COURSE DESCRIPTION

This radon in real estate course will address the key radon issues that impact home sale transactions, including testing, mitigation, risk communication and how to effectively resolve questions and challenges that arise regarding this unique environmental health risk. There will be lots of time for questions and participants will gain knowledge to help reduce liability, access resources, and serve their clients according to applicable standards and guidance in Tennessee.

## TREC CE CREDIT

Each course is 4 CE Credit hours for Tennessee (TREC number 120087) offered by Kansas State University Radon Training.

**Course may be taken only once every two years for CE credit.**

Courses are sponsored by the TN Radon Program and will be provided at no cost to the host Realtor Boards.

Course also qualifies for 4 hours NRPP CE.

## LOCATION

Lakeway Area Association of Realtors  
400 N. Henry St  
Morristown, TN 37814  
Enter from the back of the building

## REGISTRATION

Registration is online for LAAR members:

<https://laar.realtor>

Non members contact: Elizabeth Southerland

PH: (423) 587-2266 | EMAIL: [Elizabeth@laar.realtor](mailto:Elizabeth@laar.realtor)

## QUESTIONS?

KSU Radon Training: 833-723-6222 | [radoncourse@ksu.edu](mailto:radoncourse@ksu.edu)

**July 19, 2023**  
**1PM - 5PM | LAAR OFFICE**



## **Finding opportunities for 1031 exchanges in today's market**

For investors with cash who are waiting out market uncertainty, this may be an optimal time to use the tax-differed exchange to reposition their portfolio.

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

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## **Challenges of poverty go beyond gentrification**

Displacement of residents is among the negative impacts of gentrification, a concept that has a long and complex history in American cities. “For low-income people, rates of displacement and evictions are similarly high in gentrifying neighborhoods as in neighborhoods defined by concentrated poverty and disinvestment,” Benjamin Schneider writes.

**Full Story:** [Fast Company \(tiered subscription model\)](#)

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## **8 fail-proof lead generation ideas**

There are a variety of techniques agents and brokers can try to figure out what works best for them.

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

We raised \$3,760 dollars at our Annual Charity Picnic and Auction this year. The Daily Bread was very excited and has extended their appreciation. We appreciate everyone who attended and who made donations.

**We appreciate all who donated!**



360 Home Inspections Scott Haney	Colonial Title Kim Nelson	Lakeway Title Amy Guinn	Regions Angela Miller
7 Title Tina Clevenger	Cornerstone Home Lending Luke Wagner	Mortgage Investors Group Kristin Abouelata	Rural 1st Nikki Wisecarver
Academy Mortgage Beth Elkins	Eastman Credit Union Sabra Hayden	National Property Inspection Sidney Jessee	Security National Mortgage Tammy Lyons
Alameda Mortgage Jake Allen	Exit Realty of the Smokies Patti Osucha	Peoples Home Equity John Fleming	State Farm Pat Whaley
Andrew Johnson Bank Susanne Deneau	Farmer's Insurance Griffin Fowler	Pest Authority Jason Dabbs	Success Mortgage Melissa Moats
Arrow Exterminators Sarah McCarley	First American Home Warranty Caroline Cross	Queener Insurance Gary Roberts	THDA Josh McKinney
Bentley & Associates Gerald Jones	First Community Mortgage Marite Perez	RE/MAX Between the Lakes Darlene Reeves-Kline	Union Home Mortgage Kim Swann
Blue Ridge Title Christy Grizzell	Heartland Title Amy Wesley	RE/MAX Ten Midtown D. O. Ratcliff	Weichert Tiger Real Estate
Citizen's National Bank Sharon Greene	Homes & Land Glenn Longmire	RE/MAX Ten Midtown Carla Cullip	
CMG Financial Lisa Rogers			

## IMPORTANT ANNOUNCEMENTS

**3rd Quarter Billing:** Due to our transition to a new system, our 3rd Quarter billing will be delayed. We do not know the date of when invoices will go out just yet. Please be patient with us during this time of transition.

**FLEXMLS LOGIN:** Please go ahead and try to login to your Flexmls account. Let us know immediately if you experience any issues so we can work with Flex to get any issues fixed before our go live date of June 5th.

To login: prefix “lar”, first initial, last name, license number (ex: Jane Smith: lar.jsmith12354), non-licensed users will be the same minus the license number. Call us if you have any difficulty logging in.

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We are excited to bring you free webinar trainings that will take place once per month. Make sure you check out June’s class! In this class you will discover effective real estate content strategies for social media success. Learn what, when, and how to post to attract clients.

**June 15th 12:00pm-12:30pm**

**All About Content for Real Estate: How, When, and What to Post on Social Media**

[Registration Link](#)

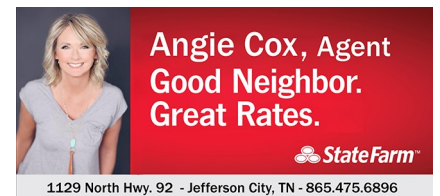


## Affiliate Highlight

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



Smoky Mtn. Inspection Services, Inc.  
Commercial Building & Home Inspections  
"Serving all of Eastern TN & KY"





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

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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



## June Birthdays

2	Jennifer Manring
3	Orlando Crespo
4	Amy Shrader
4	Brandy Benight
10	Siobhan Elkins
10	Joy Hodges
10	Donna Carlyle
11	Josh Jenkins
11	Christy Smith
12	Ashley Taylor
13	Chelsie Milam
15	Marjorie Heskett
15	Mendi Mason
15	Nicole Moran
16	Nicole Nelson
17	Steve Carpenter
17	Teresa Jones
18	Hix Masengill
19	Jamey Southerland
21	Liz Howard
21	Marivel Villa
22	Sherry Blazer
22	Tracey Erickson
23	Robin Epps
25	Susan Loveday
26	Tom Rosberg
29	Tammy Franklin
29	Neil Blotske
29	Wendy Warner
30	John Thornton



**HAPPY  
BIRTHDAY!**

**HAPPY  
FATHER'S  
DAY**



Office closed in observance of

**Juneteenth**

**June 19, 2023**

Sunday  
June 18th