



**Certified
Residential
Specialist**

Maine Chapter of CRS

Mission:

"Promoting the professionalism and advanced knowledge of REALTORS® through the Council of Residential Specialists. Fostering sharing of best practices in real estate in an open and independent manner."

2011 Leadership Team

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President's Message

President's Message, by Frank Serio, CRS



Strive for Change, Accomplish More

I was recently asked to speak at a friend's year-end company awards breakfast. I wanted to do a good job and deliver an appropriate message, so I asked the group how many of them got what they wanted last year. There was silence. Then a few attendees spoke up and said, "No, I did not get what I wanted last year."

But in reality, they all *did* get what they wanted. The truth is that if you truly want more, you will do those things necessary to accomplish more. However, we tend to do the same things we have always done and still expect more. There is an old adage I like to share: "Change is inevitable, but growth is optional."

I encourage CRS Designees to look for ways to grow. Benchmark other industries and grow your business. Big businesses spend large sums of money looking for new and innovative ways of marketing, but in real estate we tend to focus on what the

competition is doing. That means we often fail to make changes that would differentiate ourselves in the eyes of the consumer. CRSs must innovate, differentiate and strive for a lofty goal.

You will be amazed at what you can accomplish. Here at CRS, we are setting our goals high and working to bring about the change you have asked for in surveys. We want more. We want to maintain CRS as the educational leader in real estate.

If you haven't attended a class in a while, live or online, or participated in one of our fantastic webinars, please check them out at www.crs.com/Education/173. The changes we are making will help you get what you want in 2011. Sign up for a class today and reap the rewards.

From the May/June issue of The Residential Specialist.

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Thanks to our 2011 Leadership Team!



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Maine Chapter of CRS Committee Chairs

Membership & Program-Bart Stevens

Education -Sheryl Gregory

Public Relations-Carroll Fernald

Strategic Planning-Art Gary

Fall Networking Event

November 30th, 2011

Maine Chapter of CRS Fall Networking Event

FREE Class!

Join us for lunch at 12 noon for networking with fellow Maine Chapter Members

FREE Class from 1—4 pm

“Do You Need to Take an Aspirin?”

Art Gary, CRS-Instructor

Do You Need To Take An Aspirin When You Write Offers?

Writing offers in the best interest of your buyer, or seller, client can be a daunting task. Licensees need to properly advise their clients about proper offer writing, but not cross over the line to the unauthorized practicing of law. During this course we will discuss various clauses in an offer, and how the licensee is able to advise the client without crossing that line.

This course is approved by the Maine Real Estate Commission for 3 credit hours of continuing education.

Cost?

\$10 for members or \$10 in non-perishable groceries to be donated to the Bread of Life Ministries

\$20 for non-members and \$10 back if you bring \$10 in non-perishable groceries

MAR, !9 Community Drive, Augusta

To Register e-mail Tammy at tammylapierre@gmail.com

2012 Chapter Membership Dues

By now you should have received your 2012 Chapter Membership Dues Invoice in the mail. You should have also received notification to pay your Council (National) dues online. At this time you will need to pay them separately. Thank you to those of you who have already paid the 2012 dues. Remember, you must pay the Council dues in order to be a member of the Chapter, so be sure to pay both. Chapter dues can be paid by check or with a credit card, but must be mailed to the Chapter office at 6 Cushman Street, Augusta, ME 04330. If you have any questions, please contact the Chapter office at 622-1234.

CRS 205 Rescheduled for 2012!

CRS 205: Financing and Tax Advantages has been rescheduled with Dale Carlton



APRIL 10th and 11th, 2012

Portland, ME

The Maine Chapter of CRS will offering CRS 205 “Financing and Tax Advantages” on Tuesday and Wednesday, April 10th and 11th at the Greater Portland Board of REALTORS® in Portland, Maine. Dale Carlton, JR, CRS is a national instructor who is now the principal broker and owner of Carlton Realty, Inc. He has more than 10 years experience in real estate and has brokered more than \$3 billion in closings. Dale’s high energy, humorous and knowledgeable presentations have made him a hit as a Certified Instructor of CRS. If you already have your designation or if your working towards it, you’ll want to take this class! Information on how to earn the designation can be found on our website at www.MaineCRS.com. Registration info can be found at the end of this newsletter.

Register today and bring a friend!

2011 Calendar of Events

November	November 11-14: National Convention	Anaheim, CA
	November 30: BOD Meeting 10-12 noon Networking/Lunch/Class 12-4	MAR, Augusta

You're online: The FREE Chapter Online Directory

Have you visited the Chapter website lately? Make sure to bookmark www.MaineCRS.com and take a look! You'll find the latest educational offerings, contact information for your Chapter Leadership, the latest Chapter news and more!

Don't forget to check the online membership

directory, where all Chapter members are listed. Look yourself up! Has your e-mail address changed? Contact Chapter Administrator Tammy Lapierre at tlapierre@midmaine.com or 207/622-1234 if you would like to make changes to your listing.

www.MaineCRS.com

Check out the CRS Website My CRS Advantage

Check out Member Site Wizard

Council of Residential Specialists :: Member Site Wizard

Welcome to the Member Site Wizard

The Member Site is a multi-page website, hosted at CRS.com that functions as a stand-alone website or as an expanded designee listing. After completing the wizard, you can place the CRS member icon on your website and let your visitors click on the image to find out more about you and your designation. To see a sample of the website content, click the icon below.



The CRS Member Icon - Click to view a sample site

Update Your Contact Info on the National Website

Has your contact info changed in the past year?

Make sure to update your contact info on the National website!

Referrals are a HUGE benefit of the CRS Designation and

Without the correct contact info you might miss that referral!

[Update your Member Profile](#)

Designation Wizard

Working on your CRS Designation and not sure where you stand?

Check out the Designation Wizard—You can find out:

- Candidate Program Status
- Documentation/Fees Needed
- Education Requirements Needed
- Overall Education Requirements Progress

[Designation Wizard](#)