

WAVE

TEXT ONLY FORMAT

Ezine of Arizona Regional Multiple Listing
Service, Inc.

December / January 2011

ARMLS This Week

Newly launched mini video series

Thank you, JIM SEXTON!

RL Brown New Home Search now available in flexmls

The ARMLS Subscriber Confidence Index™ - front line Agents speak

Mortgage Fraud and the MLS - the FBI comes to Phoenix

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WAVE is a bimonthly publication of ARMLS® dedicated to communication and outreach to its stakeholders.

message from the CEO

Game Changer: IDX Listing Displays on Social Media

I recently had the pleasure of addressing the NAR MLS policy committee at the NAR annual convention in New Orleans. Although more recovery is needed, New Orleans has made strides since Katrina, and it was a pleasure to see the streets full of visitors and the locals smiling again.

The MLS Policy Committee was considering rules that would guide Agents in their use of social media to distribute and display listing data. The recommendation was that social media sites be lumped into the current IDX policies. The problem, as I see it, is that social media was never meant to be a communications vehicle that could be easily regulated. Many of the requirements of an IDX display just cannot be met on a Facebook account.

For example, to comply with IDX rules, a display must be updated with current information at least every three days. A listing post on your Facebook wall cannot be easily changed if the status or price of a listing changes. Likewise, IDX displays of more than six fields of data require that the host site show the name of the listing brokerage. If you Tweet, “3bd, 2bth bungalow, pool, barbeque, 3car garage, Listed for \$123,456. Call me for showing or click <http://ow.ly/37HZy> for details,” you have stayed within the 140 character limit of Twitter, but you have displayed seven fields of data and have not properly identified the listing brokerage.

Now consider the role of the MLS in monitoring listing data usage and contacting Agents who violate the ARMLS® Rules. It would be nearly impossible for ARMLS staff to watch every Twitter account or review every Facebook site to catch stale listing data or improperly attributed listings. And to my thinking, it doesn't make sense for an MLS to establish rules if there is no way to enforce them. Why bother?

The NAR MLS committee agreed and referred the whole matter to a workgroup to consider possible rules on listing displays in social media contexts. I don't know what they will come up with, but it will be an interesting dialog. If you have ideas on this topic, I would welcome the input. Email me at [**Bob.Bemis@ARMLS.com**](mailto:Bob.Bemis@ARMLS.com).

The Consumer Confidence Index

Why It Matters

The Consumer Confidence Index, a monthly economic indicator published by The Conference Board*, was started in 1967 as a measure of the relative confidence that consumers have about the economy.

The underlying premise and value of the Index is that consumers' degree of confidence in the economy manifests itself in their willingness to spend. Since consumer spending is a significant determiner of the overall health of the economy, it is regarded as a leading economic indicator that usually changes before the economy as a whole changes.

The Consumer Confidence Index is based on the results of the Consumer Confidence Survey of a representative sample of 5,000 households who give positive or negative responses to a set of five basic questions:

- Appraisal of the current business conditions
- Expectations of business conditions in six months
- Appraisal of current employment conditions
- Expectations of employment conditions in six months
- Expectations of their total family income in the six months

While the Survey is subjective, the sample size relatively small and often contradicts other indicators such as the GDP, the survey is one of the very few indicators that touches average households. Historically, it has proven itself to be a reliable indicator of how consumers will spend. **

* http://www.conference-board.org/pdf_free/TCB_HistoryTimeline.pdf

** <http://investopedia.com/university/releases/default.asp>

Introducing the ARMLS Subscriber Confidence Index™

Starting in January 2011, ARMLS will publish the ARMLS Subscriber Confidence Index™. Similar to the Consumer Confidence Index, ARMLS will sample on an ongoing basis a representative number of its Active Subscribers who have closed at least one transaction over the past twelve months. These Subscribers will be asked their opinion on the current business conditions in the Valley, the state of the current and future real estate market and their expectations of their own family's future income.

ARMLS believes Subscriber confidence in the real estate market to be a reliable indicator of the Valley's real estate market recovery. Subscribers are on the front line of the real estate market at the transaction level. Who better to understand the health of the market than those who piece together the recovery one transaction at a time?

LEARNaTHON Earns an A+ from attendees

ARMLS thanks all of the sponsors, presenters and attendees who helped make the first ARMLS LEARNaTHON such a success!

Over 25 timely education topics
Over 62 different classes
Breakfast, Lunch and Snacks
All under one roof in one day

If you didn't make it, check out the LEARNaTHON buzz:

<http://www.armls.com/TrainingandEvents/learnathon.aspx?i=w1210>

**Mark your calendar for the next
LEARNaTHON on Thursday, October 27, 2011**
at the Black Canyon Conference Center
9440 N. 25th Ave. Phoenix.

ARMLS® “Like” and Win Holiday Giveaway

Win a Supra iBox Lockbox by “friending” us, giant bow included.

Become a Fan of the [Official ARMLS Facebook page](#), fill out a short online form, and be entered to win a FREE Supra lockbox! Whether you know it as “Liking”, “Becoming a fan”, or “Friending”, hitting the “Like” button is all you have to click. Three winners will get their stockings stuffed January 3rd. The contest is open to existing and new fans alike, but make sure you enter before midnight December 31st, 2010.

[Enter to Win: Facebook.com/ARMLS](http://Facebook.com/ARMLS)

*Contributor - James Marcus,
Writer - Communications Specialist*

Rules & Eligibility

A valid entrant must: (a) be an ARMLS Subscriber in good standing, (b) have a Facebook account and (c) have “liked” the official ARMLS Facebook page (found at <http://www.facebook.com/ARMLS>). On or around 01/03/2010, three (3) randomly selected entries will be selected and validated for eligibility. If a selection is ineligible another winner will be selected at random and so on until three (3) eligible winners are chosen. One entry per person, prize is non-transferable. Contest period runs from 12/01/2010 to 12/31/2010, entries outside of contest period will not be considered. Prizes: three (3) Supra iBoxes, one (1) per winner, each valued at \$86.99 (\$95.08 after tax).

Data Usage and the Subscriber Agreement

From time to time it is important to review certain aspects of the rules and other documents for which all Subscribers of ARMLS have agreed to abide. The Subscriber Agreement is a document that many have seen once, read or not read its content, and clicked their acceptance. If you are currently able to access the MLS, you have accepted its contents.

I would like to draw your attention to one particular aspect of the Subscriber Agreement, section 6, titled *OWNERSHIP/MISUSES OF SYSTEM AND INFORMATION*. The section is reproduced below in its entirety:

Subscriber acknowledges that all ARMLS Data, except for the text and photos that Subscriber submits ("Subscriber's Contribution"), is owned or leased by ARMLS and that ARMLS, and not Subscriber, shall retain all right, title and/or interest therein. Subscriber agrees to use such ARMLS Data only in connection with the pursuit of Subscriber's business of listing, selling, leasing and/or appraising real property and otherwise in a manner consistent with ARMLS Governing Documents. Subscriber agrees not to publish, reformat, recompile, resell, repackage, copy, reverse engineer, disclose or use in any manner whatsoever the ARMLS Data, except as permitted in this paragraph, without the prior written consent of ARMLS. Any Subscriber in default under this Section 6 shall be subject to a fine of up to \$5,000 and a suspension of up to 90 days for each violation.

Basically, Subscribers can only use the MLS Data for their business of selling, buying, leasing and/or appraising Real Estate. There is a hefty penalty for doing other activities that are not consistent with the agreement. So what are some of the things that we have seen that potentially violate this section of the agreement? Examples include but are not limited to:

Email lists of prospects derived from the MLS for:

- Moving companies
- Roof companies
- Garage door companies
- Christmas light companies

Using MLS Roster information to recruit agents

If you have a stake in a business not directly related to buying and selling real estate, be very careful. Do not use the MLS to derive customer lists for those businesses. By using the MLS for purposes other than its stated intent you are defaulting on the Subscriber's agreement and putting your finances and membership in the MLS at risk. If you are an MLS Participant, you also would be putting everyone who hangs their license with your firm at risk as well.

The Subscriber agreement can be viewed in its entirety at www.armls.com under the Forms tab or by clicking [here](#).

ARMLS® Salutes a Favorite Son

*In October, veteran **ARMLS Board Director, Jim Sexton**, tendered his resignation after ARMLS service that spanned on and off over three decades.*

His most recent stint lasted seventeen years from 1993 to 2010. Jim's industry volunteerism and leadership cuts a broad and deep swath not only across his local Association, Phoenix Association of REALTORS® (PAR) and ARMLS, but extends all the way to the Arizona Association of REALTORS® (AAR).

Jim worked on forms, contracts, executive, rules, and risk management committees, and over the years, racked up committee and task force appointments too numerous to count. Additionally he served as PAR and AAR directors, President of PAR (1991), and was named "Realtor of the Year."

As most noteworthy, his peers cite his preparedness and level of attention that he brings to all his volunteer endeavors. Colleagues describe him as a d e e p thinker whose expertise is continually sought. Diane Scherer, Executive Officer of the PAR, claims that "Jim would have made a great debater because he can argue for all sides and angles of any issue." Such extraordinary insightfulness is rare enough, but when coupled with a commitment to get things right, the outcomes are quite amazing. Many of the forms that Valley Realtors use today have Jim's hand in their creation.

Over the term of his service, Jim has witnessed and served on the frontline of many major industry changes, including MLS vendor replacement, the emergence of buyer agency, the influential momentum of the Internet including the display of listings through IDX, and many more. His focus is on the future, how new innovations and changes affect our industry and how he can contribute. Jim remarks that when he started it was typical to write a contract on the hood of your car in front of a Denny's. Now he sees a future where writing contracts on a mobile phone with e-signatures will be the norm, something that would have seemed ridiculous as recently as five years ago.

When he dipped his toe into volunteerism for the first time in 1982 as the tour director at the Paradise Valley MLS meeting, he soon realized that he was getting back far more than he was giving. In the process he was learning, getting sharper and was provided with a great opportunity to grow. The accomplishments tallied for Jim thus far are easily fodder for the real estate equivalent of a lifetime achievement award upon retirement, but Jim's resignation from the ARMLS Board is anything but a retirement. He plans to resurface in other capacities at ARMLS, and become more involved at the state level on risk management, communications and whatever game changers the future may bring. He remains as always steadfastly committed to stay current.

Jim and his wife, Carole, are the owners of John Hall and Associates, a 675 agent firm with four Valley offices, and the parents of four children, with two girls still at home. Carole lends her expertise at the corporate office, and their son Phil joined the company four years ago to lead their technology efforts. His daughter and son-in-law, who live in Sedona, just added the first grandchild to the Sexton clan. To know Jim is to experience his extremely dry sense of humor, sometimes so dry that you have to be looking at him to determine if he is serious or kidding. But never in doubt is his dedication to family or to the industry that he has served so well.

Connie Greene, Designated Realtor of Realty Solutions, Inc., who has served with Jim in many capacities since the eighties claims, “Jim is the most balanced person I have ever met. He seems to make an art out of balancing home, family, church, real estate, business and volunteerism. He is totally selfless and one of these persons with a brilliant, quiet mind.”

Recently at Jim’s last ARMLS Board meeting, numerous Directors gave eloquent tributes to his service, citing his influence on their volunteer service. Duane Fouts, Past ARMLS Board President and the current President of AAR, served alongside Jim for over 15 years. “Jim Sexton is one of the most influential Brokers in Arizona and he commands much respect. His impact is like an EF Hutton commercial for real estate, ‘when Jim speaks, people listen’.”

ARMLS joins its Board members to salute and thank Jim Sexton for all of his years of dedicated service. While his influence at the Board level will be missed, ARMLS looks forward to many more years of Jim Sexton style involvement and influence on committees and task forces.

*Contributor - Chris Heagerty, Director –Communication,
Professional and Business Development*

Over the past few years, ARMLS® has made many changes to the information contained in listings. I call these profile changes. ARMLS's MLS Committee and Board of Directors are committed to making these profile changes so Subscribers can note property features in their listings, and others can then search for those features in listings. These changes may also be made to reflect the needs of the current real estate market, or to help us navigate through a compliance issue.

I recently received a call from a Subscriber who was frustrated with some of his search results in flexmls® Web. He wanted ARMLS to take some action to correct what he perceived to be a fault in the system. Fortunately, I was able to point him in the right direction toward a tool that would help him accomplish his task. At the end of our conversation he asked how long this item had been available as he had no recollection of hearing about it. It had been in place for over six months. That got me thinking. Maybe it would be a good idea to revisit some of our previous enhancements.

The first item I would like to discuss is Legal Subdivision. Legal Subdivision is field that is populated with the Subdivision name from IMAPP, when a listing agent uses the Populate Tax Data option during listing input. This entry cannot be changed by the listing Agent. So, while the regular Subdivision field can be manually populated with a name in common use, but not necessarily official, the Legal Subdivision will offer an alternative searching option with data that is consistent from listing to listing.

The next item I would like to revisit was released last February. ARMLS, recognizing the challenges of the current market, added the field Status Updates. Status Updates were created to give listing Agents the opportunity to update their REO and short sale listings with information about where their listings are in the offer submittal/acceptance process. As these listings would not yet have an accepted offer, they would still be in Active status. This would cause Buyer's Agents to call on these listings, listing Agents to be overwhelmed with calls, all while the property might not still be truly available, and thus no one is happy. If listing Agents choose to use the Status Updates field, then Buyer's Agents can use the field in their searches to eliminate those properties. Then there is no need for the phone calls that waste both parties' time, and everyone is happy again.

For more details on Status Updates, please see our original message about them [here](#).

I hope this little refresher course proved valuable in identifying something you may have missed when first released, or in reminding you about something you did see but didn't have a need for at the time.

ARMLS® This Week

Hear Ye, Hear Ye! ARMLS Launches Weekly Video News Series

Have you heard the news? “ARMLS This Week” is a weekly news-style video series dedicated to ARMLS and the real estate industry. Published on ARMLS.com and [YouTube](https://www.youtube.com) each Monday with happenings for the coming week, ARMLS This Week keeps you in the know.

Keep up with Compliance, learn from training, reach out with Outreach, catch up with flexmls, and sound off with Supra all from the comfort of your keyboard. Tune in to the ARMLS YouTube Channel for the current ARMLS This Week video:

<http://www.armls.com/Home/Home.aspx?i=w1210>

Just 1 Home

The freedoms that we enjoy as Americans come at a dear price. That price can be measured in terms of loss of life, or in the struggle of veterans who return home with disabilities or wrestle with re-entry into civilian life because of medical treatment or financial hardship.

Birth of an Idea

Scott Kiburz, Team Leader at the Keller Williams Realty - Biltmore, and Agents Andrew Engel and Tiffany Alexander recognized a natural synergy in their own personal passion to assist returning veterans and their own professions. Who better to address the short term housing needs of veterans than real estate professionals? They named their project **Just1Home.org**. Its goal is to ease the process for veterans returning back home in need of short term housing. They took their vision to the company's Agent Leadership Council, who decided to leverage the effort by adopting the project for the entire office.

Next Step

Step two was to affiliate with a 501(c)(3) corporation with a similar mission. In **Project We Remember .org**, an affiliate of the Phoenix VAMC Hospital, they found the perfect partner: "The Mission of Project We Remember is to help those who have sacrificed so much for our freedoms. It is our primary purpose to raise funds for individuals and non-profit organizations that provide support to our military men and women when they and their families are in need beyond that which is provided by their respective service branch. We believe that we can provide a significant positive effect on the daily lives and the morale of our service personnel by demonstrating that we care both in words and in actions."

Now the Hard Work

Just 1 Home set a goal to acquire a four-plex plus update, rehab, furnish and deliver it in move-in condition to Project We Remember by February 28th, 2011. Over this past fall, Just 1 Home teamed up with Project We Remember to host a variety of fundraisers, such as a Night with the Diamondbacks, a formal military dinner including a raffle and silent auction, and a fun run. Their next efforts will go toward a dial-a-thon soliciting support and funds.

Additional Leverage

After a recent presentation of their efforts thus far at the Keller Williams Cultural meeting in the Valley, the project is gaining momentum for adoption by all of the Valley Keller Williams offices. The cause is compelling and their passion is infectious. Just 1 Home.org seeks and is appreciative of support from the Realtor® community. To make a donation, go to <http://www.just1home.org/kellerwilliamsrealty.html>.

To donate building materials or furnishings or to help with the project call Scott Kiburz at 602.803.1236.

SEVRAR Oktoberfest & International Tasting 2010

Where Mesa became Bohemia for a day

In October, SEVRAR provided an opportunity to dust off the lederhosen for SEVRAR's Oktoberfest & International Tasting 2010. Beer, wine and a smorgasbord of international cuisine were on-hand and plentiful.

Each booth selected a theme and a related cuisine, and then decorated accordingly. Our ARMLS® Training and Outreach staff chose "Cardinals Tailgating," served pulled pork and steak sliders, and had their own Astroturf to boot. ARMLS Trainers Jo Teeter, Shawna Hovis-Mayer, Roger Stewart and Marcy Rich were on-hand along with Industry Relations Liaison, Chris DeWald, to mingle and enjoy the festivities.

There was a dash of Halloween thrown-in as Coldwell Banker's "scary market graveyard" warned of a double dip recession, yet with a spin of optimism. The graveyard didn't scare away the large crowd as SEVRAR hosted a very successful Oktoberfest.

*Contributor - James Marcus,
Writer - Communications Specialist*

Mortgage Fraud and the MLS

Mortgage fraud comes in many sizes and shapes, and scams are as numerous as they are as creative. Currently in Phoenix, the FBI Mortgage Fraud Task Force is investigating many cases of suspected mortgage fraud involving properties in the MLS.

ARMLS[®] always cooperates with any and all regulatory and law enforcement agencies including the FBI, ADRE, and the AZ-Attorney General in the investigation of potential criminal activity. Since the ARMLS database contains private and confidential information, only information requested under court order or in response to a subpoena or similar legal demand can be used in the prosecution of any crime. The FBI Task Force following complaints from Realtors, Buyers, Sellers and Mortgage Brokers starts their investigation by sifting through tax records to spot potential fraud. As their cases progress they can subpoena MLS information from ARMLS to support their charges.

A typical scenario involves a house at a certain address, which was owned by Owner A, and transferred via short sale to Buyer B, oftentimes an LLC. Then thirty days or so later, the same property is quit claim deeded back to the original Owner A. In this case, the suspicion is that the original Owner A reclaimed his own house from the LLC after he had negotiated debt forgiveness with his lender.

Other complaints involve Agents marketing large REO portfolios where suspicious patterns of sales activity have surfaced. For example, an Agent lists a property and it sells within 24 hours. This situation is fairly innocent, but when a pattern emerges where ten of that Agent's listings sell in twenty four hours, there is cause to investigate why something so unusual is occurring so often with the same Agent.

Penalties can range, depending upon the conviction, as light as probation and up to thirty years in prison. The highest sentence yet handed down in Arizona for mortgage fraud is seven-teen years. Cases are usually prosecuted under bank fraud, wire fraud or mail fraud laws.

Realtors should watch for cash changing hands outside of closing, items not reflected on the HUD 1, unorthodox use of commissions in the transaction and any other unusual listing or selling occurrences or patterns, either before or after the transaction closes. If you suspect that mortgage fraud may have taken place, you can email FBI's Mortgage Fraud Task Force at PH_cashback@ic.fbi.gov or call their office at 602-279-5511.

*Contributor - Chris Heagerty, Director –Communication,
Professional and Business Development*

ARMLS® is feeding the kitties!

And we are feeding the doggies as well!

A shocking number of dogs and cats have been rescued from **local properties** where their owners have abandoned them, leaving them to starve to death.

Your donation of food and supplies will help to save the lives of these homeless pets who have been rescued by **Lost Our Home Pet Foundation**.

Get involved. Get your kids involved. Get your kids' friends involved. Let's get these puppies fed!

Grab a bag of dog food the next time you go grocery shopping. Empty your pantry of Miss Kitty's rejects.

Let's help these unfortunate animals.

Why does ARMLS promote THIS organization? Lost Our Home is a rescue resource for real estate agents who discover cats and dogs abandoned on their properties. To learn other ways you can help, go to <http://www.lostourhome.org/how-you-can-help/> or call 602-230-HELP(4357).

PET FOOD DRIVE DONATION LOCATIONS

ARMLS Support Center: Phoenix

5033 N. 19th Ave. Suite 113
Phoenix, AZ 85015
Mon – Friday 8:30 – 5:00

ARMLS Support Center: SE Valley

1363 S. Vineyard
Mesa, AZ 85210
Mon – Friday 8:30 – 5:00

Scottsdale Area Association of REALTORS®

4221 N. Scottsdale Rd.
Scottsdale, AZ 85251
Phone: 480-945-2651
Mon – Friday 8:00 -5:00 EXCEPT Tuesday
which is 9:00 – 5:00

Phoenix Area Association of REALTORS®

5033 N. 19th Ave. Ste 119
Phoenix, AZ 85015
Phone: 602-246-1012
Mon – Friday 8:30 – 5:00

ARMLS Main Office : Tempe

130 S. Priest Dr. Suite 101
Tempe, AZ 85281
Mon – Friday 8:30 – 5:00

ARMLS Support Center: Glendale

17235 N. 75th Ave. Suite E-160
Glendale, AZ 85308
Mon – Friday 8:30 – 5:00

ARMLS Support Center: Scottsdale

7600 E. Redfield Rd. Suite 170
Scottsdale, AZ 85260
Mon – Friday 8:30 – 5:00

- **Wet or dry dog and cat food of any type**
- **Pet toys**
- **Cat Litter/litter pans**
- **Water or food dishes**

This is an ongoing project with no end date.

TITLE REP CERTIFIED TRAINER SPOTLIGHT

Lisa Capes

ARMLS® values the partnerships we have with a select group of title company representatives who are certified to train Subscribers on flexmls® Web .

Title Trainer **Lisa Capes** has logged over twelve years in the title business after a successful real estate sales career in her home town of Elkhart, Indiana in the late 90's and early 2000's. She has been a sales representative with Chicago Title for seven years in the Central Phoenix / Paradise Valley area. It is no surprise that this gregarious people person has done so well in servicing her Realtor clients.

Lisa's firsthand knowledge of market challenges puts her on a special footing with Realtors. **"ARMLS flexmls training has allowed me to partner with Realtors on the one of the best tools they have to research property."** Her mastery of the flexmls system and willingness to train her Realtor clients scores big. "I have seen Agent businesses grow because of simple tips and tricks I have given them in flexmls. I get the biggest kick working together with Realtors on creative transactions. It is very exciting to see a smile on an Agent's face after he/she has tried something new in marketing or in writing a contract that worked."

Lisa does volunteer work for Camelback Kiwanis, a service club which helps children in all demographics reach their top potential as students and human beings. She is also an online volunteer for the Missing Children's Bureau of the Western Region of the US. "Anytime a child goes missing I know about it instantly and can forward to my database or social media sites to help locate the child. I love kids! I am extremely concerned about child abuse, neglect and the alarming rate of run-a-ways in this country." In her spare time she also loves to cook, entertain friends and family and fix up old houses.

ARMLS® is very appreciative of the training that Lisa provides our Subscribers in helping them achieve their flexmls potential.

You can reach Lisa at CapesL@CTT.com or call her at 480-695-3136 .

New FREE Member Benefit

Introducing **Magic Professional ARMLS Edition**
of the **RL Brown Housing Reports**

NEW HOME SEARCH in flexmls

RL Brown Reports, a respected source of accurate, timely and comprehensive new home market data and analysis since 1985, has teamed up with ARMLS to provide another new FREE member benefit.

Magic Professional identifies new home subdivisions and product offerings:

Search by geographic area by simply drawing on the map

or

Search by zip code, price range and home size

You can also identify new home closing transactions in active subdivisions as well as resale home closings by transaction. Great market intelligence for your new home Buyers!

To access simply log into to flexmls and go to the Search menu. Then click on the New Homes RL Brown just above RPR toward the bottom of the drop down menu.

Toys for Tots

The U. S. Marine Corps Reserve Toys for Tots Program's mission is to collect new, unwrapped toys during October, November and December each year, and distribute those toys as Christmas gifts to needy children in the community.

The program's primary goal is to deliver, through a new toy at Christmas, a message of hope to less fortunate youngsters that will assist them in becoming responsible, productive, patriotic citizens.

This year ARMLS® joins with SEVRAR in placing collection boxes for toys at all of the ARMLS Support Centers and the SEVRAR office.

Toys should be unwrapped & non-battery operated

Value of each toy should not exceed \$20

Toys can be for a boy or a girl

Books and stuffed animals are *not* considered toys (but will be accepted for use in orphanages and other child oriented programs)

Toys can be dropped off up to 5:00pm on December 16, 2010.

ARMLS thanks those who participate with a toy or monetary donation for making the holidays special for a child in need.

Training Around the Valley

ARMLS® now offers training right in your own back yard at our Phoenix, Scottsdale and Mesa Support Centers, in addition to the ARMLS Training Facility in Tempe. If the drive to Tempe is not your cup of tea, the small, intimate, hands-on learning experience at these locations is the convenient way to go.

In 2011, be watching for

More Twilight Training in March

A brand new Microsoft WORD class which debuts right before the first of the year

A new class called Social Media Mania which includes twitter

Revamping of many flexmls classes

RL Brown Magic Professional (New Homes) training incorporated into the Orientation & Searches class

RL Brown Magic Professional Webinar

More Realtors Property Resource™ (RPR) training

Do you have ideas about how we can better serve your training needs?

Email us at training@armls.com

Coming in the next edition of *WAVE* for February / March 2011

Get the Most Out of Your Video Player

Introducing the ARMLS Blog

FNMA Short Sale Assistance Desk