



July 2010

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#### Commission Staff

Gary C. Isom  
Executive Director

Andrea S. Alford  
Deputy Executive Director

# ARKANSAS REAL ESTATE COMMISSION

N E W S L E T T E R

## Chairman Vic Hiryak announces... AREC's new Executive Director, Gary C. Isom

The Commission and staff congratulate Gary Isom on his recent promotion to Executive Director of the Real Estate Commission.

A native of north central Arkansas, Gary graduated from Clinton High School in 1972. Gary graduated from the University of Central Arkansas in 1976 with a Bachelor of Business Administration Degree in Business Management with emphasis in Economics.

Gary obtained his real estate salesperson license in 1987.

In 1989, Gary received the Certified Financial Planner designation from the College of Financial Planning in Denver, Colorado.

In 2009, Gary received the Arkansas Governmental Manager designation from the Arkansas Public Administration Consortium and the Certified Public Manager designation in 2010.

Gary was employed as an Investigator with the Arkansas Real Estate Commission in 1987, subsequently was promoted to Assistant Deputy Director in 1991, and then to Deputy Executive Director in 1996.

With twenty plus years of administrative, educational and investigative experience in a regulatory agency, Gary has been involved in coordinating and improving statewide educational programs, exploring new issues and proposed changes to laws and regulations, conducting investigations and office reviews, and reviewing and making recommendations for real estate contracts and examinations. Gary has also managed the Arkansas timeshare registration program for several years.

As Deputy Executive Director, Gary was responsible for administration of the Real Estate License Law, Time-Share Law, Commission Regulations, Recovery Fund, Real Estate Education Program, and assisting in directing the operations of the Commission.

Gary is currently serving as the 2010 President of the Association of Real Estate License Law Officials (ARELLO). Gary previously served as Treasurer, Director and District Vice-President of District 2, chaired or served the ARELLO Education Committee, Internet Technology Committee, Exam Certification Council, Distance Education Council, ARELLO Timeshare Regulatory Task Force and the Timeshare Advisory Group.

During 2005, Gary was appointed by the Governor of Arkansas to the Chief Information Officer Council which was charged with guiding the usage and prioritization of information technology (IT) in state government. In this capacity, Gary represented approximately 70 small boards and commissions.

Congratulations Gary, AREC is looking forward to a progressive future.



**Gary C. Isom**

## From Executive Director's Desk ...

*Gary C. Isom*  
*Executive Director*

### New AREC Deputy Director – **Andrea S. Alford**

Andrea Alford assumed the position of Deputy Executive Director on April 12. Prior to that time, she was the Licensing Supervisor. Andrea recently received her Arkansas Governmental Manager designation and plans to obtain her Certified Public Manager designation in 2011. As an active member of ARELLO, she serves on the Social Networking Task Force, Exam Accreditation Committee and Membership Committee. Here are some thoughts from Andrea on her new role with the AREC.



**Andrea S. Alford**

“As I consider the various goals I have as the Deputy Executive Director, I keep coming back to the same thought: the surest way that the AREC can fulfill its mission of protecting the public interest is to provide the highest level of service possible to our licensees. They are who we encounter every day. In fact, every one of our 14,000+ licensees will have some form of contact with the Commission this year, even if only once. By pursuing excellence in the examination, licensing and regulation of real estate brokers and salespersons, we will succeed both in serving the public and fostering a strong partnership with our licensees.

There are many avenues available to us as we look to improve our services, with new technology being at the forefront. We are constantly considering technological enhancements to our daily processes; as an example, we recently launched our new and improved website (see below for more information). Additionally, with the rise of social media use in the industry, we are working hard to become a resource for active salespersons and brokers as they navigate the sometimes treacherous waters of online marketing.

Whether you are a consumer, an educator, the newest salesperson or the most experienced broker, the Arkansas Real Estate Commission is here to serve you. I am truly grateful to be with the Commission, and I'm looking forward to a promising and progressive future with the AREC. I hope you'll join us along the way, and I wish each of you the best in your endeavors.”

### **WE'VE HAD A FACELIFT!**

By: **Andrea S. Alford**

The AREC launched a new and improved website last month, along with a new address: [www.arec.arkansas.gov](http://www.arec.arkansas.gov). For now, our old address will automatically redirect users to the new site; however, look for that to change sometime in early 2011. In addition to the forms, information and resources you're accustomed to finding on the AREC site, we've enhanced the site's functionality, access to information and overall user-friendliness. If you haven't already visited our new place, come on in and take a look around. We hope you all enjoy it as much as we are.



## EXPIRED LICENSEES FINED



The following information is extracted from Consent Orders issued by the Commission against expired licensees who practice and represent themselves as real estate licensees without holding an active license.

**Brenda Marie Bohannon, Salesperson, Tereasa Vickers, Principal Broker, Exit Realty Premier, Fayetteville, AR:** By Consent Order, in Formal Hearing # 3095 the Commission ordered that "...Respondent Principal Broker Vickers and Salesperson Bohannon shall each receive a Letter of Reprimand to be placed in their license files and each pay a \$250 penalty to the Arkansas Real Estate Commission, within 90 days of the date of this Order."

Principal Broker Respondent Vickers, as supervising broker, authorized a commission payment to Respondent Bohannon for real estate acts and services while Respondent Bohannon was not licensed.

The Commission found Respondent Principal Broker Vickers guilty of Arkansas Code Annotated § 17-42-311(a)(12).

The Commission found Respondent Bohannon guilty of Arkansas Code Annotated § 17-42-301(a).

**Timothy Graham, Principal Broker, Pinnacle Realty Group, Rogers, AR:** By Consent Order, in Formal Hearing # 3097 the Commission ordered that "...Respondent Principal Broker Graham shall receive a Letter of Reprimand to be placed in his license file and pay a \$500 penalty to the Arkansas Real Estate Commission, within 90 days of the date of this Order."

Respondent Graham, as Principal Broker allowed Thomas Allen and Meghan Eaton to practice and represent themselves as real estate salespersons without holding active salespersons licenses.

The Commission found Respondent Graham guilty of violating Arkansas Code Annotated § 17-42-311(a)(13).

**Treva Quantay Burns, Salesperson, Joseph Christopher Jordan, Principal Broker, Jordan & Associates Realty, NLR, AR:** By Consent Order, In Formal Hearing # 3100 the Commission ordered that "...Respondent Principal Broker Jordan and Salesperson Burns each shall receive a Letter of Reprimand to be placed in their license files and each pay a \$250 penalty to the Arkansas Real Estate Commission, within 90 days of the date of this Order."

The Commission found Respondent Principal Broker Jordan guilty of Arkansas Annotated § 17-42-311(a)(13).

The Commission found Respondent Burns guilty of violating Arkansas Code Annotated § 17-42-301(a), Arkansas Code Annotated § 17-42-311(a)(9), and Commission Regulation 6.3(b).

### **Practicing Real Estate with an expired license is cause for Disciplinary Action.**

2011 Renewal notices will be mailed this month to each licensee at their home address. A copy of the renewal notice is shown on the back page of this newsletter. Instructions for renewing your license are on the renewal notice. If your license is now active and you are renewing your license as active for 2011, you must complete 6 hours of Continuing Education before the end of 2010, unless you were first licensed in 2010. **If you fail to renew your license by the end of 2010, you will not be issued a 2011 real estate license and you can not practice as a real estate licensee since your license has expired.** If you do not renew your license before September 30, 2010, you will have to pay an expired license fee.

**Principal Brokers and Designated Executive Brokers: make sure licensees licensed with your firms have renewed their licenses for 2011. If a Principal Broker or Designated Broker allows a licensee to continue practicing real estate without an active license, that is cause for disciplinary action.**

Renew online at [www.arec.arkansas.gov](http://www.arec.arkansas.gov). It is fast and easy and won't cost an additional fee, other than your license fee, to renew.

If you have any questions contact AREC license department at 501-683-8010.

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**Watch for: 2011 License Renewal Notice**

**This postcard renewal notice will be mailed to Active and Inactive Licensees at their home address mid July. Please renew online.**

**RENEW ONLINE**  
**[www.arec.arkansas.gov](http://www.arec.arkansas.gov)**

Renewal Deadline without penalty  
September 30, 2010

**2011 ARKANSAS REAL ESTATE LICENSE  
RENEWAL INSTRUCTIONS:**

**Renew your license online at**  
**[www.arec.arkansas.gov](http://www.arec.arkansas.gov)**

To be active for 2011, required CE must  
be completed before the end of 2010.

**Please renew online.**

All payment information will be handled securely and will not be stored on our systems.  
Secured by DigiCert SSL. Online renewal receipts will be available for printing at the time  
of renewal.

To renew by paper, please send a written request to AREC by August 16, 2010.

**Online payment methods**