



# RANWW

Realtors® Association of Northwestern Wisconsin  
Northwestern Wisconsin Multiple Listing Service, Inc  
Realtors® Association of Northwestern Wisconsin Foundation

# UPDATES

## News and Current Events

*"We are the trusted voice in real estate, united in providing value to the members and communities we serve."*

### DECEMBER 2017

**Don't forget to sign up for the RANWW Christmas Party on Friday, Dec 15th**



**REALTORS® Association of Northwestern Wisconsin raised over \$9500 during our "Week of Giving" program.**

Because of your generosity we were able to distribute to the following organizations!

- Benjamin's House
- Rusk County Lighthouse
- Stepping Stones
- The Community Table
- Hayward Food Shelf



**A HUGE Thank you to the RANWW membership for supporting the "Week of Giving" !**



WEDNESDAY | FEBRUARY 7, 2018

"Success hinges on what we advocate together."

**The 2017 Hammer It Out Challenge Winner -**

**REALTORS® Association of Northwestern Wisconsin**

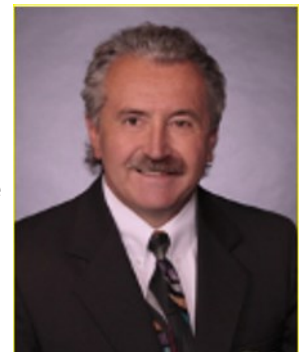


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### **John Panzigrau Achieves Realtor® Emeritus**

John Panzigrau of Re/Max Real Estate Group in Eau Claire has been awarded the prestigious Realtor® Emeritus Membership; a status recognizing board involvement and at least 40 year of continuous membership! John has served on several committees over the years, including the Golf Committee as Chairman and as a Committee Member, and on the Professional Standards and Ethics Committees. Congratulations John!!





# RANWW

Realtors® Association of  
Northwestern Wisconsin

## RANWW Officers

Dan Lawler - *President*

715-234-2948

[Dan@DanLawler.com](mailto:Dan@DanLawler.com)

Stacey McKinney - *President -  
Elect*

715-580-0126

[stacey@mckinneyrealty.net](mailto:stacey@mckinneyrealty.net)

Gary Brenizer - *Treasurer*

715-215-0666

[gary@brenizer.com](mailto:gary@brenizer.com)

Marty Tauger - *Imm Past Presi-  
dent*

715-770-9181

[taugers@gmail.com](mailto:taugers@gmail.com)

## RANWW Directors

Krag Blomberg	715-579-0684
Mary Jo Bowe	715-456-2014
Paul Canfield	715-828-0819
John Flor	715-924-4806
Julie Flor	715-790-0564
Deborah Hanson	715-456-0499
Judy Nichols	715-821-4765
Shannyn Pinkert	715-379-3574
Scott Rohde	715-651-8575
John Sobota	715-505-8888

*The purpose of this publication is to inform Members of events, issues and accomplishments pertaining to the REALTORS® Association of Northwestern Wisconsin.*

*If you would like to submit information, ideas or articles to this publication please contact **Brenda Barnhardt** at:*

[brenda@ranww.org](mailto:brenda@ranww.org)

## *A Message from RANWW Treasurer*

### **Tis the Season to “Believe”**

The holiday season is fast approaching; as the newly installed RANWW Treasurer one of my “opportunities” is writing a message from leadership for the RANWW newsletter. After a few days of head scratching and deep thinking I finally settled on a topic that is very important to me and frankly was one of the main reasons I chose to get involved in the association leadership.

I have been a REALTOR® and a member of the RANWW for many, many, many years. Over the course of my tenure within the association and the real estate profession I have heard a consistent frustration expressed by all of us at one point or another. The frustration being expressed is the lack of professionalism and ethical behavior being displayed by our fellow colleagues. Situations that involve a lack of common courtesies such as shutting off lights in a property after a showing or not leaving a business card which alerts seller’s that your appointment was not kept. Agents pushing the envelope on behavior that does not reflect professionalism and reflects poorly on our industry as a whole; disregarding policies set forth by our professional trade association the REALTORS® Association of Northwestern Wisconsin (RANWW). This blatant disregard for professional conduct amongst ourselves and our peers reflects poorly on our industry as a whole and us as REALTORS®.

My message to everyone starting this holiday season and continuing forward is one of belief; Believe that you and I can make a difference; Believe that together we can make a change within our profession and within our association. Believe that by calling out unethical behavior being displayed by our colleagues will send a message that it is no longer acceptable within our association and profession. Believe that standing up for our clients by letting fellow agents know it is a privilege to show their homes and you as their representative demand the utmost in professional courtesies when entering that home. Believe that we all have an equal voice, equal opportunities and the ability to make a difference within our association and profession!

Tis the Season to “Believe” by standing up, demanding better, volunteering and seizing opportunities!

Gary – RANWW Treasurer



## **Pay Membership Dues Today!**

Anyone paying dues in the month of December, MUST add a late payment fee of \$25 to the total amount due.

If you have not received your statement/need a duplicate,

contact Jane at 715-835-0923 or [jane@ranww.org](mailto:jane@ranww.org)

***Thank you for your renewals!***

# Welcome New Members!

*In accordance with our bylaws, notice is hereby given that the following individuals have applied for RANWW membership; written comment, which shall be kept confidential, is invited.*

**Aaron Arf**  
Edina Realty/Spooner

**Victoria Bischel**  
Keller Williams Integrity

**Shelly Coey**  
American Realty Partner

**Janja Davidson**  
EXP Realty LLC

**Mary Lausted**  
EXP Realty LLC

**Tim Mahoney**  
Edina Realty-Chippewa Valley

**Crawford Miller**  
Berkshire Hathaway Lovejoy Realty

**Douglas Riddle**  
3D Property Inspections



## Seller Negotiation Tactics That Can Backfire

Daily Real Estate News | Tuesday, October 31, 2017

Homeowners should not become overconfident in a seller's market, or they might end up sabotaging their sale. Realtor.com® recently featured common home seller negotiation tactics that can backfire, including:

### Starting a bidding war.

"If mishandled, people may assume the worst, and the best offer may walk away," Sep Niakan, broker-owner at HB Roswell Realty in Miami, told [realtor.com](http://realtor.com)®. For example, bidding war problems can surface when failing to clearly explain up front how you intend to handle multiple offers or when you give an offer deadline that is too many days away (some buyers may just move on).

### Arguing over repairs.

Buyers may walk if sellers refuse to make repairs that turn up during a home inspection. The seller needs to carefully consider how good the offer is before refusing to make repairs, says Lucas Machado, president of House Heroes in Miami. "When the buyer's offer is high, and the seller tries to negotiate away from legitimate repairs, the buyer may feel the seller is taking advantage of them," he says.

### Staying adamant about the closing date.

Sellers may be trying to make the closing date so it perfectly aligns when they move into their new home. But buyers have scheduling issues of their own, too. "Sellers need to understand that they may have to move twice, since buyer and seller schedules seldom work out perfectly," says John Powell, chief development officer at Help-U-Sell Real Estate in Tucson, Ariz.

### Getting greedy over fixtures.

Fixture feuds are common ones. Sellers and their real estate agents need to carefully review before they list their home on what stays and what goes with the home. The buyer might "get so upset that a fixture they fell in love with is now missing that they won't buy the home," says Michael Hottman, associate broker at Keller Williams Richmond West in Richmond, Va. Replace anything valuable to sellers that won't be staying with the house before showing it, or be willing to negotiate a comparable replacement.

## WIRE FRAUD IS ON THE RISE!

Accepting wire and disbursement instructions by email is dangerous, especially changes to those instructions. Verify by calling the originator of the email using previously known contact information prior to sending funds.

**Calling all Quilters!**

**Looking for Quilts for our Annual RPAG Auction**

We would love to be able to feature some lovely quilts at our annual auction this year. If you, or someone you know, is a talented quilter, please consider creating a quilt and donating it to our auction. Your generosity will be greatly appreciated!

You still have time! This year our auction will be held in May of 2018, giving you plenty of time to get your creativity flowing! If you have any questions or concerns, please reach out to Brianna Hopkins at [GADIntern@ranww.org](mailto:GADIntern@ranww.org)



Phone: 715-835-0923  
Email: [GADIntern@ranww.org](mailto:GADIntern@ranww.org)



**RANWW**  
Realtors' Association of  
Northwestern Wisconsin





## 2017 Broker Summit

December 7, 2017 | Milwaukee Marriott West

The WRA's event designed for brokers, owners and managers is back this year on December 7 in Milwaukee. With a one-day *Disney Institute* program, you'll learn elements of Disney's approach to quality service and leadership that may apply to your own work.



## WRA Winter Convention 2018

January 23-25, 2018

Join us for the WRA's best-kept secret: the winter convention! Whether you're interested in CE, networking, browsing exhibits, or having fun, you'll find it all here! With something for everyone in this three-day event, you'll gain insight and learn new tricks for your business in the new year. And, you'll have time for fun too!

### BROKERS/SUPPORT

**STAFF:** Please have new members contact the board office *prior* to stopping in to set up a time to meet regarding new membership. It takes over an hour to process an application and program a SentiCard for new members.

Thanks!

### Convention highlights

- 2017-18 CE courses
- Exhibits and prize opportunities.
- Welcome party with DJ.
- Opening Session

### Convention hotel

Lake of the Torches Casino & Convention Center

510 Old Abe Road (Located on Highway 47)  
Lac du Flambeau, WI 54538  
1-800-25-TORCH or 1-800-258-6724

[Hotel website](#)

[To Register](#)



## ShowingTime Update

Homeowners love knowing how their listing is doing and the Listing Activity Report is the perfect tool to keep your sellers informed. It pulls all important listing activity information - such as number of showings, agent previews, open houses and accompanying feedback - in one place and can be emailed as a PDF report or viewed directly in the seller's app.

The Listing Activity Report can also be scheduled for automatic delivery, making the process even easier and faster. Don't forget to invite your homeowners to download the seller version of the ShowingTime app.

[Learn more](#)

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## MATRIX 7.0 IS LIVE!

I hope everyone is enjoying the new portal look.

Please contact Tricia at 715-835-0923 or [tricia@ranww.org](mailto:tricia@ranww.org) with any questions or comments.

**Save the Date: Realist training coming in April 2018!**

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## Matrix

### Important Notice: Change to Map Zooming in Matrix™

Early on Tuesday, November 21, Google® updated its Google Maps™ API. This caused a minor behavioral change in Matrix: **to change the zoom level on an interactive map using a mouse scroll wheel, you must now hold down the Control key at the same time.** Instructional text on the map explains this requirement clearly.

This new behavior ensures the map zoom level is not changed accidentally when using the mouse scroll wheel to move up and down the page. CoreLogic® plans to use interactive maps in a variety of Matrix displays in the future, so this change is a welcome improvement. We are confident that using the Control key with the scroll wheel will quickly become second-nature to Matrix users.

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If you need assistance or have general questions concerning Matrix or anything NWWMLS related please contact Tricia at: [tricia@ranww.org](mailto:tricia@ranww.org) or 715-835-0923



MULTIPLE LISTING SERVICE  
**MLS**

®

# NWWMLS Updates

# RPAC Report &

## *Legislative Updates*

### Call for Action on Tax Reform 2017

*Brianne Hopkins, GAD Intern*

By now, you've probably received an email from myself or another member here at the RANWW office to respond to the National Association of Realtors® Call for Action on the upcoming tax reform legislation. But maybe you don't really know what the Call for Action is all about or why NAR cares about tax reform. NAR believes that the current tax reform legislation in Congress represents a major tax hike for home-



owners and dramatically lessens the benefits of being a homeowner. NAR President William E. Brown says that "this legislation closely tracks with the House Republican Blueprint for tax reform, which threatens home values and takes money straight from the pockets of homeowners." And while Mr. Brown does acknowledge that NAR supports legislation which lowers taxes, he notes that "this bill is nowhere near as good a deal as the one middle-class homeowners get under current law. Tax hikes and falling home prices are a one-two punch that homeowners simply can't afford." According to an analysis

done by NAR, this legislation stands to cause a 10 percent drop in home values and raise taxes on middle-class homeowners by an average of \$815. Yikes. For most middle-class Americans, purchasing a home is the largest single investment that they will make in their lifetime. Now with an American homeownership rate that still hovers around a 50-year low, NAR fears that this new legislation will push homeownership's wealth-building potential out of reach. Unfortunately, the negative impacts of the proposed legislation go even further. The bill caps the mortgage interest deduction at \$500,000 for newly purchased homes, eliminates state income tax deductions altogether, installs a new cap on property taxes, and puts new restrictions on the capital gains exemption homeowners utilize today when they sell their home (which is vital to allowing homeowners to use their equity to pay for retirement and other long-term needs). Overall, the proposed legislation is a huge hit to homeowners, particularly middle-class homeowners. Brown stresses that "the nation's 1.3 million Realtors® cannot support a bill that takes homeownership off the table for millions of middle-class families," and pushes for the Call for Action stating that, "our members will continue to make their voices heard as we push towards tax reform that responsibly lowers rate while protecting the dream of homeownership."

If you haven't yet responded to the Call for Action, it isn't too late. You can respond and let your legislators know you are against tax hikes against middle-class homeowners [here](#).

To stay up-to-date on the developments of this newly proposed legislation, visit NAR's [tax reform portal](#).





**REALTOR® Owned/REALTOR® Referred**

**Who We Are And What We Do**

No-Shave November is a month-long journey during which participants forgo shaving and grooming in order to raise awareness of men's health issues, such as prostate cancer, testicular cancer, and men's suicide.

**RE/Max Affiliates Takes Part In No-Shave November**



*With proceeds benefiting the RANWW Foundation*



**Thank you for  
your donation to  
the RANWW  
Foundation**



## December 2017

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

**1st** - REALTOR® Ring Day

**15th** - RANWW Christmas Party

**25th** - RANWW Office Closed Holiday

## January 2018

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

**1st** - RANWW Office Closed Holiday

**12th** - NWWMLS BOD Meeting in Rice Lake

**17th** - RANWW BOD Meeting

**18th & 19th** - AE Meeting in Madison

**23rd - 25th** - Winter Convention

## February 2018

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28			

**1st** - New Member Orientation

**2nd** - Professional Standards Training

**7th** - R & G Day in Madison

**27th** - RANWW Foundation Meeting

## March 2018

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

**9th** - NWWMLS BOD Meeting

**15th** - RANWW BOD Meeting

**30th** - RANWW Office closed at 12pm



### Appraisal Conference

March 12-13, 2018

Kalahari Resort & Convention Center  
Wisconsin Dells



*You are invited to RANWW's 2017 Christmas Party!*

Join Us  
on  
Friday, December 15th, 2017  
At  
Eau Claire Golf & Country Club  
828 Club View Lane, Altoona WI 54720



7-9pm- Social Hour with  
Heavy Hors d'oeuvres, Cash Bar and DJ  
9-10pm- Hypnosis Show by  
Jay Brian, Comedy Hypnotist  
10-12midnight- DJ  
The cost is \$20 per person.

**2017 RANWW Christmas Party**

RSVPs are due by Friday, December 1st with payment payable to RANWW.

Mail to: RANWW, 1903 Keith Street Ste. 3; Eau Claire WI 54701

Attendee(s):

_____	_____
_____	_____
_____	_____
_____	_____

# \_\_\_\_\_ attending at \$20/person = \$ \_\_\_\_\_ total due