



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."

February 2018

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.

Please write your MLS invoice # on your check when submitting payment.

Thank you!

In this Addition

REALTOR® & Government Day.....	1
Tax Reform.....	1
A note from our President.....	2
New Members.....	3
Advertising on Social Media.....	3
Education Corner.....	4
NWWMLS Updates	5
Legislative Updates.....	6
Foundation.....	7
Calendar Updates.....	8
RPAC Auction.....	9



WEDNESDAY | FEBRUARY 7, 2018

"Success hinges on what we advocate together."

Madison Concourse Hotel and Governor's Club WRA members only: Free for the first 300 registrations

It's time to lobby! The WRA's annual lobbying event, REALTOR® & Government Day, is your chance to shape the laws that affect you and your real estate business in Wisconsin.

The event kicks off with an issue briefing where you'll learn about pending laws and how they impact real estate. Next, you'll move to the Capitol for lawmaker visits. You'll have the unique opportunity to meet in person with your state lawmakers to lobby for or against these laws.

This is your chance to advocate for issues that impact the real estate industry, homeownership and property rights in Wisconsin. Your voice will be heard, and a better Wisconsin real estate market will follow.

Tax Reform:

Impact on You as a Real Estate Professional

The House and Senate started out with significantly different approaches to lowering the tax rate on qualified business income from sole proprietors and pass-through entities. The House bill featured a top rate approach while the Senate offered a deduction, which was set at 23% in the Senate bill. The House approach offered flexibility in allowing businesses with significant capital invested or wages paid. The final provision reflects a compromise between the different approaches. The provision generally follows the Senate proposal, but, at the request of the House, includes an additional factor related to the level of capital investment in the business.

[Click here for video.](#)



RANWW

Realtors® Association of
Northwestern Wisconsin

A Message from RANWW President

RANWW Officers

Dan Lawler - **President**

715-234-2948

Dan@DanLawler.com

Stacey McKinney - **President -
Elect**

715-580-0126

stacey@mckinneyrealty.net

Gary Brenizer - **Treasurer**

715-215-0666

gary@brenizer.com

Marty Tauger - **Imm Past Presi-
dent**

715-770-9181

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

Why come to REALTOR® & Government Day on Feb 7th?

If you have never been to REALTOR® & Government Day then I'd encourage you to attend once and see what a difference we make for us as REALTORS® and more importantly homeowners rights. We have made great strides this past year, one being the rental weatherization will no longer be needed. If that alone doesn't cause you to say, WOW, we really do make a difference then what will? This didn't just happen on its own. Many of you helped make this happen and gave the tools to our lobbying team to advocate for this.

When we attend REALTOR® & Government Day in Madison as a large body of REALTORS® we make a difference. Legislators have told me that we have a big impact on what they support when we bring issues to them. Just by showing up at this event in large numbers sends a message to them that, "We Care" about our home owners and that we just don't sell them homes, we advocate for them.

Please consider attending, it's a fun event and we need your support! You can make a difference!

If you have any questions or would like to come please call the board office at 715-835-0923 .

Thanks!

Dan Lawler

RANWW President



Please join us for our Affiliate Round Table Meeting

Wednesday April 11th, 2018.

RANWW Office 10:00a.m.-11:00a.m. -1903 Keith St. Eau Claire

OR

Don Johnson Motors 2:00p.m. – 3:00p.m.- 734 West Ave. Rice Lake

Let's Chat About:

- What RANWW does for you
- What RANWW doesn't do for you
- What RANWW needs to do for you

Our plans are to keep the meeting to approximately one hour in length. Please come prepared to have an open, honest discussion about your needs, concerns and suggestions. There is no agenda, no prepared script; this is your time to let us know what you would like from the Association.

Please RSVP to the RANWW office by phone at 715-835-0923 OR email kim@ranww.org no later than Monday, April 9.

Thank You!

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.

Amber Albrecht

Woodland Developments & Realty

Jeff Bauer

Cover Your Assets Home Inspections

Jenifer Clark

Edina Realty/Spooner

Brian Cottrill

LeaderOne Financial Corp

Josh Iverson

Chippewa Valley Real Estate

April Johnson

Re/Max Preferred Realty

Mac Johnston

Re/Max NorthStar

Cynthia Kastrosky

Camp David Realty

Sarah McLaughlin

Edina Realty/Chippewa Valley

Kay Nelson

Kelly Realty

Jeremiah Phillips

Century 21 Affiliated

Troy Schneider

Edina Realty/Chippewa Valley

Rebecca Semling

Woods & Water Realty

Kristy Sloviak

Flagstar Bank

Zach Stowell

Johnson Bank

Pattie Stueber

Northwest Wisconsin Realty

Michael Weidman

Clover Home Inspections LLC



Advertising on Social Media

Please be sure when you are advertising a listing on Facebook, Craigslist, Instagram, etc. that you disclose the Firm name you are currently working under. Also, if you are the owner of the “for sale” property, you must disclose your ownership status to the public.

Code of Ethics:

Standard of Practice 12-6

Realtors®, when advertising unlisted real property for sale/lease in which they have an ownership interest, shall disclose their status as both owners/landlords and as Realtors® or real estate licensees.

Standard of Practice 12-8

The obligation to present a true picture in representations to the public includes information presented, provided, or displayed on Realtors®’ websites. Realtors® shall use reasonable efforts to ensure that information on their websites is current. When it becomes apparent that information on a Realtor®’s website is no longer current or accurate, Realtors® shall promptly take corrective action.

Standard of Practice 12-9

Realtor® firm websites shall disclose the firm’s name and state(s) of licensure in a reasonable and readily apparent manner. Websites of Realtors® and non-member licensees affiliated with a Realtor® firm shall disclose the firm’s name and that Realtor®’s or non-member licensee’s state(s) of licensure in a reasonable and readily apparent manner. (Adopted 1/07)

WI Licensing Law/REEB 24.04 Advertising.

- (1) FALSE ADVERTISING. Licensees shall not advertise in a manner which is false, deceptive, or misleading.
- (2) DISCLOSURE OF NAME. (a) Except for advertisements for the rental of real estate owned by the licensee, a licensee shall in all advertising disclose the firm name exactly as printed on the licensed individual broker or the licensed broker business entity’s license or disclose a trade name previously filed with the department, as required by s. REEB 23.03, and in either case clearly indicate that the firm is a business concern and not a private party. (b) Except for advertisements for the rental of real estate owned by the licensee, a licensee associated with a firm shall advertise under the supervision of and in the name of the firm. (c) A licensee may advertise the occasional sale of real estate owned by the licensee or the solicitation of real estate for purchase by the licensee without complying with pars. (a) and (b), provided that the licensee clearly identifies himself, herself or itself as a real estate licensee in the advertisement.

(3) ADVERTISING WITHOUT AUTHORITY PROHIBITED. Licensees shall not advertise property without the consent of the owner. Please be sure you are compliant with Wisconsin State Law and Code of Ethics when advertising on social media.



CRS One-day Course: Mastering Relevant, Consumer-focused Marketing

April 12, 2018 | 8:30 a.m. – 4:30 p.m.

Thanks to advances in technology, today's consumers are more empowered and discerning than their predecessors, and marketers can't barrage them with canned messages anymore. It's time for agents to move beyond basic targeting, tracking and demographic segmentation to drive deeper engagement with clients in which agents deliver valuable and personal experiences throughout the consumer's transaction journey. This course provides strategies for strengthening your brand and content so you can position yourself as the top provider of information and expert guidance in your market segment.

[Click here to register.](#)

CRS One-day Course: Converting Leads into Closings

April 13, 2018 | 8:30 a.m. – 4:30 p.m.

Whether you are a new agent building your business or an established agent keeping your database fresh, maintaining a flow of potential customers is crucial to your success. Attracting leads is key, but if you don't have effective systems for converting them into closings, you're leaving money on the table. This fast-paced course highlights both traditional and digital approaches to identifying and closing more customers. Instruction and activities cover all aspects of a successful customer interaction experience: attraction, first contact, needs analysis, incubation, conversion, closing and beyond.

[Click here to register.](#)



Realist Training

April 16 in Eau Claire

April 17 in Rice Lake

April 18 in Black River Falls

[Click here to register!](#)

Then click on the day you want.

REALTOR® Children Scholarship

A membership benefit of the Wisconsin REALTORS® Association is the REALTOR® children's college scholarship. In 2018, the Wisconsin REALTORS® Foundation board of directors of the association will award ten (10) \$750 scholarships to sons or daughters of Association members. Please read and complete the information below, and return the application by **March 9, 2018**, to the Wisconsin REALTORS® Foundation Inc., 4801 Forest Run Road, Suite 201, Madison, WI 53704. [Click here for application.](#)



To all Participants and Subscribers of NWWMLS:

You will be receiving an email amending your Participant agreement/Subscriber Agreements. The Copyright Office has changed their stance in how they will be implementing Copyright protection to MLS's. RANWW/NWWMLS has since updated the Participant and Subscriber agreements to show the selection, coordination, and arrangement you put in NWWMLS is a work made for hire on behalf of RANWW and that RANWW is the author of those works for purposes of copyright.

Selection, coordination, and arrangement as work for hire

When you put listing and related information into the Northwest Wisconsin Multiple Listing Service (RANWW) System you choose, classify, categorize, order, and group material or data. In copyright-law terms, you are "selecting," "coordinating," and "arranging" this information, and these acts are components of a "compilation copyright." Pursuant to RANWW's policies, RANWW owns the compilation copyright in the RANWW databases. Consequently, as a condition of accessing the RANWW System, you must agree that your provision of selection, coordination, and arrangement to the RANWW System is a work made for hire under the Copyright Act of 1976. Your agreement that selection, coordination, and arrangement is a work for hire does not change ownership of the original text (like public remarks), photographs, or videos that you create for your listings.

By proceeding I AGREE and assert that the selection, coordination, and arrangement I contribute to RANWW's database compilation is a work made for hire on behalf of RANWW and that RANWW is author of those works for purposes of copyright. If, I DO NOT AGREE that the selection, coordination, and arrangement I contribute to be a work made for hire, I understand I will not be permitted further access to the RANWW System.

Suggestions Welcome

Some great new additions have been added to Matrix thanks to suggestions from our members.

You will find Geothermal as a heating and cooling option on the features page.

You can now add up to 40 units to your Multi-Family listings and the unit total will display on the input sheet.

Multi-Row Customer view now displays water front footage.

Your input is important to us! If you have any suggestions for improvements to the Matrix program, please let us know. We will do our best to make these changes happen.

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



MULTIPLE LISTING SERVICE
MLS

®

NWWMLS Updates

RPAC Report &

Legislative Updates

THANK YOU to our RPAC investors for reaching our goal!

Platinum R

Mary F. Ruffedt

Golden R

John Flor

Crystal R

Casey Watters

Sterling R

Catherine Bade

Brenda Barnhardt

Krag Blomberg

Mike Brenizer

Paul Canfield

Ned Donnellan

Charles Feather

Cora Frank

RANWW

Sterling R

Joe Germain

Dan Lawler

Dave Masterjohn

Stacey McKinney

Karen Pavlicek

Jill Rassbach

Tom Richie

Bob Ritsch

NWWMLS

Sterling R

Ben Rivard

John Sobota

Marty Tauger

Aaron Tiry

Shelley Watkins

Gordy Weiss

Terry Weld

Pete Wiese



REALTORS® POLITICAL ACTION COMMITTEE

RPAC Auction May 3rd, 2018

Mark your calendars for the annual RPAC Auction! Thursday, May 3rd, at Horizons Banquet Hall & Lounge. Join us for a fun filled

evening with a live auctioneer! Support RPAC and have fun doing it!



Looking for Quilts for our Annual RPAC 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 Brianne Hopkins at GADIntern@ranww.org

Phone: 715-835-0923

Email: GADIntern@ranww.org



RANWW

Realtors® Association of
Northwestern Wisconsin



RANWW

Foundation

REALTOR® Owned/REALTOR® Referred

Who We Are And What We Do

Thank You

THANK YOU to all our members who contributed to the RANWW Foundation on your dues billing. Your generosity is sincerely appreciated; we raised \$14,415.00 in dues billing!

WE are doing GREAT work!

The Foundation Directors awarded emergency funding to a local family whose furnace went out just days before Christmas! The foundation was able to mobilize and approve within twenty-four (24) hours of the grant being submitted. They approved the entire funding of \$2,600.00 due to the financial situation the family was experiencing.

Thank you for continuing to support YOUR Foundation!



To Everyone involved with your Realtors Association Board:
Thank you so much for the \$1500 grant for a new furnace. You have no idea how much this has helped us! After we got the grant I found out my job was being eliminated due to company cutbacks. This grant made getting a new furnace possible even with difficult money situations. We are so blessed! Thanks Again!
Josh + Carlene Hepfler + our 4 kids ☺

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 closes at 12pm –Holiday

April 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					

- 11th** - Affiliate Round Table
- 12th** - CRS: Master Relevant, Consumer-Focused Market
- 13th** - CRS: Converting Leads into Closings
- 16th** - Realist Training – Eau Claire
- 17th** - Realist Training - Rice Lake
- 18th** - Realist Training - Black River Falls
- 26th** - New Member Orientation

May 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		

- 3rd** - RANWW Foundation Meeting
- 3rd** - RPAC Auction
- 11th** - NWWMLS BOD Meeting –Rice Lake
- 22nd** - RPAC Phone A Friend
- 24th** - RANWW BOD Meeting
- 28th** - RANWW Office Closed for Holiday



APPRAISAL CONFERENCE

Appraisal Conference

March 12-13, 2018

Kalahari Resort & Convention Center
Wisconsin Dells

ANNUAL RPAC AUCTION 2018

NEW THIS YEAR:

Basket Making Competition



Basket Competition Rules

- You may enter as an individual or work with colleagues to submit a basket as an office.
- Basket must be wrapped in cellophane or items otherwise secured.
- Baskets must include attached description or list of the items included inside.
- Baskets must include the value.
- The winning basket will be determined by the total dollars raised at the RPAC Auction ... and yes, you can bid on your own basket!



GET INVOLVED WITH RPAC THIS YEAR!

Submit your entry to the third annual RPAC Auction Basket Competition! First place will take home the traveling trophy. Don't miss this opportunity to make a difference in your industry and earn a few bragging rights in the process. View the example baskets and the rules to the right for guidelines on how to create your basket! The winning basket is based on the most money raised at the RPAC Auction! Winner of the Basket Competition will be announced and the trophy will be awarded at the end of the auction!

More information and registration forms coming soon!

