



# 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 2020

**LIVE CE Scheduled in Hayward for March 24, 25 & April 1, 2020**

**Mark your calendars for LIVE CE with Jonathan Sayas! For more information please contact Kim at [kim@ranww.org](mailto:kim@ranww.org) or**

**[Click here for registration.](#)**

**Please write your  
MLS invoice # on  
your check when  
submitting payment.  
Thank you!**

### *In this Edition*

What the 'R' Stands For.....	1
Make Your iPhone Work for You.....	2
New Members.....	3
Education Corner.....	4
REALTOR® Safety.....	5
NWWMLS Updates.....	6
NWWMLS Updates.....	7
Foundation.....	8
Calendar Updates.....	9
RPAC Report.....	10
Affiliate Member Minute.....	11
CE Registration.....	12

**REALTORS®** *actively advocate*  
**FOR HOMEOWNERSHIP AND  
PROPERTY RIGHTS.**

REALTORS® are members of the  
National Association of REALTORS®



### **Show Consumers What the 'R' Stands For**

Now at [Photofy.com/NAR](http://Photofy.com/NAR), download a members-only app with a selection of social media assets ready to personalize and share.

January 2, 2020 by REALTOR® Magazine Staff

### **Sharing your REALTOR® pride has just gotten a whole lot easier.**

A new app lets you quickly and easily personalize a selection of content from the National Association of REALTORS®' popular ["That's Who We R" advertising campaign](#) to share on social media. The campaign uses the iconic block R logo, representing membership in the National Association of REALTORS®, to differentiate REALTORS® from non-member agents.

NAR partnered with the content creation app Photofy, to create a [custom version](#) of the app that is already pre-loaded with "That's Who We R" social media graphics and videos, and will be updated as new content becomes available for REALTORS® to share.

"The app is a game changer," says Jay Mitchell, managing broker of Berkshire Hathaway HomeServices Towne Realty in Norfolk, Va., and 2020 chair of NAR's Consumer Communications Committee for the National Association of REALTORS®. With it, you can add your photo, logo, or contact information and share assets to your social media accounts, all in just a few taps. "It takes literally seconds to personalize and post," Mitchell says, "making it easy for all our members to be a part of the campaign."

**Get the app:** Sign up at [Photofy.com/NAR](http://Photofy.com/NAR). Use your NRDS ID to sign up for this free, members-only benefit.



# RANWW

Realtors® Association of  
Northwestern Wisconsin

## RANWW Officers

**Gary Brenizer - President**  
715-215-0666

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

**Deb Hanson - President- Elect**  
715-456-0499

[debhanson1@charter.net](mailto:debhanson1@charter.net)

**Scott Rohde - Treasurer**  
715-651-8575

[scott@1111sold.com](mailto:scott@1111sold.com)

**Stacey McKinney - Imm Past  
President**  
715-580-0126

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

## RANWW Directors

Lisa Stelter Graf	715-839-6308
Mary Jo Bowe	715-456-2014
Ben Rivard	715-205-1519
John Flor	715-924-4806
Julie Flor	715-790-0564
Dana DeCambaliza	715-579-8400
Amber Linhart	715-579-8351
Judy Nichols	715-821-4765
Shannyn Pinkert	715-379-3574
Martha Delong	715-790-5468
John Sobota	715-505-8888
Dan Lawler	715-790-3877

*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)

## Make Your iPhone Work for You

January - February 2020 - REALTOR® Magazine by John N. Frank

When Apple's iOS 13 was released in September, one feature of the operating system upgrade which initially captured a lot of attention was the ability to silence unknown callers. iPhone users who activate the feature can now easily send intrusive robocalls straight to voicemail. The phone essentially blocks calls from any numbers that don't appear in a user's emails, text messages, or contact list.

While the tool is considered a win for consumers, real estate professionals have reason to be wary. Some view it as a potential obstacle for their outreach to new prospects. Now, after months of acclimating to the new iOS—and a couple of subsequent updates to eliminate bugs—practitioners' skepticism has proven largely unwarranted. In fact, other iOS 13 features offer a slew of ways to help practitioners improve productivity.

Indeed, the call blocker tool may be prompting pros to adjust their prospecting strategies for the better, says Nobu Hata, director of member engagement at the National Association of REALTORS®. Professionals should consider moving away from older methods, such as buying large numbers of leads for cold calling, and embrace making first contact with people at open houses or through social media, Hata adds. "People's contact information is almost sacred now, and the only way I'm going to freely give it to someone is if I trust them," he explains.

Once you've initiated contact with prospects through other channels, ask them to enter your phone number into their contact list, says B.J. Levitt, a sales associate with NV Realty Group in Delray Beach, Fla. This is particularly important if you target younger clients who prefer text messaging because texts can be blocked as well.

Because callers can still leave a voicemail even when the blocker is engaged, pros need to be ready to offer a perfect sales pitch, says Joe Sheehan, managing partner with Century 21 Advantage Gold in Collegeville, Pa. "It's a matter of having a good, 30-second elevator speech" that will prompt someone to call you back and then add you to their contacts, Sheehan says.

[Click here for more.](#)



**Therese Heath**

**Northwest Wisconsin Realty Team LLC**

# Welcome New Members

## Megan Bresina

Coldwell Banker Brenizer/EC

## Max Pertenell

Bruner Realty & Management

## Ty Sennett

Bruner Realty & Management

## Ben Waniger

Swanson Realty

## Kari Willers

CB Brenizer-Rice Lake

## Bill Cutsforth

Cuts Home Inspections LLC

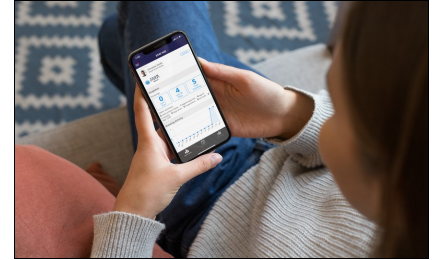
## Alison Kempen

CB Northern Escape

# Keep Your Clients in the Loop with My Home by ShowingTime

We [launched](#) My Home by ShowingTime last year as a tool for buyers and sellers\* to utilize throughout their real estate journey.

[My Home](#) empowers your sellers to automatically receive showing requests, confirm appointments, view feedback from showings and stay up to date on all activity on their home. Buyers are able to view upcoming tours complete with appointment details, driving directions and more.



To begin, [add your seller to the listing worksheet](#) for their property in your ShowingTime account. They'll then be sent an email prompting them to create a My Home login. To provide your buyer access to My Home, schedule an appointment for a property you want to show them and [add them as a buyer](#), including their email, during the process. They will then receive an email to create a login.

As the agent, you're in control of what is available and shared with your sellers. If you'd like them to confirm showing appointments, that option is available in the listing worksheet. They'll receive a notification via their preferred method, and you won't have to worry about handling these requests. You also have the option to [set feedback to automatically send to your seller](#)\* when it's received after a showing. To do this, create a new feedback form under "Feedback – My Form Design" and set it to "Publish Automatically." Then, add this feedback form to your listing worksheet for that property.

[Click here for more.](#)



Presented by Media

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## CONTRATULATIONS Stacey

A C2EX endorsement shows you have made a commitment to excellence as a REALTOR®.



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R

## Please join us for our Affiliate Round Table Meeting

**Wednesday April 8th, 2020**

RANWW Conference Center - 3460 Mall Dr. Eau Claire

10:00am-11:00am

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](mailto:kim@ranww.org) no later than Tuesday, April 7.

Thank You!

## Appraisal Conference

March 10-11, 2020 | Ho-Chunk Gaming

Join Wisconsin-wide fellow appraisers to complete CE and pick up new skills for the industry. You'll enjoy networking opportunities while listening and learning from the appraisal industry's top experts. And relax! ... you won't face the pressure of quizzes and exams at the Appraisal Conference.

[Click here to register.](#)

## WRA Tech Helpline

Scratching your head with tech questions? The WRA Tech Helpline can answer your questions, and the service is completely free with your WRA membership.

Free support on PC/MAC, Tablets, Phones, Printers, Networking, Outlook, Virus Removal & More!

WRA Tech Helpline: Call toll-free at 866-610-7997

Email: [support@techhelpline.com](mailto:support@techhelpline.com)

Chat: [chat.techhelpline.com](http://chat.techhelpline.com)





THERE'S NO TIME LIKE THE PRESENT FOR

# REALTOR® SAFETY

Knowledge | Awareness | Empowerment

Keep Safety Top of Mind for Office, Home & Electronically

Knowledge  
Awareness  
**Empowerment**

## Don't Gamble with Your Safety

Recent news reports serve as a sobering reminder that real estate agents face unique safety issues while performing their jobs. Meeting potential buyers, some of them unfamiliar, presents an inherent potential for danger.

As a valued SentiLock customer, you have access to our SentiKey® Real Estate app with its built-in **Agent Safety feature**. It's an extra layer of protection to help you feel safe.

When activated, the Agent Safety feature:

- Allows you to select emergency contacts to be alerted in an emergency
- Periodically sends a message to your phone to see if you're safe
- Automatically sends an alert to emergency contacts if you do not or can't confirm that you're safe
- Offers a record of your location and when you arrived



Check out this short video on how to [enable the Agent Safety feature](#) in your SentiKey Real Estate app. You can also take a look at this [informative article on agent safety](#) that discusses some of the steps the industry has taken to make your job safer.

Don't gamble with your safety!

For more information, call our Customer Service Team at 877-736-8745, or visit our website at [sentrilock.com](http://sentrilock.com).



## New to NWWMLS Policy

**Incomplete/Inaccurate/Late listing** – Change to Automatic fine with a letter; will give chance to appeal

Change to a tiered fine structure:

1<sup>st</sup> Offense \$100.00

2<sup>nd</sup> Offense \$250.00

3<sup>rd</sup> Offense \$500.00

**1.2.2 Co-Listed Properties** – Warning email to agent/Broker;

Tiered fine structure after warning

1<sup>st</sup> Offense \$50.00

2<sup>nd</sup> Offense \$100.00

3<sup>rd</sup> Offense \$200.00

**1.2.2B Multiple Listings** - Warning email to agent/Broker;

Tiered fine structure after warning

1<sup>st</sup> Offense \$50.00

2<sup>nd</sup> Offense \$100.00

3<sup>rd</sup> Offense \$200.00

**4.3 Solicitation of Listings Filed With The Service** – Leave alone, Falls under Ethics

**Auction Properties** – No fines at this time

**Audits** – Not complying with audit request within 24 hours will be \$500.00 fine; Not complying with audit request within 72 hours will be \$1,000.00 fine and temporary suspension of MLS Access.

**Personal Promotion** -

Tiered fine structure after warning

1<sup>st</sup> Offense \$100.00

2<sup>nd</sup> Offense \$150.00

3<sup>rd</sup> Offense \$200.00

If Branded photo is re-entered, Participant will be fined \$500.00 and the photos will be deleted by MLS Staff.

## **WATERMARKS**

Photos, video, and other media content uploaded to the MLS may contain a watermark, subject to the following policy:

1. **Eligibility** - Watermarks may only be used by an individual or company that has first completed the NWWMLS Watermark Program Form. Participants and subscribers are not eligible for the Watermark Program.
2. **Format** – The watermark:
  - a. Must not contain any Participant or Subscriber information, see Personal Promotion;
  - b. May be a logo or company name;
  - c. May be a copyright notice so long as it is compliant with 17 U.S.C. § 401 and the water marker owns the copyright of the content;
  - d. Must be approved by NWWMLS staff (via the NWWMLS Watermark Program Form).



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**Updates & Changes**

3. **Placement** – The watermark:
- a. Must be kept in a lower corner of the photo or video;
  - b. Must be scaled down to 10% or smaller;
  - c. Cannot be more than 50% opacity;
  - d. May not be obtrusive to the overall image;
  - e. Must be applied to an image of the listed property (cannot not be an additional photo of just the watermark or video content of just the watermark).

**Note:** NWWMLS staff has the right to remove or delete any watermarked content at any time for noncompliance with this policy.

## **New to Matrix**

### **Vacant Land**

CRP Y/N

Managed Forest Program Y/N

Outbuildings

Section/Township/Range Mandatory – Vacant Land Only

### **Residential Type** (Farm, Multi-Family, Residential)

Lake Association Y/N

Income Producing (Y) = Financial Information Tab Appears: [Financial Information](#); [Annual Electric Expense](#), [Annual Fuel Expense](#), [Annual Insurance Expense](#), [Annual Maintenance Expense](#), [Annual Trash Expense](#), [Annual Water/Sewer Expense](#)

### **Commercial**

Year Built

Basement



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# **Updates & Changes**



# RANWW

Foundation

REALTOR® Owned/REALTOR® Referred

## Who We Are And What We Do#

### Foundation History

It all began in 2004 with a simple idea “helping our neighbors in need.” REALTORS® across the country help people obtain the ultimate goal of home ownership.

Once realized, home maintenance becomes an on-going process and can create heavy financial burdens. It is the realization that because the area residents may be unable to afford necessary home repairs, the RANWW Foundation was born.

The Foundation is funded by generous donations from members of the REALTORS® Association of Northwestern Wisconsin.

The REALTORS® Association of Northwestern Wisconsin Foundation awards grants to neighbors in need. Grants fund projects for homeowners who are experiencing financial strain.

What we can help fix through grants:

- Bathroom Repairs
- Roof Repairs
- Garage Door Installation
- Electrical Upgrades
- Window Replacements
- Plumbing
- Handicap Access
- Replacing Dangerous Flooring

### How To Apply For A Grant

- Contact a local clergy member, the County Health and Human Services Department or a RANWW member.
- Identify repair needed and submit an application. Include two repair bids and photos of the identified area for repair.
- Grants are awarded in \$1000 increments. If repairs are beyond this, applicant is responsible for the remaining balance.
- Grants are awarded twice a year - typically May and September.
- Grant recipients will be alerted by mail to the submitting clergy, Human Services employee or RANWW member.
- All applications are kept confidential.



## March 2020

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				

**6th** - NWWMLS Board Meeting  
**19th** - RANWW Board Meeting  
**24th** - CE at Flat Creek in Hayward  
**25th** - CE at Flat Creek in Hayward

## April 2020

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		

**1st** - CE at Flat Creek in Hayward  
**2nd** - Professional Standards Training  
**8th** - Affiliate Round Table  
**10th** - RANWW/NWWMLS Office closed at 12pm  
**23rd** - New Member Orientation

## May 2020

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						

**5th** - RPAC Fundraiser at VFW  
**7th** - Foundation Meeting  
**8th** - NWWMLS Board Meeting  
**20th** - RANWW Board Meeting  
**25th** - RANWW/NWWMLS Office Closed

## June 2020

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				

**4th** - New Member Orientation  
**16th** - RANWW Annual Meeting at Wild Ridge



# RPAC Report

## *Legislative Updates*

### **REALTOR® & Government Day**

February 5, 2020 | Madison Concourse Hotel and Governor's Club

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.

### **2020 tentative discussion topics**

At the event, you'll be briefed on current and pending laws as well as how they impact real estate. Afterward, you'll visit the Capitol building to lobby for these issues directly with your lawmakers. The issues on the agenda this year tentatively include:

- Workforce housing
- Home inspectors
- Chasing sales
- Presumption of riparian rights

### **2020 tentative event schedule**

12:30 - 1:00 p.m. Registration  
1:00 - 1:15 p.m. Welcome and overview  
1:15 - 1:45 p.m. Keynote speaker  
1:45 - 2:45 p.m. Issue briefing  
2:45 - 3:00 p.m. Move to the Capitol  
3:00 - 4:30 p.m. Capitol visits  
4:30 - 5:30 p.m. Reception (Madison Concourse)

**[Register](#)**

# Affiliate Member Minute



## Personalized mortgage options to fit your financial strategy



**Lisa Stelter Graf**  
Mortgage Loan Officer  
131 S Barstow St  
Eau Claire, WI 54701  
office: 715.839.6308  
lisa.graf@usbank.com  
NMLS #: 642102

At U.S. Bank Wealth Management, we tailor the home financing experience to fit your unique needs and goals.

Your Wealth Management team can review your credit needs and create a plan that will complement your overall financial strategy.

### **Customized mortgage options include:**

- Residential one to four units, fixed, adjustable or interest only mortgage options
- Mortgage priority process, products and scheduling to meet your loan closing date
- Primary, second home, condominium, co-op and investment one to four unit properties
- Residential single close construction, lot loan, renovation & expansion options
- Ability to hold title in an approved Trust, LLC, LLP, Corp or other non-operating entity
- Conforming, jumbo and super jumbo loan size availability
- Lending in all states (some loan types are limited to specific states)

Your mortgage is a critical piece of your personal balance sheet. Let your Mortgage Loan Officer at U.S. Bank help you manage and coordinate your assets and liabilities to get them working in concert to help you achieve your possible.



Loan approval is subject to credit approval and program guidelines. Not all loan programs are available in all states for all loan amounts. Interest rates and program terms are subject to change without notice. Visit [usbank.com](http://usbank.com) to learn more about U.S. Bank products and services. Mortgage, Home Equity and Credit products are offered by U.S. Bank National Association. Deposit products are offered by U.S. Bank National Association. Member FDIC. ©2019 U.S. Bank.



# RANWW

Realtors<sup>2</sup> Association of  
Northwestern Wisconsin



Banking. Wealth. Insurance. Family.

**CONTINUING EDUCATION REQUIREMENT:** All licensees **MUST** complete 18 hours of continuing education (CE) every two years. The 18 hours must include completion of 3 hours for each of the 6 required course topics listed below. There are no longer elective courses as part of the 18 required hours. 2019-20 CE courses (all six required)

## Hayward Classes

March 24, 25 & April 1  
Flat Creek Inn

**March 24th & 25th & April 1**

- Mar 24: Course 1 Wis Listing Contracts (8:30-11:30) plus exam
- Mar 24: Course 2 Wis Offers to Purchase (1:00-4:00) plus exam
- Mar 25: Course 3 Wis New Developments (8:30-11:30) plus exam
- Mar 25: Course 4 Wis Real Estate Ethics and Consumer Protection (1:00-4:00) plus exam (Fulfills NAR Code of Ethics)
- Apr 1: Course 5 Wis Real Estate Law and Practice (8:30-11:30) plus exam
- Apr 1: Course 6 Wis Real Estate Transactions (1:00-4:00) plus exam

## **ABOUT THE INSTRUCTOR**

Jonathan M. Sayas is currently the Wisconsin State Underwriting Counsel for Stewart Title Guaranty Company, a part of Stewart Information Services Corp. Stewart Title is a leading provider of real estate services, including global residential and commercial title insurance as well as various escrow and settlement services. Jonathan previously practiced law as a second-generation partner at Sayas, Schmuki, Rondini & Plum, S.C.

Jonathan also is a regular instructor for the WRA, the Wisconsin Land Title Association (WLTA), and is a member of the DSPS' Wisconsin Real Estate Forms Advisory Committee. In 2016, he was awarded the designation of Wisconsin Land Title Professional by the WLTA. Jonathan received his Juris Doctor from Valparaiso University in Indiana and his undergraduate degree in general business from University of Wisconsin - Whitewater.



## **REGISTRATION FEES:**

Each full day of education (6 hours) is \$70 for members, \$80 for non-members, and includes morning and afternoon breaks and lunch buffet; each 3 hour class is \$35 for members, \$40 for non-members. No lunch included if attending only 3 hours. **Note: Registration begins 30 minutes prior to class; late arrivals will not be allowed into the class and will forfeit their reservation fee.** Refunds (less \$15 admin fee) will be issued only if cancellations are made **3 days before the class.**

## Sponsored by:



Banking. Wealth. Insurance. Family.

Please register me for the indicated classes; my check for \$ \_\_\_\_\_, payable to RANWW, is enclosed:

Name \_\_\_\_\_ Email \_\_\_\_\_

- Course 1, March 24 Hayward
- Course 2, March 24 Hayward
- Course 3, March 25 Hayward
- Course 4, March 25 Hayward
- Course 5, April 1 Hayward
- Course 6, April 1 Hayward

Send this registration form, with payment to:

RANWW, 3460 Mall Drive #5A  
Eau Claire, WI 54701