



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."

January 2018

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

Thank you!



WEDNESDAY | FEBRUARY 7, 2018

"Success hinges on what we advocate together."

THANK YOU to all our sponsors, without them our Christmas Party would not have been possible!

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RANWW

Realtors® Association of
Northwestern Wisconsin

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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

A Message from RANWW President-Elect

NAR Convention was close to home this year! The convention was held in Chicago, which is always a fun city to visit with great food and plenty to do in the evening. Why attend a NAR Convention you ask? How much time do you have? ☺

My all-time favorite sessions are the Broker break out sessions. This is a meeting where you pair up with other Realtors® with similar board membership size and discuss current issues. The hot issue this year was “Coming Soon” and how boards are handling the issues associated with CS. There was great discussions on fundraising ideas for our Foundation and RPAC. People are very creative! Another issue I found of importance to our board was the rent vs. own board office space. Since our board was in the middle of looking for new office space, it was interesting to discuss rent vs. own with other boards and what they have experienced, what they felt was best for their association and how they would do it differently.

The Expo is another great resource. I met with some representatives from different companies that my office does business with to discuss issues plus met some reps from companies that the Board is considering a partnership with. Meeting people face to face and discussing issues makes it so much easier to get things done and it’s also great to have a direct contact.

One booth I stopped by that I particularly had interest in was Realtor® University. Did you know you can now earn a Master’s degree specific to Real Estate? There are 5 concentrations:

[Residential Real Estate Sales, Marketing and Management](#)

[Real Estate Asset and Property Management](#)

[Commercial Real Estate Investment and Analysis](#)

[Real Estate Appraisal and Valuation Services](#)

[Real Estate Association Management](#)

If this sounds as interesting to you as it did me, check it out at: www.realtoru.edu.

NAR Convention has a little something for everyone. Next year it’s in Boston, MA. November 2-5, 2018.

Considering coming!

Stacey McKinney-RANWW President-Elect



Thank You to everyone who took the time to ring bells on **REALTOR® Ring Day!** We had 5 different areas within the associa-

tion ringing at the same time for a total of **59 RINGERS, 9 KETTLES.** We raised over **\$4,500.00!**



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.

James N. Jones
Century 21 Affiliated

Frank Vega
U.S. Bank

Dana Yoder
Edina Realty/Chippewa Valley

Ben Walker
Keller Williams/Premier



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!

5 Ways to Provide Better Service in 2018

Daily Real Estate News | Friday, December 22, 2017

Customers today are more educated than ever, and they expect stellar customer service, especially when dealing with an expensive, emotional, and even stressful transition like buying and selling real estate.

“They know what good customer service is and they aren’t just comparing you to your direct competition,” says customer service expert and business coach Shep Hyken. “Anyone that has delivered a stellar customer service experience—in any type of business—to one of your customers has just set the bar higher for you.”

According to [a recent survey](#) of 1,138 consumers by Five9, a cloud contact center software company, 89 percent of respondents said “great customer experience” is the key reason they choose to do business with a company. That reason beat price and recommendations from friends.

Learn how to [build an office culture virtually](#).

If you’re looking to improve your customer service or the perception of the service provided by your real estate firm, here are five strategies recommended by Hyken.

1. **Start internally.** “Customer service doesn’t just happen on the front line,” Hyken says. “It happens throughout the entire company. It’s part of the [company’s culture](#).”
2. **Be present in the moment.** How you interact with your clients today has a direct impact on your business tomorrow. Hyken says think about what kind of experience your clients are having at this moment. Is it going to ensure that the next time he or she needs to buy or sell a home that they will come back to you?
3. **Admit when you’re wrong.** “No company and no person is flawless. You can’t deliver a perfect customer experience all of the time,” Hyken says. That’s why it’s critical to address a problem or complaint. It’s often in these moments that true customer satisfaction can be obtained. “Restore the [customer’s confidence](#),” he says. “Assuming you handle the issue well, it validates the customer’s choice to do business with you in the first place and proves why they should come back.”
4. **Never argue.** “You’re not trying to win an argument. You’re trying to win a customer,” is an old adage that Hyken recommends taking to heart.
5. **Show your appreciation.** Clients want to know you care. Whether it’s handwritten notes, closing day anniversary gifts, birthday cards, or client appreciation events, saying “thank you” in multiple ways over time will go a long way, Hyken says.

Source: [“Strike One and You’re Out! Five Ways to Ensure Your Customer Service Is a Hit”](#) December 2017, [hyken.com](#).



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!

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](#)



Realist Training

Coming

April 16 in Eau Claire

April 17 in Rice Lake

April 18 in Black River Falls

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.](#)



2018/2019 Eau Claire Area School Boundary Changes

Below are the links to see the new 2018/2019 Eau Claire Area School District boundary changes.

[Click here](#) for District /Interactive Boundary Map

[Click here](#) for Boundary Change

Lawn and Sold Signs

Lawn Signs

Under the Code of Ethics and the Department of Regulation and Licensing real estate rules, a broker MUST have a listing before placing a lawn sign on a property. Lawn signs suggest to the public and other licensees that the broker placing the sign has an active listing. Therefore, placing a broker's lawn sign without a listing contract is misleading advertising.

Under this analysis, a lawn sign, even if it has been stickered or otherwise modified to indicate the property has been "sold" must be removed when the listing contract expires at closing. After closing, the licensee's permission from the sellers to advertise by posting a lawn sign is no longer effective because the property is now owned by the buyer. The DRL, however, recognizes the importance of the "sold" sign advertising to the listing brokers, and as a matter of Policy, permits listing brokers to leave a sold sign on a property for a reasonable number of days following the closing if the broker obtains the permission of the buyer.

"Sold" Signs

After receiving complaints of the improper use of sold signs, the Real Estate Board of the DRL adopted an interpretation of the rule against misleading advertising (§RL24.04) that sold signs could only be put on a property after the transaction was closed. Other signs more descriptive of the status of the property, for example, "contract pending" would be allowed where appropriate. On further consideration, the DRL proposed a rule allowing sold signs and other signs, which would likely slow or stop sales activity, to be posted only after all contingencies are cleared and only if the seller approves. It was finally decided not to adopt a new rule but to rely on the misleading advertising rule. It is expected that the enforcement of the rule will follow the lines set by the DRL; a sold or similar sign may be posted only when all contingencies have been met or removed and the seller has given approval knowing that it means the property will effectively be off the market.

Standard of Practice 12-7 provides that "REALTORS® who participated in the transaction as the listing broker or cooperating broker (selling broker) may claim to have 'Sold' the property. Prior to closing, a cooperating broker may post a 'sold sign' only with the consent of the listing broker." The references to cooperating brokers in the Standard include selling brokers (sub agents) and buyer's brokers. Accordingly, there may be two different brokers claiming to the right to post a 'sold' sign on the same property: the listing broker and the cooperating broker. [Click here for more information.](#) Wisconsin REALTORS® Association

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

Welcome to 2018

With the beginning of a new year, it is time to talk about one of the Realtors® Association of Northwestern Wisconsin's biggest events: **Realtor® and Government Day**. This year the event takes place on Wednesday, February 7, 2018. Transportation will once again be provided. We are hoping that you will be able to find the time to attend this valuable day.

Additionally, we have another exciting perk to members who choose to return to attend another Realtor® and Government Day. This year, on the bus, we will have a drawing for any returning member who also brings another association member who has never attended a Realtor® and Government Day, for a chance to win a \$50 gift card. As an additional perk, the new members that attend will also have the chance to enter a separate drawing on the bus for one (1) of four (4) \$25 gift cards. This is a great opportunity for new attendees to understand the importance of investing in their business by being politically informed on the industry issues. Also a great motivator for returning attendees to stay informed on industry issues.

This event is free to attend. In order to register for the event, please just send an email to GADIntern@ranww.org with your name, phone number, and email. If you have any questions or concerns about attending this event, please feel free to reach out to me via email.

Thank you for your continued support and we hope to see you on the bus!

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 Brienne Hopkins at GADIntern@ranww.org

Phone: 715-835-0923
Email: GADIntern@ranww.org



RANWW
Foundation

REALTOR® Owned/REALTOR® Referred

Who We Are And What We Do

The RANWW Foundation awarded an emergency grant for \$2000 to complete a roofing project in Colfax this past fall. The project included new shingles and decking; the home owner is happy to have their roof finished for the cold winter weather approaching.

Bill Tice of Tice Appraisals who was a part of the project says, "I am very pleased to be a REALTOR® and to be associated with these types of projects that genuinely help people out. It really looks great now and the grant from the RANWW Foundation was very important to getting this leaking roof re-shingled".



What we can help fix through grants

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



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 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
16th - Realist Training – Eau Claire
17th - Realist Training - Rice Lake
18th - Realist Training - Black River Falls
26th - New Member Orientation



Appraisal Conference

March 12-13, 2018

Kalahari Resort & Convention Center
Wisconsin Dells