



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 2019



A Big THANK YOU to these generous sponsors as they made the party possible. Please show your appreciation by making them your first business contact whenever possible!

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- Merchants Bank
- Peoples State Bank
- Royal Credit Union
- Security Financial Bank
- Time Federal Savings Bank
- TM Title
- Wells Fargo
- Woodland Development



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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:*

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A Message from RANWW President

Looking forward to a productive 2019....

Every year I contemplate how I can improve in my business, myself and what areas would I like to learn more about. The first place I explore is my educational opportunities as a REALTOR®.

I start with the NAR website (*NAR.realtor*) for designations. They have several broad designations such as GRI and CRS but more specific designations such as RSPS (Second home and Vacation Home Specialist) and SRES (Senior Real Estate Specialist). They also offer, REALTOR® University, which is a program for REALTORS® to get their Masters in Real Estate. If you are not ready to tackle this type of commitment, how about checking out your franchise's educational opportunities or if you are an independent check out YouTube for videos from our vendors on zipForms or your electronic signature programs? You might just pick up something that will make your job a little easier and save you some time.

WRA.org has bonus electives for free on New Construction or Investment/Property Management in their continuing education this CE cycle. If those are areas you work in, take the time to watch the videos. If you have never attended REALTOR® & Government Day....now that is one day that really gets you up to speed on our industry and you get to mingle with your colleagues.

The second area I consider is small business ownership education. I look to seminars that are given in my area through my chamber or national seminars that offer programs on subjects such as "Dealing with Difficult People".

The third area is personal growth. How can I make more time for me and my family, lower my stress and enjoy life? This is very personal to us all but maybe try something you have always wanted to learn. For example, last year, I started taking piano lessons.

What is one area you could educate yourself on that could help you over the next year? If there is a subject or a program you would like the Association to pursue, please email me. We are here to make your job better!

Happy, Productive New Year,

Stacey McKinney

RANWW President

stacey@mckinneyrealty.net



**The Golden Rule
Award Recipient**



RANWW
REALTORS® Association of
Northwestern Wisconsin

Carrie Anders from Edina Realty

Welcome New Members!

Dillon Bean

Re/Max Homes & Hills

Leann Frydrych

Keller Williams Integrity

Terri Hansen Wonn

Keller Williams Integrity

Dawn Malcolm

Charter Bank

Travis Ploman

NextHome Leading Edge

Laura Sandberg

Re/Max Affiliates

Stuart Schaefer

Commonweal Development Corp.



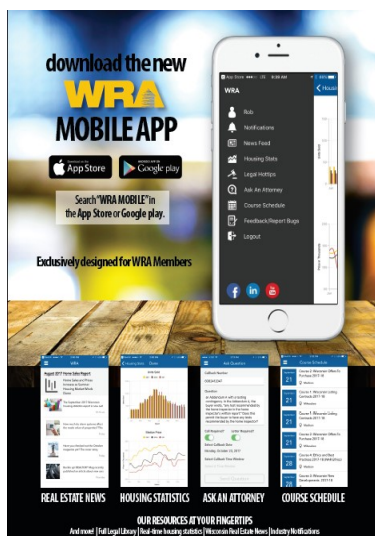
Why Your Listing Is Being Ignored

Are you getting few showings for your listing, or do visitors want to leave quickly? Here are a few items that could be turning off potential buyers.

Vague property descriptions. Online descriptions of just a few words—or none at all—create a missed opportunity to provide buyers with more details on why they should visit a property. [Pictures aren't always enough.](#) Use the listing description to add details that pictures aren't able to show. "If it is a lakefront home, highlight the best parts of living on the lake; if it is an urban town, mention that you are within walking distance of top-rated restaurants," Cynthia Emerling with Finger Lakes Premier Properties in Canandaigua, N.Y., told realtor.com®. Be sure to lead off with the most eye-catching, relevant details, because all lines of text may not be visible in some online displays.

Bad photographs. High-quality, professional photographs can do a lot to draw people to a listing online. "A professional photographer will have the correct camera lenses, lighting, and angles to allow the entire room to be seen in a single photo," Robert Taylor, owner of Sacramento, Calif.-based home-flipping firm The Real Estate Solutions Guy, told realtor.com®. If you are taking your own property photos, be sure to avoid [common amateur blunders](#), like including your reflection in a shot that includes a mirror, Stevenson says. "When the photo quality is lacking, it sends a message that your home is low quality, too."

Dismissing staging. Leaving rooms completely empty of furniture or design in listing photos and in-person showings can be a turnoff to buyers. "When a house is staged, you can get the sense of use and purpose of each space," San Francisco real estate professional Matt Morgus told realtor.com®. [Staging is particularly important for open floor plans](#) because it can be "hard to differentiate a space with no furniture," Morgus says. Get more staging tips at REALTOR® Magazine's [Styled, Staged & Sold](#) blog.



As a way to thank you, the WRA produced a new video celebrating you and your continued service to real estate buyers and sellers around the state. Please watch it, share it and even post it to your social communities as it fully encapsulates the REALTOR® brand and what we take pride in as an industry. [Click Here for Video.](#)



Welcome to the 2019 WRA Virtual Conference!

Welcome to the WRA's first-ever Virtual Conference, "The Making of a Top Agent," live-streamed from the WRA on January 23-24, 2019. The conference will focus on how you can keep your transaction together with two keynotes, several workshops and an exhibitor showcase. At the end of the conference, you'll feel ready to rejuvenate your real estate practice and take your transactions and relationships to new heights.

- Gain access to two keynote sessions and 16 workshop sessions.
- Use a chat feature to connect with speakers as well as other REALTORS® from all across Wisconsin.
- Explore a virtual exhibitor hall to learn about new products and services for your real estate practice.
- Listen to real estate experts Leigh Brown and Marki Lemons in keynote sessions.
- Learn about the following topics related to real estate: pricing strategies, marketing to attract sellers, staging, property promotions, prospecting online leads, qualifying finance options, buyer counseling, buyer agency, negotiation techniques, home inspection/appraisal, justifying commissions, working with FSBOs, contact management, top of mind, teams, and taxes and expenses.

Registration also includes 3 months of access to all the session recordings post conference.

[Click here to register.](#)

Two-day ABR Core Course

BROKERS/SUPPORT STAFF:

February 26-27, 2019 | 8:30 a.m. – 4:30 p.m. both days

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 SentriCard for new members.

The ABR two-day core course will provide you with the tools and know-how to represent buyer-clients in real estate transactions and provide them the same level of service that sellers typically enjoy. This course also offers ideas and methods for building a buyer-representation business, forming buyer relationships, winning repeat business and referrals, and more.

[Click here to register.](#)

Thanks!



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

REALTOR® shot dead outside a home he was showing

A man found shot dead inside a car in Philadelphia, Pennsylvania, was a Realtor who was showing a nearby home to prospective buyers, according to Philadelphia police.

Orlando Martinez, a 54-year-old Realtor who lived in nearby Westville, New Jersey, was discovered in front of a Philadelphia building block on the morning of Wednesday, Oct. 31.

The Realtor suffered a gunshot wound to the jaw and was left fighting for his life inside a locked Honda vehicle. The home, listed for sale and located in the 4500 block of Philadelphia's Oakmont Street, had Martinez's realty sign placed in one of the homes' front yards.

Police suspect that Martinez could have been in the car for as much as a full day before officers arrived. Officers were called after Martinez's family got worried that he didn't come home for the night on Oct. 30. Once discovered, Martinez was rushed to a nearby hospital but died soon after.

"He was found inside a vehicle, and he may have been there for a day," Sgt. Eric Gripp of the Philadelphia Police told Inman. "The only thing that we will say is that we believe he knew who the killer was. It wasn't random."

Martinez was likely shot on 10/30. He was found in his vehicle outside a home he was showing to prospective buyers.

At the moment, local police do not have either suspects or a motive and are working to investigate Martinez's death. A \$20,000 reward is being offered in exchange for details related to the case.

"He has no priors, he's not on our radar, he's a family guy working for a living doing real estate," Capt. John Ryan of the Philadelphia Homicide Unit told a local outlet.

Meanwhile, real estate agents in Philadelphia and New Jersey have been expressing their shock and sorrow about the strange death of their community member.

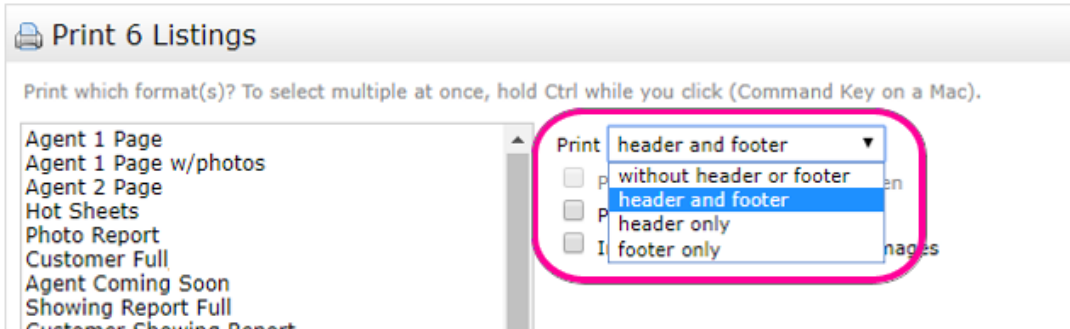
"Sad news to hear about the passing of one of our peers," Jason Rodriguez, a Realtor at Legal Realty LLC in Philadelphia, wrote on Facebook. "We have to wait for all of the details to come out, but we Realtors have [to] be very careful out here."

By Veronika Bondarenko, Inman.com, Nov 1

Enhancements

New Print Header/Footer Options

Users can now print reports with only their header or only their footer. Whichever option is selected is retained for subsequent print jobs until changed.



Email My Listings

The My Listings page now supports an Email option which is now enabled.

User-defined radius on Map Search control

The proximity search on the search form now allows users to enter a specific distance. This is helpful for urban or rural areas where the pre-set options are often not narrow or broad enough. Users may continue to use the pre-set distance options as well.

Market Watch Refresh

A Refresh button has been added to the Market Watch widget on the home page to update the Market Watch counts any time during a session.

Print Preview of Multi-Map

The multi-property map available in Print Options is now an interactive map in Print Preview, allowing users to print multiple listings on a map with the zoom level, map style, and overlays they want.



Updates & Changes

January 2019

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/NWWMLS Closed for Holiday
11th - NWWMLS BOD Meeting
16th - RANWW BOD Meeting
21st - RPAC Coffee & Calories 730am-9am

February 2019

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 - Professional Standards Training
7th - New Member Orientation
21st - RANWW Foundation Meeting
26th - 27th [ABR Course 2-day](#)

March 2019

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						

8th - NWWMLS BOD Meeting
14th - RANWW BOD Meeting
29th - Apr 1st - AE Institute in Austin, TX

April 2019

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				

9th - [CRS Course 1-day](#)
10th - Affiliate Round Table
19th - RANWW/NWWMLS Closes at Noon
24th - R & G Day
25th - New Member Orientation

Destination CE
 March 5-8, 2019
 Saint Lucia

St. Lucia
 DESTINATION CE
 MARCH 5-8, 2019

RPAC Report &

Legislative Updates



Hello Everybody! My name is Keller Leerek, I'm the new RANWW GAD intern. I'm a junior at the University of Eau Claire earning an undergraduate degree with a double major in Political Science and Economics. I am a self-proclaimed odd ball, born in Florida, raised in Portage, Wisconsin by divorced lesbian parents; I've become quite open-minded to the unusual and non-traditional. I'm very excited to get started here, and you'll be seeing my work in the newsletters in no time. Hope to meet and talk with everyone during REALTOR® and Government Day and the upcoming RPAC auction.

Eau Claire City Council Meeting

On Tuesday December 11th, everyone's favorite new GAD intern attended his first Eau Claire city council meeting. Yes, I know, but please all hold your applause, I do have some interesting information. This meeting covered a bevy of topics, ranging from health insurance of city employees all the way to parking restrictions on select streets. So really the typical jumble of political discussion and solving of minor issues, nothing too earth shattering...BUT THEN...they discussed a proposal to raise building and permit fees by 3.5 percent! Now this was by far the most discussed topic of the meeting, and by and large all of the council members seemed reluctant to impose this increase. As a result, they opted to wait until a further report could be completed analyzing the effect and impact of this increase, and thus moved to postpone that vote to a later date. Next they discussed and then approved adapting Banbury Place building 17 into multifamily residences. This was as well lengthily discussed, and it was emphasized that there must be further deliberation and estimations on how this would improve the situation of lacking affordable housing after it was passed.

Shortly after this the meeting ended, there was an additional meeting focused exclusively on affordable housing. This meeting highlighted the severe shortage of low end and high end housing in Eau Claire and the difficulty to find available contractors to build more, there has been a contractor shortage since the 2008 recession. The few contractors that there are will almost always choose to build higher end housing, as the profit margin is significantly higher. Upon the conclusion of this meeting, there was some speculative discussion on how to encourage or incentivize more contractors into the industry, and to encourage those contractors to build more affordable housing. But, as before, this was to be held off until further reports analyzing strategies and their effectiveness were reviewed after the holidays. So... essentially, encourage all the young, bright, lads and lasses of Eau Claire to consider a job within the construction trade. Eau Claire and it's housing market needs them.

RPAC Report &

Legislative Updates

National Flood Insurance

FEMA today notified insurers that they would not be able to sell or renew flood insurance policies under the National Flood Insurance Program (NFIP) during the partial government shutdown. Insurers could however still pay claims on existing policies.

NAR, together with most of the insurance groups, responded strongly and swiftly, noting that Congress and President Trump last Friday enacted legislation specifically reauthorizing the NFIP through May 31, 2019. We are all working with FEMA, the White House and Congress to find a way forward and resolve this situation.

FEMA made the announcement under the Antideficiency Act, which generally prohibits federal spending in excess or advance of appropriations, except in cases of "emergencies involving ... protection of property." This is one of the few federal laws where a violation carries penalties up to and including imprisonment of federal employees so this is no joke.

FEMA has asked NAR for any property sales data that would justify an exception to the Antideficiency Act and allow NFIP to resume selling flood insurance policies. NAR has provided our research confirming 40,000 home sales are at stake each month NFIP cannot write policies, and will be following up with additional data.

In the meantime, if you or one of your agents has a transaction in process requiring the purchase of flood insurance, please contact me ASAP so we can compile and share this information with FEMA and Congress.

The Annual RPAC Appreciation event this year will be an informal coffee and calories event in the RANWW Conference Center. Tom Larson from WRA will join us for an informal discussion on the upcoming Legislative session. It's from 7:30am to 9am. Admission is free if you have invested in RPAC in 2018, or \$35 at the door with checks payable to RPAC.



**REALTOR® & Government Day is
Wednesday, April 24th, 2019**

Affiliate Member Minute

Margo Katterhagen, Register of Deeds – Barron County

What's happening statewide?

Our association has a proven track record on successfully working with our Legislators on issues that impact our offices.

It is a pleasure to be part of such a progressive organization.

Some recent statewide successes include:

- Act 48 allows the Clerk of Courts/County Clerk office to copy a birth certificate for passport issuance.
- Act 104 assures delivery of a sheriff's deed directly from the Clerk of Courts eliminating the potential of a "lost" document.
- Statewide issuance of birth records. Death & marriage are scheduled to be statewide in 2019.
- Revised the HT110/TOD110 documents into one form.
- A workgroup was recently formed to start working on Condo legislation with WRA's Tom Larson and Debbi Conrad reviewing the material.
- The Wisconsin Register of Deeds Association (WRDA) is currently working with Cheri Hipenbecker from the Land Title Association, and other stakeholders, to support legislation on remote & electronic notarization.
- The WRDA created a "Help Desk" to unify our responses and answers regarding recordings and rejections.

What's happening in Barron County?

The document number on the tax bill from the County website is now hyperlinked to Tapestry (LandRecords.net) for ease of purchasing. We are currently waiting for the same to be done on the County GIS aerial website.

Barron County now has a paperless vital record application process using Laserfiche when applying at our counter. This has reduced a surprising amount of paper in our office! With the start of Statewide Issuance of birth records on January 1, 2017, we are processing 25% more records.

In November we held an e-recording seminar with Simplifile, one of our e-recording vendors. We invited our local business partners to see what e-recording is all about. Currently, 68 of the 72 counties in Wisconsin are e-recording.

We are currently working on a County ordinance regarding home burials. This will be a joint effort involving land services, the sheriff's department and the register of deeds office. The jest of the ordinance will be in ensure that a document is recorded indicating where the body is located and the name of the person buried.

Property Fraud Alert is a free service that Barron County offers. With every recorded deed that we mail back, we insert a Property Fraud Alert flyer. Please encourage your clients to sign up to help safe guard their property.

It's a pleasure serving as Register of Deeds for Barron County!

