



# 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."*

## July 2019

### YOUR VOTE COUNTS

Don't forget to sign up for the RANWW Golf Outing on Aug 22 at Wild Ridge.

[Click here for registration form.](#)

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

It is that time of year again when we ask the RANWW membership to exercise their right to vote by electing the 2019-2020 RANWW Leadership team! The slate of candidates is excellent, with each potential candidate bringing their own skill set to the table. RANWW is regarded as one of the top associations within the state of Wisconsin. This strength is a direct result of past and present leadership that has been elected by **YOU** the RANWW membership!

Each member has a voice in what goes on within our Association, and voting is the avenue for that voice to be heard! I am asking each of you to educate yourselves on each potential candidate and then cast your vote for the candidate that best fits the RANWW vision and mission for its members.



You can participate by logging onto [www.ranww.org](http://www.ranww.org) anytime between July 15th - July 25th and cast your vote for TWO (2) director candidates. Each elected director will serve a three (3) year term.

Once logged onto the secure portion of the RANWW website, the access code for voting will be the same as your Matrix login. Results will be made available to the membership no earlier than July 26th and no later than July 30th.

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**You're on the move... and so is the SentriKey™ Real Estate app – available June 27!**

It's a new, updated version of the SentriSmart® mobile app that makes showings go smoothly and professionally to help ensure your success.

Best of all, it's a mobile app that's a pleasure to use because it offers so much: fresh views and capabilities, enhanced Bluetooth® technology to improve Android user connectivity, touch and face ID, and integration with property data tools.

**The new app will be available June 27, so get ready to press Enter and go! For more information: [www.sentrilock.com](http://www.sentrilock.com)**



# RANWW

Realtors® Association of  
Northwestern Wisconsin

## RANWW Officers

**Stacey McKinney - President**

715-580-0126

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

**Gary Brenizer - President -Elect**

715-215-0666

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

**Deb Hanson - Treasurer**

715-456-0499

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

**Dan Lawler - Imm Past President**

715-234-2948

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

## RANWW Directors

Sherry Stabenow 715-838-2800

Mary Jo Bowe 715-456-2014

David FitzGerald 715-577-6444

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

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 President-Elect**

It is hard to believe that 2019 is already half over; it seems as if I was shoveling snow and celebrating New Year's Eve only yesterday! As we move into the second half of 2019 take a moment to self-evaluate what your life and business has endured and/or accomplished in the first half of 2019.

Have you reached or are you making progress towards goals that were set in the beginning of the year? If you are or have CONGRATULATIONS; be sure to set new ones! If you haven't, what attitudes, activities or marketing ideas need to change in order to accomplish or progress towards those goals?

What exactly needs to change in order to progress and be successful? This is the exact question the RANWW Board and the NWWMLS Board will be working on as we journey through a strategic planning session in early August. We will be asking the membership to help us evaluate the association and MLS; in order for us to understand if we are making our goals, what exactly are our goals, how can we progress.

How can we help you progress and prosper?

Change, change and more change...change is hard but without it we don't evolve and grow!

While enjoying the rest of the summer whether it be sitting around a campfire, boating, camping, hiking or whatever your favorite summer time activity is, take a few moments to think about what needs to change and then apply it to your goals and please weigh in on the membership surveys that will be coming soon to your inbox.

Progression and change are the only constants in life, let's embrace them together so we can all prosper and grow!

Enjoy the rest of summer!

**Gary - RANWW President - Elect**



## **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](https://www.techhelpline.com)

# Welcome New Members

## Lori Diesburg

*Edina Realty~Chippewa Valley*

## Katrina Hake

*Edina Realty~Chippewa Valley*

## Sara Harris

*Re/Max Real Estate Group*

## Tammie Hoff

*Bahnub Realty*

## Connie Kees

*Consult an Organizer*

## Tyler Pecha

*Coldwell Banker Brenizer~CF*

## Sarah Scharlau

*Re/Max Real Estate Group*

## Thomas Tiley

*Bahnub Realty*



## **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 SentriCard for new members.**

**Thanks!**

## 7 Reasons to Work With a REALTOR®

REALTORS® aren't just agents. They're professional members of the National Association of REALTORS® and subscribe to its strict code of ethics. This is the REALTOR® difference for home buyers:

1. **Ethical treatment.** Every REALTOR® must adhere to a strict code of ethics, which is based on professionalism and protection of the public. As a REALTOR®'s client, you can expect honest and ethical treatment in all transaction-related matters. The first obligation is to you, the client.
2. **An expert guide.** Buying a home usually requires dozens of forms, reports, disclosures, and other technical documents. A knowledgeable expert will help you prepare the best deal, and avoid delays or costly mistakes. Also, there's a lot of jargon involved, so you want to work with a professional who can speak the language.
3. **Objective information and opinions.** REALTORS® can provide local information on utilities, zoning, schools, and more. They also have objective information about each property. REALTORS® can use that data to help you determine if the property has what you need. By understanding both your needs and search area, they can also point out neighborhoods you don't know much about but that might suit your needs better than you'd thought.
4. **Expanded search power.** Sometimes properties are available but not actively advertised. A REALTOR® can help you find opportunities not listed on home search sites and can help you avoid out-of-date listings that might be showing up as available online but are no longer on the market.
5. **Negotiation knowledge.** There are many factors up for discussion in a deal. A REALTOR® will look at every angle from your perspective, including crafting a purchase agreement that allows enough time for you to complete inspections and investigations of the property before you are bound to complete the purchase.
6. **Up-to-date experience.** Most people buy only a few homes in their lifetime, usually with quite a few years in between each purchase. Even if you've done it before, laws and regulations change. REALTORS® handle hundreds of transactions over the course of their career.
7. **Your rock during emotional moments.** A home is so much more than four walls and a roof. And for most people, property represents the biggest purchase they'll ever make. Having a concerned, but objective, third party helps you stay focused on the issues most important to you.

[Click here for this handout.](#)

[Click here for buyers handouts.](#)

[Click here for sellers handouts.](#)

REALTOR® Magazine

## Congratulations!

Congratulations to **Gary Brenizer**, ABR, CRB, GRI and managing broker of Coldwell Banker Brenizer of Eau Claire, on his succession to the 2019-2020 RANWW President!

Gary has been active on the RANWW board as Treasurer, President-Elect and MLS board for 3 years. He has served and chaired on numerous committees which include Professional Standards, Technology Committees and has served on the Board of Directors. We look forward to working with Gary during his upcoming Presidential term.



Congratulations to **Deb Hanson**, ABR, CRS, GRI, is Team Leader of Century 21 Affiliated, on her election by acclamation to 2019-2020 RANWW President Elect!

Deb has been actively involved in our local board since starting her real estate career in 2003. She enjoys giving back and being able to serve our members. Currently, Deb is serving as the Treasurer for RANWW. In addition Deb has served and chaired several committees including the Education Committee, REALTOR® Safety Committee, Strategic Planning Committee, Christmas Party Committee, New Agent Liaison, and currently teaches Professional Courtesies and Networking for new members. She is also a member of the Chippewa Valley Housing Task Force, working with other area leaders to develop an affordable housing plan for the Chippewa Valley. Deb believes integrity is the key to fostering relationships within her professional and personal communities and education is vital for success in our constantly changing real estate landscape.



Congratulations to **Scott Rohde** on his election by acclamation to 2019-2020 RANWW Treasurer!

Scott lives in Rice Lake with his wife Sharyn, has 3 children and 1 grandson. He has been in real estate for nearly 31 years, and is currently broker/owner of Associated Realty, LLC. He taught Real Estate Law at WITC for close to 15 years and has had many area agents as students. Scott is currently on the RANWW Board of Directors, and has served for several years as a Director on the MLS Board. He has also served on the Education Committee, the Golf Committee and has served as RPAC Chairman.



# Congratulations to **John Sobota** on his election by acclamation to 2019-2020 RANWW Director!

**John Sobota**, President of Andale Real Estate, Inc. located in Menomonee and has been a WI Real Estate Broker since 1993. He enjoys golf and spending quality family time with his wife Jill and 5 children.



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## Get To Know The Director Candidates.....

*Julie has been fascinated with real estate for as long as she can remember. She began her real estate career as a Mortgage Loan Officer and after 11 years decided to join the family business as a Buyer Specialist. She also earned her Broker's license in July 2014. Julie has been an active member of the REALTORS® Association of Northwestern Wisconsin since 2003 and was voted "Affiliate of the Year" in 2009.*

*Julie believes in giving back to her industry, serving at all three levels of our Associations. She has been on a NAR Committee the last 5 years, WRA Winter Convention Committee Chair, and has served on the WRA Convention Committee's since 2005. Locally, Julie has served on the RANWW PR Committee multiple times, Chaired the Christmas Party Committee three years, as well as serving on the Nomination Committee.*

*Julie and her husband John have four children and are very involved in the Chetek Community. Julie and her family are avid water sports fans and spend countless hours enjoying the Chetek Chain of Lakes.*



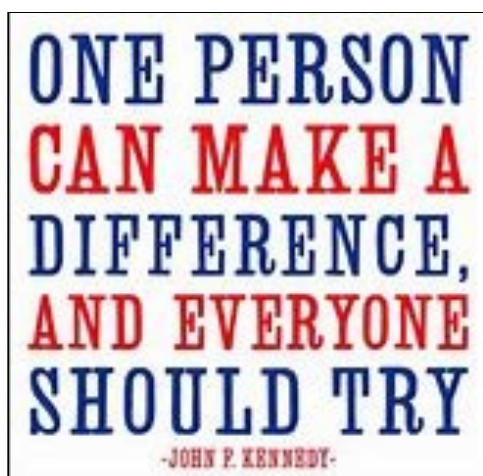
**Julie Flor**  
**Six Lakes Realty**

Originally from Rice Lake, I have been working full time in the real estate industry as a licensed agent for nearly 23 years. During my tenure, I have witnessed many changes within the industry; both good and bad. I believe it is imperative that we keep ourselves educated on industry trends and being involved in our Association is imperative to professional development. Currently, I serve on both the Professional Standards Committee as well as Chair the Public Relations Committee for our Association. For the past 8 years, I have coordinated the bell ringing day for the Salvation Army. I was honored to receive the Distinguished Service Award from the REALTORS® Association of Northwestern Wisconsin in 2018. I am a member of the Heart of the North Builders Association as well as an Ambassador with the Rice Lake Chamber of Commerce.



**Judy Nichols**  
**WESTconsin Realty LLC**

I am married with three grown children and five grandchildren. In my free time, I enjoy spending time with my children and grandchildren, gardening, snowmobiling and quilting.



Martha began her real estate career in 1995 when she joined Edina Realty in 1995. For the last 24 years, Martha has been actively involved with the RANWW board, holding various positions including Treasurer (Northern Waters Board), Director and RPAC Chairman. She's also served on the committees for Orientation, Christmas Party and the RANWW Foundation. She received the RANWW Board Distinguished Service Award in 2007. Martha is also very involved in her local community serving on township boards in various capacities and serves as Treasurer for the Birchwood Chamber of Commerce. Martha is a seasoned and well-respected agent in Northwest Wisconsin. Her integrity, insightfulness, work ethic and creativity would be well served on the Board.



**Martha DeLong**  
**Edina Realty**



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R

### 1-800 Legal Hotline

The WRA's Legal Hotline provides REALTORS® with the opportunity to talk one-on-one with a WRA staff attorney.

You can call, fax, email or submit a question online to the Legal Hotline.



September 10-11, 2019 | Kalahari Resort | Wisconsin Dells

Real estate is always an adventure. Ready for your adventure?

Enhance your bottom line? Resolve disputes? Increase productivity? If these are on your list of goals — and why wouldn't they be? — your practice can't miss the WRA's annual convention on September 10-11 in Wisconsin Dells. With two days of opportunities for learning, networking and business strategies, you'll leave with convention takeaways that will lead you down the adventure trail to real estate success!

### We will be offering the Two-Fer program again.

A WRA member registers for a full convention pass and receives a promotional code that can be sent to another WRA member who has never been to the WRA Annual Convention or has not attended in the past 5 years. This person is able to register for a lower fee. Example: Early registration (if you register by 8/13), the fee would be \$125 and the Two-Fer would be \$62. Registrations can be made online at: <http://www.wra.org/convention>.



### \*\*FREE DRAWING\*\* \*\*

WRA is awarding a complimentary registration fee to the Association! If you'd like to be entered for the drawing for a FREE registration, contact Kim at the Association office by Aug. 23!!



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**

## Legal Hot Topics for Brokers

Katie Johnson, General Counsel & Chief Member Experience Officer, May 2019

### Wire Fraud

Follow these tips to reduce risk of wire fraud:

- [Alert homebuyers at the outset of the transaction](#). Many brokers are requiring signed disclosures.
- Instruct homebuyers to call wire recipient using an independently-verified phone number.
- Avoid sending wire instructions (and any sensitive financial information) via email.
- Use a secure transaction management platform to share documents and information.
- Use good email security practices – never open unsolicited links or attachments, keep operating system and anti-virus up-dated, use strong passwords and two-factor authentication, purge regularly, and avoid using unsecured wifi.
- Create an e-mail rule to flag email communications where the “reply” email address is different from the “from” email address shown.
- Immediately report suspected fraud to the bank from which the funds were transferred.
- Get to know your local FBI field office and contact them immediately if fraud is suspected.
- Report fraud incidents to [www.ic3.gov](http://www.ic3.gov) ([link is external](#)).

## Resources:

[How to Avoid Wire Fraud video](#)

[Wire Fraud Email Notice](#)

[FBI, BEC: The 12 Billion Dollar Scam \(link is external\)](#)

[Directory of Local FBI Field Offices \(link is external\)](#)

[Data Security](#)

[Cyber Insurance](#)

[For more information click here.](#)





## Matrix 360 is Almost Here!

We are pleased to announce that Matrix™ 360 will be coming **July 1, 2019**. Matrix™ 360 is the latest version of Matrix from CoreLogic® that unifies listing data and Realist® property data. The result is a truly property-centric listing platform that gives you a 360-degree view of properties in your market.

- **Save time.** Leverage tax data without launching a separate program and leaving the MLS workflow, and without browser plugins. Learn one system, not two.
- **It's easy to use and familiar.** Work with tax records just like Matrix listings. Create searches, get results, view details, print and email reports for both listing and tax records, all in one place, all in the same way.

View Matrix 360 video: <https://www.youtube.com/watch?v=QbPvU9hO61A>

Stay tuned for more information!

### Top 10 Matrix 360 Features

1. A **tax search** is now available within Matrix using the same fields as Realist but in a familiar Matrix-style search form. Search results include data from listings, such as photos, current status, and any discrepancies in core fields.
2. A Realist-style **full tax display** is available right from the Matrix search results—whether you've run a listing search or a tax search.
3. The **complete property display** includes listing data, tax/assessment data, transaction/document history, schools, flood data, and more. You get to choose which content to print.
4. You can "**walk the block**" to see the whole neighborhood. The map displays summary tax and listing information for each parcel (where available) with links to full reports.
5. The **interactive map** lets you zoom and pan, switch between street and satellite views, enable layers, and click on parcels to view neighboring property information—right from the full property display.
6. **Comprehensive map overlays** include flood, highlighted parcel, lot dimensions, points of interest, and more.
7. The **combined history** shows all listing activity for the property, as well as sale, mortgage, and foreclosure history from public records.
8. Matrix 360 makes it easy to **print mailing labels** from tax data.
9. You can **auto-fill new listings** using tax data stored natively in Matrix.
10. Property data can be integrated into the **Client Portal** and is also available in **Matrix Mobile**.



**RANWW**

Northwestern Wisconsin  
Multiple Listing Service, Inc

## Updates & Changes

## July 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			

**4th** - RANWW/NWWMLS Office Closed  
**12th** - NWWMLS BOD Meeting  
**15-25th** - Online Voting  
**25th** - RANWW BOD Meeting

## August 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

**15th** - New Member Orientation  
**22nd** - RANWW Golf Outing at Wild Ridge

## September 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					

**2nd** - RANWW/NWWMLS Office Closed  
**4th** - RANWW Foundation Meeting  
**10th-11th** - WRA Annual Convention  
**13th** - NWWMLS BOD Meeting  
**23rd** - RANWW BOD Meeting  
**25th** - Installation Banquet at Wild Ridge

## October 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		

**10th** - New Member Orientation



NATIONAL ASSOCIATION of REALTORS®



**IMAGINE**  
THE POSSIBILITIES

**2019 REALTORS® CONFERENCE & EXPO**  
**SAN FRANCISCO**  
 CONFERENCE NOV 8-11 | EXPO NOV 8-10

# RPAC Report & *Legislative Updates*

## WRA Large Donor Council

The WRA Large Donor Council (LDC) is made up of dedicated REALTOR® contributors who partner with NAR to shape the political future for the real estate industry. Members of the LDC are eligible to participate in the RPAC Recognition program, with specific benefits that acknowledge their support of RPAC.

With a minimum annual investment of \$1,000, there are three levels within the Large Donor Council: Sterling "R," Crystal "R" and Golden "R." NAR affiliates and state or local associations that make a corporate contribution to RPAC are also recognized at these various contributor levels.

## WRA RPAC Large Donor Council Video

### Benefits and recognition:

- Major Investor virtual certificate.
- Major Investor lapel pin.
- Major Investor social media overlay.
- Online recognition on WRA/NAR websites.
- Annual recognition in the WRA's magazine, *Wisconsin Real Estate Magazine*.
- Annual recognition reception with interesting speakers and updates.
- Free Subscription to *The Cook Political Report* and *The Rothenberg Political Report*.
- Respect and admiration of REALTORS® across Wisconsin and the nation.

To become a member of the WRA RPAC Large Donor Council, contact Sandy at 800-279-1972 or [sandyb@wra.org](mailto:sandyb@wra.org). For complete information about this WRA and NAR program, visit the [Realtor Party Center](#).



# Affiliate Member Minute

## THEFT OF FUNDS

The real estate industry is a target for cyber criminals. With wire fraud cases are on the rise across the country. T.M. Title Services works with realtors and lenders to make home sellers and buyers aware of these fraudulent schemes. Although wire transfer fraud doesn't occur in every real estate transaction, many people are left without money and even without the dream of owning a home.

- From 2015-2017, the monetary losses for victims in a real estate transaction increased 2200%.
- There were 11,300 U.S. victims of real estate wire fraud in 2018 who lost a combined \$149 million.
- The Average loss of a wire fraud scheme is \$130,00.00

## How to protect your clients funds!

- ⇒ Have a Dedicated Computer.
- ⇒ Avoid Open Access Wi-Fi.
- ⇒ Fraud Detections Tools should be installed on your device.
- ⇒ Email Verification Tools and Secure Email's that contain personal information.
- ⇒ Have your buyer sign a Buyer Acknowledgement to a Real Estate Closing transaction.
- ⇒ Be Mindful of Links and Attachments.

Please feel free to contact our office for more information on Wire Fraud and Cyber Crimes in the industry today. We would be happy to assist you. If you would like a copy of the form Buyer Acknowledgment to a Real Estate Closing Transaction, please contact our office, or download the form on our facebook page or at our website:

[www.tm-title.com](http://www.tm-title.com)



**T.M. TITLE SERVICES, INC.**  
315 E. LaSalle Ave.  
Barron, WI 54812

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**tmtitle@tmtitleinc.com**

Title Insurance | Closing Services | 1031 Exchange  
Phone (715)-537-3648 Fax (715)-537-9223



**RANWW**

Realtors® Association of  
Northwestern Wisconsin

# RANWW Golf Outing!

Thursday, August 22, 2019 at Wild Ridge Golf Course

- Golf** Golf will be a 4-5 person scramble. Golfers may choose their own team or may register as an individual, requesting to play with any other team short of players.
- Tee Times** Registration will begin at 11:00 a.m. Shotgun start will be at 12:30 p.m.
- Lunch** A burger/brat/hotdog buffet lunch will be served 11:30 a.m. - 12:30p.m.
- Refreshments** Refreshments will be available throughout the day and each player will receive two complimentary beverage tickets. Complimentary soft drinks and snacks will be available on the course during the afternoon.
- Networking** Networking, games and socializing will commence from 3:30-5:00 p.m.
- Dinner** A buffet style dinner will be served at 5:00 p.m.
- Sign-up** All golf and dinner fees **MUST** be paid with your reservation before Wednesday, August 14.
- Cancellations** All cancellations must be received on or before August 15 for a refund, minus a \$15 surcharge.

## 2019 RANWW NETWORKING, GAMES AND RESERVATION FORM

**Choose One of the Following:**

**\*First Time Attendee? Take \$10 off!**

**Individual** (will be placed with a team)

or **Team**

Name \_\_\_\_\_

Captain \_\_\_\_\_

Players \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Choose One of the Following:**

\_\_\_\_\_ Afternoon golf (9 Holes), lunch, cart, games and dinner - \$55.00 per person (**\$45.00 for first timers!**)

\_\_\_\_\_ Lunch only - \$15.00 per person (**FREE for first timers!**)

\_\_\_\_\_ Dinner, games and networking only - \$25.00 per person (**\$15.00 for first timers!**)

\_\_\_\_\_ Lunch, dinner, games and networking only - \$35.00 per person (**\$25.00 for first timers!**)

Send all reservations **WITH PAYMENT** to: RANWW, 3460 Mall Dr. Suite 5A Eau Claire, WI 54701

\$2.00 of each golf registration will be donated to the RANWW Foundation