



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."

March 2019

Save the Date

**RANWW Annual Meeting
Wednesday, June 19th at
Turtleback in Rice Lake**

**Please make sure you are
using our new address and
include invoice # on check.**

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

Thank you!

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What You Need to Know About 'Social Selling'

How to fuse the sales funnel with your social media strategies.
REALTOR® Magazine Feb 7, 2019 by Adrian Fisher

Using social media to promote specific branding and listings isn't anything new. The term social selling, however, is a relatively fresh concept—this is when salespeople leverage online platforms to interact directly with prospective clients and share thoughtful content, all meant to drive sales.

But how is this any different from social media marketing? Most agents have some kind of online marketing campaign already in place, but now it's time to implement your social selling skills for higher sales earnings and stronger client connections.

What's the difference?

The most significant distinction between these two concepts is the goal. Social media marketing typically has a goal of brand building or brand awareness. Social selling, on the other hand, aims to increase sales and revenue.

For example, an agent writes a blog post about things to keep in mind when buying a house. The agent then puts the post on their LinkedIn page—this is social media marketing. The agent will employ best practices on LinkedIn, such as tagging companies or using hashtags, so that more people see the post. And once potential clients start finding the LinkedIn post, they may decide to go to the agent's blog and read it and will hopefully contact the agent for help with their homebuying needs. But securing a client isn't always this simple, and the process usually requires more steps.

This is where social selling steps in to help. The agent's LinkedIn post is getting views, likes, and comments, which means it was a well-written piece that was posted at the right time—all part of social media marketing. Then, let's say someone leaves a quick comment on the post that reads, "Wow, interesting post." Here is where social selling takes over.

The agent then connects with the commenter to send them another related, helpful article through LinkedIn. This could be an article about buying a home in a specific neighborhood. At this point, if the person is being responsive, the agent could then start to discuss their homebuying needs over LinkedIn. They can ask if the potential client is actively looking, if they have any specific needs, or where they need the most help in their search process, for example. And if the person continues to respond, the agent could set up a call or a meeting to become their agent. This is the magic of social selling. [Click here for more story.](#)



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

2019 has arrived! As we start the New Year, I challenge everyone to recommit to following professional procedures. With the emergence of a new year, it's time to re-examine how we are conducting business affairs, along with continuing to expand our knowledge of the industry. Let's start with the basics; Etiquette. Simple rules accompany every house showing. These include but are not limited to; turning off the lights when finished showing, leaving a one-sided business card, staying on track with the scheduled showing time, showing the home which was scheduled first, etc. If you are unable to follow these procedures due to an unforeseen event, do your best to maintain a professional standard. This may include calling the listing agent to inform the seller about a delay, if a different showing interrupts the scheduled showing. Our commitment to a fresh start begins with following these basic rules and expectations. Remember, it is a privilege to show someone's home, not a right.

Now, I understand (myself included) that mistakes will occur and some of these basic procedures may be overlooked. With this being said, let's try our best to take the extra thirty seconds before leaving a site to confirm that the key was put back in the lock-box, the lights were turned off, a one-sided business card was left, and personal instructions left by the seller were followed. We represent each other when out in the field, so it's time to recommit to the basics.

I also challenge everyone to further their education of the industry these upcoming months. This past year I overheard or experienced first-hand, too many Agents and Brokers with misguided information about the industry. It is everyone's responsibility to continue learning and growing in this field; preferably through some type of continuing education program. I can assure you, no one reading this article has all the answers, not even me. The Real Estate industry is always evolving. For this reason, it's critical to enroll in some type of instruction beyond what the field can teach. There are many ways to further your knowledge of Real Estate. Check out some on-line classes, be on the lookout for local educational opportunities, and attend a lunch and learn. These are just a few of the many opportunities available in order to stay up-to-date in the industry! All it takes is you, the agent, deciding to further your skills in the workplace.

Gary Brenizer

RANWW President - Elect



Welcome New Members!

Ryan Creapeau
RC Home Inspections LLC

Lea Decker
Arcadia Realty & Auction Svc.

Josh Daratsianakis
Keller Williams Integrity

Matthew Ebben
*Arcadia Realty & Auction
Service*

Chris Herzog
Stokes Herzog Realty

Tristan Holtman
Chippewa Valley Real Estate

Scott Horton
*Woodland Developments &
Realty*

True Kucharski
Associated Realty

Richard Krackow
Arcadia Realty & Auction Svc.

Josh Lahner
JASK Visual

Michael Nehring
Keller Williams Integrity

Dannile Sova
Riverbend Realty Group



Have You Looked for Your NRDS ID in this Issue?

If you find your NRDS ID in the newsletter, call Kim at the Association Office at 715-835-0923 to claim your gift certificate!

RANWW Broker BS Sessions

Brokers; These sessions are for you! We want to hear from you! These sessions will be informal in nature, kept to an hour time frame (we know your time is valuable) and will allow you to let leadership know what we can do for you!

March 14th - RANWW Conference Center at 12:30pm.

Lunch will be served.

Please RSVP to Kim (kim@ranww.org)

Please join us for our Affiliate Round Table Meeting

Wednesday April 10th, 2019

RANWW Conference Center 10:00 a.m.-11:00 a.m.

3460 Mall Dr. Eau Claire

OR

Don Johnson Motors 2:00p.m. – 3:00p.m.

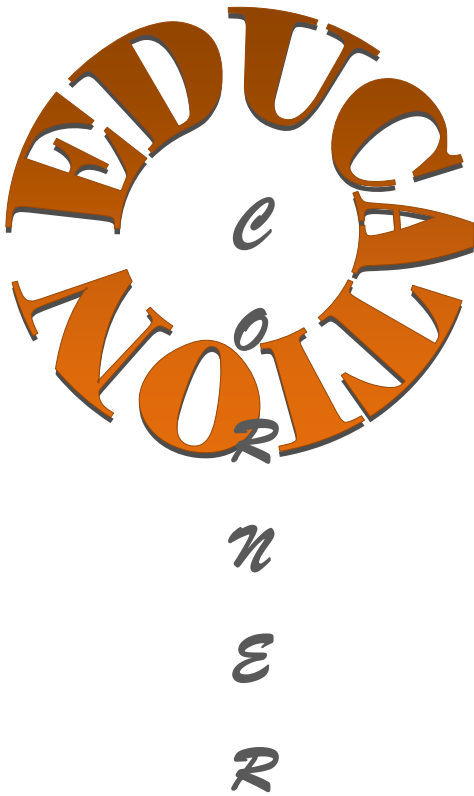
734 West Ave. Rice Lake

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 Tuesday, April 9.

Thank You!



Professional Standards Training has been re-scheduled for Tuesday, March 19th at our office from 8:30am-3pm. Tracy Rucka from WRA will be here for the training.

[Click here to sign up.](#)

CRS One-day Course: Power Up on Smart Home Technologies

April 9, 2019 | 8:30 a.m. - 5:00 p.m.

What qualifies as a "smart home," and do you have the knowledge and skills to advise your clients on the proper valuation of smart home technologies? What are the common security and legal considerations with buying and selling smart homes? In this CRS course, you'll find out the answers to those questions and dive deep into the topics of smart home technology in relation to real estate marketing strategy, security considerations and more.

[Click here to register.](#)

Pricing Strategies: Mastering the CMA

May 8, 2019 | 8:30 a.m. – 4:30 p.m.

The Pricing Strategies: Mastering the CMA course will enhance your understanding of pricing and comparative market analyses (CMAs) across the board so you'll be able to guide clients through the CMA to ultimately list and sell properties at the appropriate price.

[Click here to register.](#)

From the NAR Web Team

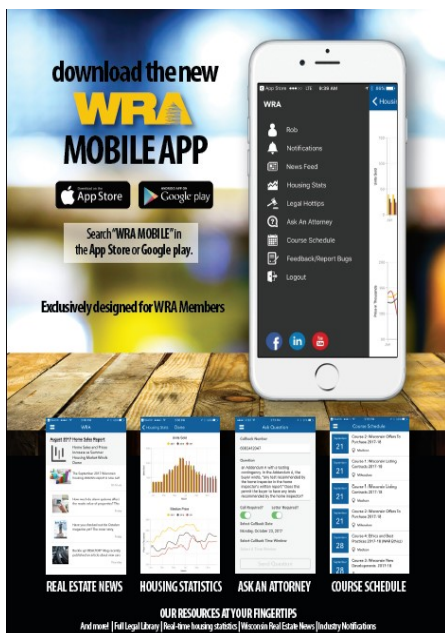
Scam Alert: Email Phishing Attempt Reported

WARNING: If you receive an email with the Subject Line: **"*PLEASE READ** Important Updates & Changes to 2019 Member Roster"**, it is NOT from NAR.

If you or your members receive this fraudulent email, please alert NAR Member Support at ContactNAR@realtors.org (link sends e-mail) and then delete the email.

The National Association of REALTORS® urges its members and state and local REALTOR® associations to be on high alert for email and online fraud.

For more information on cybercams and cybersecurity best practices, [click here for these resources.](#)





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 the area residents may be unable to afford necessary home repairs, that 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.



THERE'S NO TIME LIKE THE PRESENT FOR

REALTOR® SAFETY

Knowledge | Awareness | Empowerment

Knowledge
Awareness
Empowerment

Keep Safety Top of Mind for Office, Home & Electronically

Agent killed while trying to evict tenants from building he managed

By Veronika Bondarenko –Inman News, Jan 21

Salt Lake City police arrested three people in connection with the death of a real estate agent and father of four young children who was shot and killed while trying to evict tenants from an apartment he was managing.

David Stokoe, 40, of local brokerage RANLife, was found dead around 11 p.m. on Friday inside a Salt Lake City apartment, local outlets report. By Saturday, Utah's SWAT team had arrested Manuel Velasquez, 31, Jessica Reese, 38, and Diana Hernandez, 30, in connection with his death.

According to police and court records, Stokoe came to tell Velasquez and Reece they needed to leave the apartment, which they were renting from him, by 6 p.m. on Thursday. Velasquez told police he reached for a handgun and shot Stokoe multiple times after the agent kicked in the door and put him in a "very serious chokehold."

Stokoe's mother, Diane, and his half-brother Dean Belov dispute that Stokoe was the one who instigated the fight.

After Stokoe's death, Reese, Velasquez and their friend, Hernandez, also allegedly hid the body in a crawl space within the apartment.

"Honestly, the fact of the matter is we're more concerned about our family, their well-being, the ongoing support of my sister-in-law Nikki and her family, and their well-being," Stokoe's brother, Neil, told the Salt Lake City Tribune. "Frankly, police are doing a fantastic job."

Velasquez has been charged with murder and obstruction of justice, as well as possession of a firearm by a restricted person and a felony-level discharge of a firearm offense. Reese and Hernandez were arrested on charges of obstruction of justice. The investigation surrounding the details of Stokoe's death is still ongoing.

Tracey Hawkins, an expert specializing in real estate safety, said that many real estate agents don't even know that the U.S. Department of Labor considers their job a "high-risk occupation" due to the dangers that come with entering properties and dealing with tenants and buyers of all backgrounds. As a result, Hawkins recommends that agents always take the pre-emptive steps of screening people and not hesitating to reach out to the police at the slightest risk of danger.

"Leasing agents and property managers should not hesitate to enlist the help of local police departments when they anticipate issues when evicting problem tenants, collecting past due rent or responding to disturbance calls," Hawkins told Inman in an email.

"Developing a relationship with the community/crime prevention officer helps this process when their help is needed."

Stokoe, of South Jordan, Utah, worked as a real estate agent and had four children. Friends and family remembered him as charismatic, driven and goal-oriented.

Section 2.3, Right of Cooperating Broker in Presentation of Offer

Cooperating participants or their representatives have the right to participate in the presentation of any offer they secure to purchase or lease to the seller or lessor. They do not have the right to be present at any discussion or evaluation of the offer by the seller or lessor and the listing broker. However, if a seller or lessor gives written instructions to a listing broker that cooperating brokers may not be present when offers they procure are presented, cooperating brokers have the right to a copy of those instructions. This policy is not intended to affect listing brokers' right to control the establishment of appointments for presentation of offers.

Where the cooperating broker is not present during the presentation of the offer, the cooperating broker can request in writing, and the listing broker must provide, written affirmation stating that the offer has been submitted to the seller, or written notification that the seller has waived the obligation to have the offer presented.

For a further list of NAR MLS policy updates, follow this link:

<https://www.nar.realtor/about-nar/policies/summary-of-2019-mls-changes>

Legal Hottip April 30, 2018: Advertising

Authority to Advertise

The pre-printed listing contract provides a location for the broker to identify his or her marketing of the property. Commonly the broker agrees to place a "for sale" sign on the property. The authority to advertise the property would extend through, but not beyond, the term of the listing. Recent changes in license law provide a licensee must have a listing to advertise a property or have the permission of the listing broker. Wis. Stat. § 452.136(3) now states:

ADVERTISING WITHOUT AGENCY AGREEMENT PROHIBITED. A firm and any licensees associated with the firm may not advertise a property unless one of the following applies:

- (a) The firm is the listing firm for the property.
- (b) The firm or a licensee associated with the firm has obtained consent to advertise the property from the listing firm for the property.

<https://www.wra.org/Legal/Hottips/Advertising/Signs/678/>



RANWW

Northwestern Wisconsin
Multiple Listing Service, Inc

Updates & Changes

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						

7th - Broker BS at Flat Creek in Hayward 12pm
8th - NWWMLS BOD Meeting
12th - Meet & Greet Candidates at RANWW
14th - RANWW BOD Meeting
14th - Broker BS at RANWW Conf Center 1230pm
19th - Professional Standards Training
29th - Apr 1st - AE Institute in Austin, TX

April 2019

Sun	Mon	Tue	Wed	Thu	Fri	Sa
	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

May 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	

2nd - RANWW Foundation Meeting
2nd - RPAC Auction at Eagles Club
8th - [PSA Course 1-day](#)
10th - NWWMLS BOD Meeting in Rice Lake
23rd - RANWW BOD Meeting
27th - RANWW/NWWMLS Office Closed

June 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						

6th - New Member Orientation
19th - RANWW Annual Meeting

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RPAC Report & *Legislative Updates*

Attention LDC members; past and present: want to make a large investment to RPAC while taking home some cool prizes? We have the event for you! The annual RPAC auction is set to take place Thursday, May 2nd with social hour at 5:30pm followed by the auction at 6:30pm. We are anticipating some awesome prizes at this year's auction. In addition, any money you spend at the auction goes directly towards your investment for this year. Say you wanted to invest \$1,000 in RPAC this year. If you spent \$1,000 at the auction not only would you take home some cool prizes, you would have your investment paid for in the same night! Bonus! Not a member of the Large Donor Council but interested in becoming one? This is the event for you! If you spend \$1,000 at the auction this goes directly towards your investment as well and now you're a member of the LDC! How nice! You know what this means, come to this year's RPAC auction and take home so fabulous prizes while investing in RPAC at the same time! Any questions? Contact me, LeeAnn, your government affairs intern for 2019 at RANWWIntern@ranww.org Thank you for all of your support!

"I'm an agent in northwestern Wisconsin, why should I care about politics?" Politics plays a bigger role in your profession than you might think. Bills are introduced at every session in the state legislature which deal with private property rights. Some of these help while some of these hurt REALTORS®. How can you make sure the individuals elected work to represent YOU? Well, through RPAC of course! RPAC helps you, the agent, by electing people who write laws that help your business to flourish. These laws deal with private property rights mainly. Now you might think to yourself "I'm happy with how the state of Wisconsin is handling the Wisconsin REALTORS® Association, I don't need to be involved" No, you do need to be involved. If you like how the government is running, contribute to your RPAC to keep your current legislators in the capital. On the other hand, you might be saying "I don't like the laws legislators in the state of Wisconsin are producing, why would I invest in RPAC" For that specific reason! Investing helps your lobbyist impact legislators in a more significant way, this in turn propose bills that help REALTORS®! Come to the annual RPAC auction on May 2nd, starting at 5:30pm at the Eagles Club in Lake Hallie. Here you can invest in RPAC while taking home some pretty cool auction items. If you have any questions, please email me, LeeAnn at RANWWIntern@ranww.org .

Save the date, we're having an auction! The annual RPAC auction 'Let's Have an Auction' will be taking place Thursday, May 2nd at the Eagles Club in Lake Hallie, starting with social hour at 5:30pm and the auction at 6:30pm. Get ready for a fun night out with the chance to take home some fabulous prizes! This is a great opportunity to meet and or socialize with your fellow RANWW members. Drinks and food will be available! Want to know the best part about the event? This year it's FREE! There will be no charge to attend (this gives you a chance to bid more at the event!). If you're looking for a chance to out-bid your fellow colleagues, this is your opportunity. With this year's auction theme being 'Let's Have an Auction' a revamped version of 'Let's Make a Deal'; comes added mystery! Will you take home a beautiful centerpiece for your kitchen table, or will you be zonked? But don't worry, even the "zonks" are some cool prizes! This is a great way to invest in RPAC while having fun and winning some fun prizes. LDC members, all money spent at the auction counts towards your investment for the year; added bonus! Come to this year's auction and see for yourself all the fun that is to be had! Any questions? Contact me, LeeAnn, your 2019 government affairs intern at RANWWIntern@ranww.org . [Click here for the video!](#)

Affiliate Member Minute



As many of you know you have heard, United Bank has recently merged with CCFBank. CCFBank is dedicated to Making More Possible for our customers and will continue to offer the same great products and outstanding service to your buyers in the Chippewa Valley and beyond.

Colleagues and customers alike can expect to see the same great construction and residential loan options, with convenient, locally underwritten and serviced loans. This merger has combined the best of both financial organizations and will offer buyers the most competitive products, convenient apply online mortgage applications and the most streamlined process in the area.

SAME GREAT PRODUCTS AVAILABLE:

- CONSTRUCTION
- CONVENTIONAL
- VA LOANS
- FHA
- WHEDA
- JUMBO
- PORTFOLIO IN-HOUSE LENDING
- REC LAND AND LOT PROGRAMS

Chris Ryder
Mortgage Sales Manager

JARED YAKESH NMLS #1543256 3625 Gateway Drive Eau Claire, WI 54701 715.834.3456	COLETTE OLSON NMLS #469110 3625 Gateway Drive Eau Claire, WI 54701 50518 Charles Street Osseo, WI 54758 715.835.6852	BEN OTTUM NMLS #442237 2125 Cameron Street Eau Claire, WI 54703 715.836.9920	RACHAEL WIESNER NMLS #1550413 219 Fairfax Street Altoona, WI 54720 715.852.2288	CHRIS RYDER NMLS #481034 2727 Commercial Blvd. Lake Hallie, WI 54729 715.723.7233