



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."

October 2018

SAVE THE DATE

Thursday, December 13th

RANWW Christmas Party

**Cabin Ridge Rides
in Cadott**

**MLS Dues went out.
Please make sure you are
using are new address
and include invoice # on
check.**

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

Thank you!

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To everyone who attended the Past President Social and the Installation Banquet.

THANK YOU!

On September 12th we honored our Past Presidents and installed our incoming President, several association members turned out for this event. We listened to the wisdom of those that came before us and received the message for what is yet to come. We need to encourage participation on committees, be present in our conversations both personally and professionally, be courteous and respectful to our fellow REALTOR® and Affiliate members. Don't miss those moments that only happen once as you move forward in the 2018 – 2019 leadership year.





RANWW

Realtors® Association of
Northwestern Wisconsin

A Message from RANWW President

New! The Golden Rule Program

Have you heard yet? The Association is rolling out a new program called "The Golden Rule", What is it you ask?

Well...The Golden Rule program is just that; "Do unto others as you would have them do unto you."

As a REALTOR® or Affiliate member within our Association, we want to recognize your honest, ethical, fair and professional behavior with the Golden Rule Award.

So how does it work?

If you have ever worked with a broker, agent or affiliate member who treated you, the buyers and sellers with respect; was honest, ethical and professional? You may now nominate this individual for a Golden Rule Award!

Sorry, you cannot nominate yourself. LOL.

Please visit our website, www.ranww.org click on the scrolling Golden Rule Banner and nominate your chosen individual!

The nominee will receive a congratulatory letter and a small gift to highlight their professionalism! The nominee will also be recognized on the association Facebook page and listed in the monthly newsletter. We will also alert their respective brokers or supervisors to let them know of the agents/employees excellent professionalism!

Let's start being kinder to each other and make our jobs more fun!

Stacey McKinney, RANWW President

All association members are eligible for nomination.



RANWW Officers

Stacey McKinney - President
715-580-0126

stacey@mckinneyrealty.net

Gary Brenizer - President -Elect
715-215-0666

garybrenizer@gmail.com

Deb Hanson - Treasurer
715-456-0499

debhanson1@charter.net

Dan Lawler - Imm Past President
715-234-2948

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

RANWW Membership Dues Are Out & Due!

- * Pay dues before November 1 to take advantage of a \$25 discount
- * Pay face amount on the dues statement by November 30
- * Realtor® Members Pay \$25 fee for dues paid in December

If you have not received your statement or need a duplicate, contact Jane at 715-835-0923 or jane@ranww.org

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.

Zachery Boxx

Keller Williams Integrity/Hudson

Kellie Evans

Edina Realty/Siren

Jonathan Kaiser

Kaiser Realty

Chelsey LaVelle

EXP Realty

Stacey Raymond

Barbour Inc., Realtors®

Beth Stenzel

C21 Sand County Services

Brody Weiss

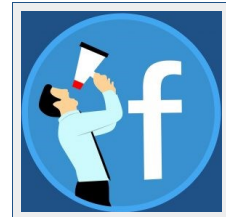
Weiss Realty, LLC



ATTENTION!!!

2019 REALTOR® Dues Statements have been mailed to brokers. These are NOT MLS dues— they are the annual membership dues paid to NAR, WRA and RANWW. Due to a typographical error, the return address at the top of the statement is incorrect. Please be sure to **mail you payment to 3460 Mall Drive, NOT 3640—THANK YOU!**

Facebook Real Estate Ads: How to Leverage Social Media for Your Realtor Business



September 24, 2018 by Ben Shepardson

Social media is a major player when it comes to marketing your business online. Real estate agents can gain some major boosts to their business leads through social media marketing, and one of the best platforms for this type of marketing is Facebook thanks to its prodigious user base of [more than 2.2 billion](#) monthly active users.

Distilling that 2.2 billion-strong user base down to the demographic you're looking for in potential clients isn't easy, however. Luckily, using Facebook's robust targeted advertising tools can help narrow your focus to the right prospects for your real estate business. Here's some invaluable intel on how you can use this social media giant to grow your own realtor business.

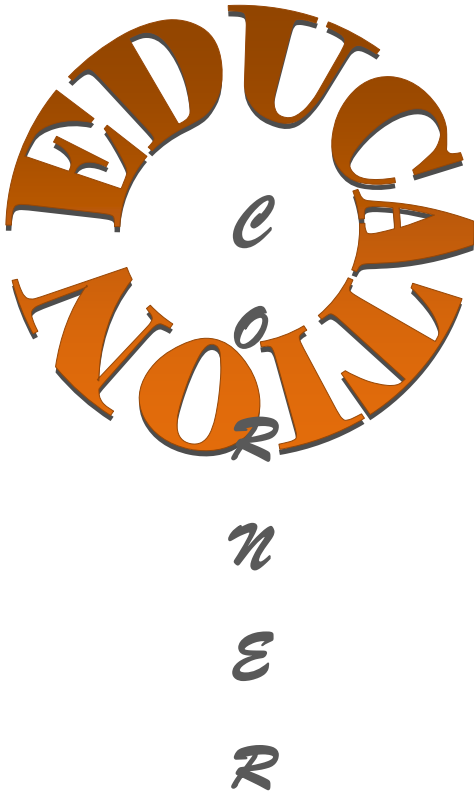
Collect Leads Easily with Built-In Ad Tools

Generating leads can be a challenge, as you typically need to direct prospects off of [Facebook](#) to a pre-constructed landing page and then convince those prospects to leave their information. Using Facebook to create lead ads for anyone looking to buy or sell a home, however, solves many of these problems and does so in a seamless manner that increases the chances that Facebook users will click through.

Facebook's ad tools use the platform itself to capture information, as it can pre-fill forms with user information based on what they have already shared with the company. These native ads also no longer require users to leave the Facebook environment, which speeds up the process, and the data collected by these lead ads is easily downloadable into your CRM of choice or even to a simple spreadsheet or Google doc.

Harness Facebook's World-Class Segmentation Ability to Target Prospects

The second miraculous ability of Facebook to supercharge your targeted ads is due to its truly comprehensive segmentation ability. The data sets that the platform gathers on its users is more than just unbelievably rich; it's also classified using a level of granularity that goes beyond typical demographic segments like age, gender, and location. There are two major contributors to this process. One, Facebook collects data from its platform and also from across the wider internet from third-party sites that have agreed to provide marketing data to it on visitors. Two, the ability for Facebook users to record their interests on the platform further inform the system for targeting purposes. A user that has showcased an interest in "buying a house" or one that has been browsing Zillow can be targeted as a demographic segment, narrowing your focus to warm or even hot leads. [Click here for the rest of story.](#)



CONTINUING EDUCATION REQUIREMENT: All licensees MUST complete six courses approved by the Department of Safety and Professional Services before **December 14, 2018**, if **you were licensed before 10/1/2018**. Four of the classes are mandatory; licensees may choose two electives to complete the required 18 hours.

**Live CE is Scheduled for October 16th, 17th & 24th, 2018
Turtleback Golf & Conference Center, Rice Lake**

Robert Sayas will be covering CE 1, CE 2, CE 3, CE 4 and Elective's C & D. For more information please contact Kim at Kim@ranww.org or [click here to register](#).



Broker Summit

December 6, 2018 | Milwaukee Area

If you're a manager, owner or broker, the WRA's Broker Summit is just for you! With several great sessions, you'll gain insight into the economy and your practice, relevant for both today and tomorrow. Exhibitors will be available to provide insight with products and services to benefit your business. [Click here to register](#).

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 Senti-Card for new members.

Thanks!

Zillow is warning real estate agents to be on the lookout for a scammer trying to take money in exchange for leads, posing as the real estate tech giant. [Click here for more information.](#)

New "Defect" Definition for Home Inspectors

Home inspectors have a new definition of "defect" that went into effect July 1, 2018, but not every home inspector out there may be aware of the change. The Wisconsin Association of Home Inspectors Inc. recently sent out postcards to its members reminding them that the new definition found in Wis. Stat. § 440.97(2m) states:

"Defect" means a condition of any component of an improvement that would significantly impair the health or safety of future occupants of a property or that, if not repaired, removed or replaced, would significantly shorten or adversely affect the expected normal life of the component of the improvement.

This definition closely aligns with the definition of "Defect" in the offer to purchase. Any use of the term "defect" in inspection reports must be in accordance with this new definition.

To read more [click here](#)

WI Building Code- Bedroom in a Basement

(b) *Basements and ground floors used for sleeping.* 1. Basements and ground floors used for sleeping shall be provided with at least 2 exits.

2. The exits shall be located as far apart as practical.

3. The exits may not be accessed from the same ramp or stairway.

4. In addition to the exit type required under par. (a), the second exit from a basement or ground floor used for sleeping shall be one of the following types:

a. A door to the exterior of the dwelling.

b. A stairway or ramp that leads to the floor above.

c. A stairway that leads to a garage provided the garage has an exit door other than the overhead door.

d. An egress window that complies with sub. (6), located in each bedroom.

(6) WINDOWS USED FOR EXITING. Windows which are installed for exit purposes shall comply with the requirements of this subsection

For more information on WI Building Code

[Click Here](#)

DSPS Clarification on Building Code:

If the basement will be used for sleeping, two exits must be provided that satisfy points 2, 3, and 4 of SPS 321.03(5)(b). Point 4. Is saying that in addition to the exit type required in par. (a), the second exit must be one of the types mentioned in point 4. ("shall be one of the following types") That second exit does not have to be located within the bedroom proper.

Only in the case where a code compliant egress window per par. (6) is serving as the required second exit would it have to be located within the bedroom proper.

9/2018

Per the NWWMLS Participant and Subscriber agreements; the sharing of Matrix username and passwords is NOT allowed. These credentials are created for your use only; sharing of any kind will result in termination of MLS privileges. If you feel like your password has been compromised, be sure to call Tricia, MLS Admin immediately.



Updates & Changes

October 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			

11th - New Member Orientation

16th - [CE at Turtleback in Rice Lake/ Course 1 & 2](#)

17th - [CE at Turtleback in Rice Lake/Course 3 & 4](#)

24th - [CE at Turtleback in Rice Lake/ Elec C & D](#)

November 2018

Sun	Mo	Tue	We	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-5th - REALTORS® Conference & Expo

9th - NWWMLS BOD Meeting

12th - 16th - A Week of Giving

15th - RANWW BOD Meeting

22nd - RANWW/NWWMLS Office Closed/Holiday

23rd - RANWW/NWWMLS Office Closed

December 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					

7th - REALTOR® Ring Day

13th - RANWW Christmas Party

24th - RANWW/NWWMLS Closed for Holiday

25th - RANWW/NWWMLS Closed for Holiday

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

21st - RPAC Coffee & Calories 730am-9am



NATIONAL
ASSOCIATION of
REALTORS®

READY
SET
BOSTON!

>>>>>>> REALTORS' CONFERENCE & EXPO
NOVEMBER 2-5, 2018



RPAC Report &

Legislative Updates

REALTORS® Political Action Committee Overview

RPAC stands for the REALTORS® Political Action Committee. A PAC is a legal means by which interested individuals with common goals, like a trade association, band together for the purposes of political action.

The best way to positively impact issues such as property taxes, health care and protecting the rights of property owners is through RPAC, a real estate professional's vehicle for political action.



What does RPAC do?

As a real estate professional, RPAC is your PAC. It is also the real estate industry's vehicle for political success. REALTOR® volunteers raise contributions from other members across the state. These funds are then pooled together and contributed on a nonpartisan basis to public office candidates who support housing and real estate interests.

Seventy cents of every dollar raised stays in Wisconsin for state and local elections, and the remaining money is transferred to the National Association of REALTORS®' PAC for contributions to federal candidates.

RPAC facts

- All fundraising efforts and contributions to candidates are administered by a board of RPAC trustees, representing each local board and all areas of the state. Decisions made by the trustees are submitted to the WRA board of directors.
- Funds are disbursed on a nonpartisan basis to Democrats and Republicans alike, based on issues and support of the REALTOR® legislative agenda.
- RPAC is one of the largest trade-association PACs in the world and in Wisconsin.

Why should RPAC interest you?

RPAC is a critical business partner for REALTORS®. Up to 4,000 bills are introduced each session in the state Legislature, and elections determine who will be voting on these bills. RPAC helps to elect the people who write the laws with which you and your business must live. Through extensive research and ongoing monitoring, RPAC keeps real estate professionals informed, involved and influential regarding the legislative decisions that are important to the industry.

Does RPAC buy votes?

RPAC does not buy votes. Candidates and public officials are honorable people whose votes are not for sale. However, by helping to elect public policy decision-makers, RPAC assures REALTORS® the opportunity to present their views and be heard. RPAC fully complies with all state and federal election laws.

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AMERICAN LAND TITLE ASSOCIATION &
HOMETOWN TITLE CO.



PROTECT YOUR MONEY WHEN BUYING A HOME FROM WIRE FRAUD SCHEMES

Every day, hackers try to steal your money by emailing fake wire instructions. Criminals will use a similar email address and steal a logo and other info to make it look like the email came from your real estate agent or title company. **You can protect yourself and your money by following these steps:**



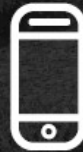
BE VIGILANT

- **Call, don't email:** Confirm your wiring instructions by phone using a known number before transferring funds. Don't use phone numbers or links from an email.
- **Be suspicious:** It's uncommon for title companies to change wiring instructions and payment info by email.



PROTECT YOUR MONEY

- **Confirm everything:** Ask your bank to confirm the name on the account before sending a wire.
- **Verify immediately:** Within four to eight hours, call the title company or real estate agent to confirm they received your money.



WHAT TO DO IF YOU'VE BEEN TARGETED

- **Immediately** call your bank and ask them to issue a recall notice for your wire
- **Report** the crime to www.IC3.gov
- **Call** your regional FBI office and police
- **Detecting** that you sent money to the wrong account within 24 hours is the best chance of recovering your money.

For more information about the home closing process, please visit:
HOMECLOSING101.ORG

This is for informational purposes only and should not be considered legal advice.



American Land
Title Association
Protect your property rights



621 South Main Street, Blue Lake, WI 54808
Phone: 715-736-3000 FAX: 715-736-3051