

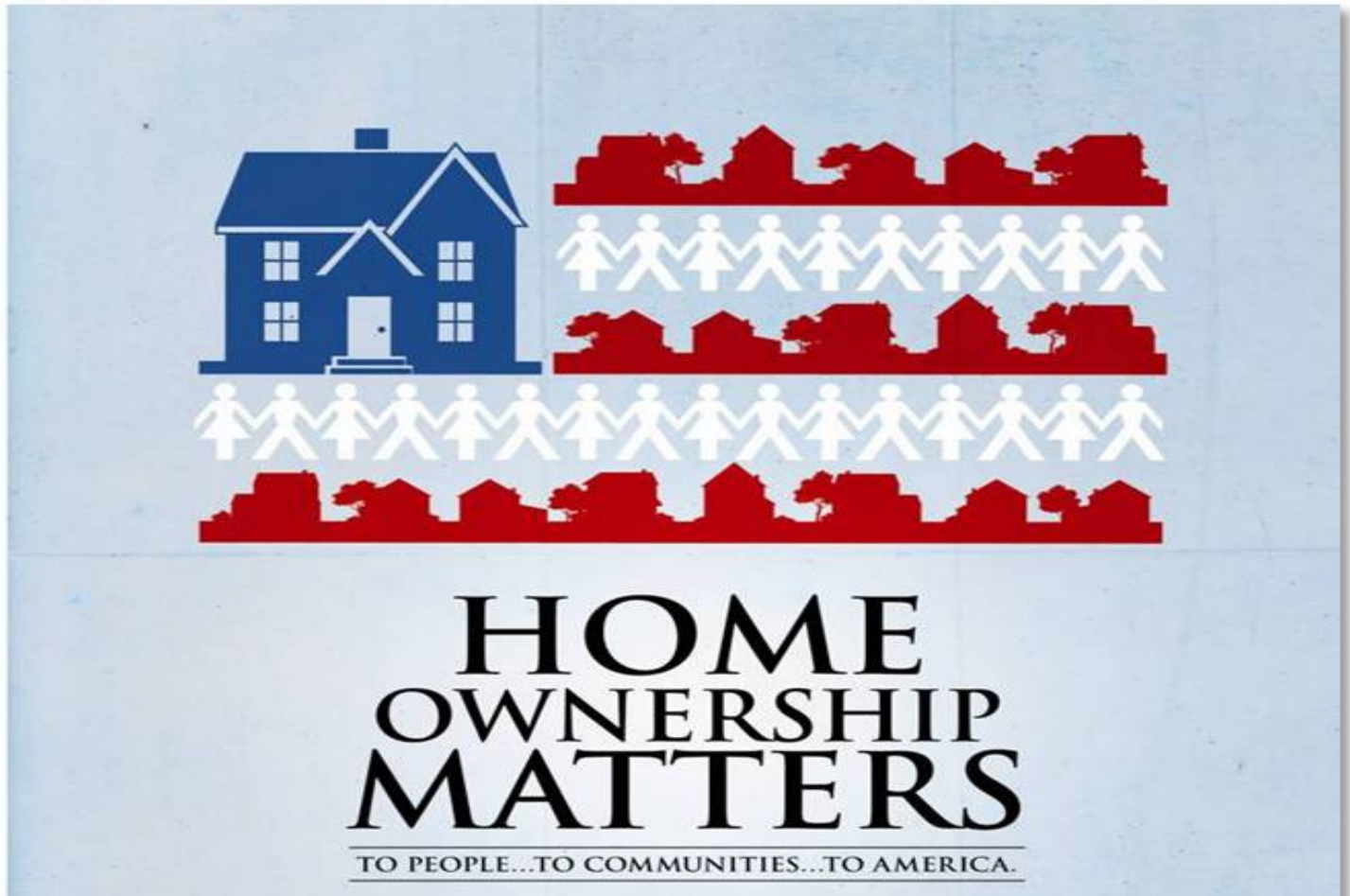


REALTORS® Report



December, 2010

NATIONAL ASSOCIATION MOUNTS NEW CAMPAIGN



You've seen the newspaper and magazine articles on the value of home ownership and questioning if owning a home is still a part of the American Dream. To counter those negative stories, our National Association has begun a "Home Ownership Matters" campaign. You can help spread the word—Home Ownership **Does** Matter! Articles and information is available at realtor.org/homeownership or you can download a brochure from the home page of our Association's website.

Help us spread the word!

Why home Ownership Matters

- △ Owning a home is one of the best ways to build long-term wealth. Historically, a home owner's net worth has ranged from *31 to 46 times* that of a renter.
- △ A fixed rate mortgage payment might not change for 15 to 30 years; *rent typically increases 3% a year.*
- △ Every home purchase *pumps \$60,000* into the economy for furniture, improvements and related items.
- △ Housing accounts for more than *15% of the national gross domestic product*, a key driver of our economy.

REALTORS® ASSOCIATION OF NORTHWESTERN WISCONSIN

1903 Keith Street, Eau Claire, WI 54701 ♦(715) 835-0923 ♦ (888) 221-0112 ♦www.ranww.org

The Voice for Real Estate in Northwestern Wisconsin



...MEMBERSHIP NEWS...



...In accordance with Association bylaws, notice is hereby given that **Michael Cline**, Associated Realty **Stephen Calloway**, Homestead Realty, **Dustine Gass**, Real Estate One and **Barbara Lundberg**, Woodland Development & Realty, have applied for Realtor® membership; written comment, which shall be kept confidential, is invited. **Tanya Stroik** of Bank Mutual in Rice Lake is our newest affiliate member.

...Congratulations to **Marie Zellmer** on earning her CRS designation! Did you know the average income for someone with the CRS designation is three times the average income of someone without the designation? Interested in earning a designation and increasing your income? Attend Designation Week Feb 8-11 in the Dells—see wra.org for details.



...Hats off to **Nick Rassbach** on achieving the Realtor® Emeritus award. NAR recognizes members of 40 years or more with this elite status. **Jill Rassbach-Pember**, Nick's daughter, presented the award at the November 18 membership meeting.

...Our final congratulations goes to **Roger Rivard** on his recent election to the 75th State Assembly Seat. Roger, along with other newly-elected officials, will be at the Association office on Dec. 13 for a meet and greet with WRA staff and RANWW members; contact Joan if you're interested in attending.

Wednesday Wisdom

FHA - What can go wrong?

Chris Wolff, Wells Fargo and **Bryan Renton**, United Bank, will cover the top ten issues that can come up throughout an FHA home loan purchase transaction. The presentation will help you understand and foresee some obstacles. Brunch, compliments of Chris, will be served at the Association office. No reservation is needed to attend remotely, but register online on the calendar on our website to attend at the office.

When: Dec. 8, 9-10:30

Where: RANWW or your office or home!

MANAGEMENT CONFERENCE

December 9, 2010, Pewaukee

If you're one of the many brokers and managers trying to sort through the challenges of the real estate industry, don't miss this conference! Several great sessions will give you insight into the economy and the brokerage of tomorrow. Some great workshops with well-known industry experts are also offered plus you'll hear from the WRA's public affairs team to get a pulse on what's happening at the Capitol.

To register or get more information, visit wra.org

Mark your calendar now!



Be sure to reserve January 13 from 11 to 3 to take advantage of another FREE education program! Nationally known speaker Tom Lundstedt (known as the "funniest tax and investment guy in America"), will present two programs at

the Avalon in Chippewa Falls. Watch the message of the day and newsletters for more information on the program, but plan to start your new year off right by attending.

Topics covered may include:

- * How to Determine the Value of a Rental Property
- * 12 Simple Ways to Increase Your Bottom Line
- * How to Use Your IRA to Buy & Sell Real Estate
- * How to Save Your Sellers Tons of Taxes

Like other people who have attended one of his sessions, you'll be able to say, "Every time I attend one of Tom's seminars, I know I'll leave with solid information I can use immediately."



FOOD DRIVE A SUCCESS



President Jeff Theisen listens as Captain R. C. Duskin of the Salvation Army thanks members for their support.

About 85 members attended the meeting on November 18 and helped support the Salvation Army and other area food pantries. Captain R. C. Duskin joined us and shared that, with our support, their organization has been able to help many area families, including one with two children hospitalized at the same time at the Mayo Clinic in Rochester. Because the family received help from the Salvation Army, they were able to use money they would have spent on groceries to buy gas to visit their children. With the exception of the kettle campaign, our event is their single biggest source of funding. This year members donated almost \$8000 to the Salvation Army; other food pantries were

also supported bringing the **total collected for food pantries to \$11,000**. The John Kleven Traveling Turkey Trophy was claimed this year by Realty Executives Premier while the Top Can award was won by Vinopal Title and Abstract. Eau Claire Realty and ReMax Affiliates received honorable mention for their very generous donations. Every contribution is needed and appreciated, and as one of our past leaders commented years ago, “there are no losers today—only winners.”



Happy holidays and best wishes for a safe and prosperous new year from your Association staff

The “From Contract to Paycheck” panel discussion received good reviews from those who attended. Even veteran members attending the offering said they walked away with new information. Of course, the program would not have been possible without these panel members who so willingly shared their knowledge:

- **Wayne Peters**, Peters Real Estate
- **Jeri Bitney**, CB East West Realty
- **Wendy Hollenbeck**, US Bank
- **Jim Bechly**, Bank Mutual
- **Jim Nuutinen**, Champion Home Inspections
- **Jim Koehler**
- **Tony Schrader**, Schrader Title Services

A special thanks to **Julie Flor**, M&I Bank, who served as our moderator.

♪ DATES TO NOTE ♪

DECEMBER

- ... 2 Broker meeting/9, RANWW office
- ... 3 Broker meeting/10, Rice Lake
- ... 8 Wednesday Wisdom, 9-10:30
- ... 9 Management Conference, Pewaukee
- ... 13 Meet & Greet, RANWW office
- ... 14 Deadline for license renewal
- ... 18 Christmas Party, Hayward
- ... 24-27 Christmas/office closed
- ... 31 Association office closed

JANUARY

- ... 3 Deadline for paying dues
- ... 12 Wednesday Wisdom
- ... 13 Tom Lundstedt seminar, Avalon



You’ve heard about WIREX and the Realtors® Property Resource, but very soon you’ll be able to do more than hear about them! Our listings are now being viewed by the other participants in WIREX (one broker has already reported a showing of his property because of WIREX) and sometime in December we expect to be able to view the WIREX data through the Data Coop offered by Marketlinx. In addition, we’ll also have access to RPR in December—watch for more information on both these exciting initiatives!

Celebrate the holiday season!

Please join us for a REAL ESTATE FEAR FACTOR Christmas party on December 18th at The Lumberjack Steakhouse in Hayward.

Back by popular demand, a not-to-be-forgotten fun evening that will be entertaining and raise money for a variety of charities. Eight brave contestants will compete in five fearsome holiday rounds. Guests will be able to bet on their favorite contestant and use their winnings to bid on silent auction items donated by generous affiliate members.

**Social Hour - 5:00 to 6:30 with free appetizers,
beer, cosmo and snowball martinis**

Dinner - 6:30 to 7:30 with complimentary wine

Betting Tables Open - 7:00

Holiday Fear Factor - 7:30

Northwest DJ Company will provide music throughout the evening.

To join the fun, complete the registration form and mail it with payment by December 10th to: RANWW, 1903 Keith Street, Eau Claire WI 54701

Yes, I will attend the Holiday Party \$25 per person

Name: _____

Guest: _____

Please indicate your dinner choice: New York Strip Steak _____

Chicken Oscar _____

Pan or Deep Fried Walleye _____

All dinners include: salad, dinner rolls, twice baked potato, key largo vegetables and chocolate mousse with peppermint sprinkles.

Visit the Lumberjack's website: www.lumberjacksteakhouse.com

It is a fabulous restaurant! 15860 T-Bone Lane, Hayward



Hotels and rates for RANWW Christmas Party

Comfort Suites - <http://www.comfortsuiteshayward.com> 715-634-700 \$89.00 per night plus tax. There are 10 rooms available at this rate. Reservations for this rate must be made by December 3rd. A 24 hour cancellation policy applies.

LCO Casino Lodge and Convention Center – www.lcocasino.com 800-526-5634 \$62.10 per night plus tax. There are 15 rooms available at this rate. Please use group ID 121811 when reserving your room. Reservations for this rate must be made by December 3rd.

AmericInn – www.americinn.com 715-634-2700 \$89.00 per night plus tax. There are 10 rooms available at this rate. Reservations for this rate must be made prior to December 3rd.

Flat Creek Inn and Suites – www.flatcreekhotel.com (877) 883-1304 \$85.00 per night plus tax. This hotel is right next door (walking distance) to The Lumberjack Steakhouse and includes double occupancy and a full breakfast in the hotel restaurant.