



REALTORS® Report



March, 2011

ANNUAL PAST PRESIDENTS LUNCH

Every year we pause in making plans for new programs and services to reflect on our Association's past accomplishments and recognize the individuals who have given so much time and energy to make this a strong Association. These individuals, of course, are our past presidents.

Our past presidents have taken us from a handful of brokers meeting around a coffee table, informally exchanging information on properties for sale, to an organization of about 900 members using sophisticated programs to share information on listed properties. Of course, their accomplishments in developing the MLS is important, but it's not their only feat. They're responsible for our strong legislative

voice in Madison and for being the local authority for the media on housing related issues. They've also worked hard to make sure you're able to conduct business with a minimum of barriers from regulatory agencies. The next time you're working with a buyer, remember Julius Dinger, one of our past presidents. It's because of him you're able to complete the offer to purchase and not have an attorney draft it.

Our past presidents have literally spent hundreds of hours working to better our Association and profession. Please help us thank them by joining us at **noon on March 17** (St. Patrick's Day) at the Heyde Center (3 High Street) in Chippewa Falls.



THEO TO BE GUEST SPEAKER

Mike Theo, WRA Senior VP of Legal and Public Affairs, will join us on March 17 to give an update on where we've been and where we're going—politically. Mike has been with our state association for many years and will be the President of WRA when Bill Malkasian retires in 2013.

Plan to attend to learn more about some of the accomplishments of our past presidents—on the local and state levels—and to get an up-to-the-minute update on the constantly changing political scene. Complete the form or register on the calendar on our website. www.ranww.org

Please register me to attend the Past President Appreciation lunch on Thursday, March 17 at Heyde Center in Chippewa Falls. I understand my reservation is my commitment to pay the cost of the meeting (\$12.50), even if I'm unable to attend.

Name _____

Email address _____

Fax this form to 835-4621 by March 10 or register online at www.ranww.org

See the list of our Past Presidents inside this newsletter and give your personal thanks to any you encounter this month!

REALTORS® ASSOCIATION OF NORTHWESTERN WISCONSIN

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

The Voice for Real Estate in Northwestern Wisconsin



WELCOME NEW MEMBERS...

... In accordance with our bylaws, notice is hereby given that the following people have applied for Realtor® membership; written comment, which shall be kept confidential, is invited.

Hope Braatz
Emily Johnson

Edina Realty/Eau Claire
Austin Property Mgmt/Realty

Kira Schwendeman
Richelle Seibel

CB Lakeside Realty
CB Brenizer/Chippewa Falls



♦ ...to our speakers at the new member orientation on February 15. *Jeff Theisen, Vicki Kielar* and *Mary Hafenstein* presented information about 12 new members on a variety of subjects.

Comments from those attending was very positive—a nice introduction to RANWW!

- ♦ ... to **Johnson Bank** and **RCU** for providing meeting space for the new member orientation and Foundation Board of Directors meeting.
- ♦ For many real to Aaron Brunette for presenting a very well-received program on writing HUD offers.
- ♦ ...to everyone who renewed their membership. In July, 2010 (when the budget was developed), our membership numbered 910 (Realtors® and affiliates.) We projected a renewal rate of 90% or 819 members. Final count? 830!
- ♦ ...to *Sue Sutor* for donating a \$250 prepaid Visa card for a fundraiser for the Foundation. Watch for information on how you can support the Foundation and have a chance on winning the card.
- ♦ ...and last—but certainly not least—thank you to our past presidents listed here!



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Past Presidents of the Dunn and Dunn-Pepin Board of Realtors®

1986	Zita Stewart
1987 & 88	Millie Halvorson
1990 & 97	Elizabeth Spader
1991	Karen Hofland
1992	Pat Sobota
1993	Elaine Lammer
1994	Bill Tice
1995	Bonnie Nelson
1996	Verl Carlstrom
1996	Emilie Wiese

1991	Linda Wiese
1994	Tom Hansen
1995	Roger Rivard
1996	Tom Nelson
1998	Geoff Pedersen
1999	Butch Flor
2000	Dave Thomas
2001	Margo Katterhagen
2002	Mary Hafenstein

Past Presidents of Realtors® Association of the Chippewa Valley, or Eau Claire Board of Realtors® or Eau Claire-Chippewa Board of Realtors®

1987	Chick Feather
1989	Mike Ritsch
1991	Ned Donnellan
1992	Paulette Carlson
1993	Mike Benrud
1994	Ron Nyhus
1996	Carolyn Bugher
1997	Mike Tainter
1998	Dave FitzGerald
1999	Lenny Drescher
2000	Bruce Hayhoe, Jr
2001	Rod LaRose
2002	Pete Wiese

Past Presidents of the Barron Washburn or Northern Waters Board of Realtors®

1978	Dick Kuula
1983	Steve Wickre
1984	Marlene Gargulak
1985	Curt Crane
1986	Tom Schaffer
1987	Gary Johnson
1988	Jim Gargulak
1989	Cathy Hansen
1990	Steve Jensen

1961-62	B.J. Farmer
1965-66	Howard Post
1969-70	C. David Bugher
1973-74	David Donnellan
1975	Doug Lundholm
1978	L. L. Stewart
1980	Dick Bezanson
1982 & 83	Jim Theisen
1984	Rolf Kleven
1985	Wayne Peters
1986	Bob Janke

Past RANWW Presidents

2003	Sue Hesketh
2004	Dave Mickelson
2005	Ray VanGilder
2006	Margo Katterhagen
2007	Mark Fouts
2008	David Dresel
2009	John Flor
2010	Dave FitzGerald

COMMITTEE REPORTS...



EDUCATION. . .Brian Dunham, chairman

The February 9 Wednesday Wisdom class on writing HUD offers by **Aaron Brunette** was a big success. It's a sad commentary on our business that education on selling HUD properties is so popular, but fortunately the Education Committee recognized that and planned accordingly! Financing properties is another area the committee recognizes as a hot topic. On March 9 from 9 to 10, a panel of local lenders will present "2011 Financing Update". The program will be available online and in our classroom—watch for an email with the link to attend remotely or register on our website calendar to physically attend the class. The committee is planning another panel presentation in April on a broad spectrum of subjects including: common errors on contract writing, errors in MLS data entry, MLS rental directory, and electronic signatures (Digital link is a new feature in ZipForms), RPR, Data Coop or other topics that are of concern to members. And looking way ahead. . .a program by nationally known speaker Terry Watson will be offered on June 16 at Turtleback Conference Center in Rice Lake. Watch for details but reserve the morning of that day for an entertaining and motivating class!



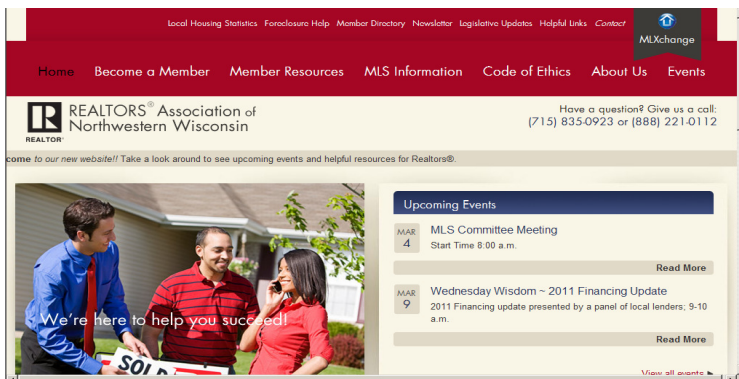
MLS. . .Brett Moravitz, chairman

• Access to the Realtors® Property Resource (RPR) is expected in the next two weeks—finally!! The MLS staff has been working on checking the data on that site since November, so it's exciting to be so close to releasing it. Along with RPR, the staff has been working on the Data Coop, and that program (we're hoping) will also be released very soon. The Data Coop is our program to give members access to the combined WIREX data—currently other participants in WIREX can see our data but we do not have access to their information. . . .A new lockbox system will also be on the committee's agenda when they meet on March 4 since our current contract expires in January, 2013. If you have issues for the committee, contact Rhoda.



RPAC. . .Dan Lawler, Pete Wiese, chairmen

After missing the RPAC goal by \$10.50 last year, our co-chairs insist that won't happen again; our goal of \$16,000 will be achieved! Direct Giver fund raising calls will be made during June; invest in your future by supporting RPAC when Dan or Pete contact you.



WEBSITE UPDATED...

If you haven't visited our website lately, you may be missing important information on classes, meetings, legislative updates, and other important news. You'll find it a wealth of information including a roster of affiliate members (by business specialty), MLS forms, links to your elected leaders, membership directory, information on joining the Association, useful links, a calendar you can use to register to attend

events, local housing statistics. . .the list goes on and on! Why not make ranww.org your home page?



Bits And Pieces

- ♦ . . .Don't forget to update your subscription to ZipForms by March 1. Watch for details on an enhancement to the program that provides for electronic signatures.
- ♦ . . .State-wide, 1,140 brokers did not renew their license in 2010; 3,576 salespeople did

not renew their license in 2010.

- ♦ . . . **David FitzGerald**, Nominating Committee chair, will be meeting soon to prepare a slate of candidates for the 2011-12 year and select recipients of the special awards. If you'd like to be considered for a position on the board or would like to nominate someone, contact Dave or Joan.

You've probably referred your buyers and sellers to Houselogic.com to get information on financing, insurance, tips on home maintenance and improvements, etc. but are you taking advantage of the valuable content posted on the Realtor® Content Resource for yourself? It's your source for ready to use articles on all aspects of homeownership - including home buying and selling - for your consumer communications. Use the content when you need it, how you need it—on social media sites, email, website, blog, or other marketing materials. The following article was taken from the site and is typical of the information you can find at <http://members.houselogic.com/start/> It's one of your membership benefits—take advantage of it!!

5 Tips to Prepare Your Home for Sale

Many buyers today want move-in-ready homes and will quickly eliminate an otherwise great home by focusing on a few visible flaws. Unless your home shines, you may endure showing after showing, open house after open house and end up with a lower sales price. Before the first prospect walk through your door, consider some smart options for casting your home in its best light.

1. Have a home inspection

Be proactive by arranging for a pre-sale home inspection. For \$250 to \$400, an inspector will warn you about troubles that could make potential buyers balk. Make repairs before putting your home on the market. In some states, you may have to disclose what the inspection turns up.

2. Get replacement estimates

If your home inspection uncovers necessary repairs you can't fund, get estimates for the work. The figures will help buyers determine if they can afford the home and repairs. Also find warranties, guarantees, and user manuals for your furnace, washer and dryer, dishwasher, or other items you expect to remain with the house.

3. Make minor repairs

Not every repair costs a bundle. Fix as many small problems-sticky doors, torn screens, cracked caulking, dripping faucets-as you can. They may seem trivial, but they'll give buyers the impression your house isn't well maintained.

4. Clear the clutter

Clear your kitchen counters of just about everything. Clean your closets by packing up little-used items like out-of-season clothes and old toys. Install closet organizers to maximize space. Put at least one-third of your furniture in storage, especially large pieces, such as entertainment centers and big televisions. Pack up family photos, knickknacks, and wall hangings to depersonalize your home. Store the items you've packed offsite or in boxes neatly arranged in your garage or basement.

5. Do a thorough cleaning

A clean house makes a strong first impression that your home has been well cared for. If you can afford it, consider hiring a cleaning service. If not, wash windows and leave them open to air out your rooms. Clean carpeting and drapes to eliminate cooking odors, smoke, and pet smells. Wash light fixtures and baseboards, mop and wax floors, and give your stove and refrigerator a thorough once-over. Pay attention to details, too. Wash fingerprints from light switch plates, clean inside the cabinets, and polish doorknobs. Don't forget to clean your garage, too.



A HIGH FIVE to **Kathleen Beilfuss** for sending this comment on the Wednesday Wisdom class:

"It was great, loved on line so I did not have to travel the distance, Aaron did a great job, learned a lot, please continue this service! Forever grateful!"

Take advantage of these free education offerings by attending class online on the second Wednesday each month!