

Realtors® Report

March, 2008

MLS CONVERSION ON SCHEDULE. . . .



All systems are go for the implementation of our new system, and members who have had an opportunity to use it are pleased with its capabilities. While the system has a learning curve, much of it will be very familiar to members. The MLS Committee wisely chose to not add new fields of information or to change the arrangement of the data. Because of those decisions, the data converted smoothly and allowed us to keep on our tight schedule.

On February 4, about 20 members braved some bad weather to attend training on the system. Since then, these members have used the system to detect problems with the conversion. Because they've spent these last few weeks testing the different features of the system, we'll have far fewer problems when the entire membership will have access to it.

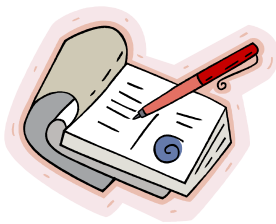
Another step in the conversion that will make it smoother is the 60 days that members will be able to use both the new and the old system for all functions except listing maintenance and IDX. We're fortunate to have this schedule and anticipate a much smoother transition because of the involvement of the review committee and running parallel systems for 60 days. When you have an opportunity, please give your personal thanks to these review committee members:

David Dresel
Verl Carlstrom
Aaron Brunette
Ben Rivard
Bob Hartman
Bonnie Nelson
Carl Mothes
Carolyn Poepping
David Engedal

David Suchla
Jeff Theisen
John Flor
Krag Blomberg
Laura Fitzmaurice
Layne Grover
Mark Fouts
Marty Tauger
Mike Tainter

Quincy Chapman
Shannon Martin
Support Staff:
Charlotte Butler
Elaine Kaiser
Lisa Donnellan
Tracy McNitt
Danielle Vanbuskirk

If the initial training classes did not fit your schedule, don't panic; watch the newsletter and message of the day for future opportunities. We're exploring the possibility of offering classes in April that will focus on different features of the program (searching, CMAs, prospecting, etc) so members can attend a session that may best meet their special needs.



SAVE THE DATES!!!

On April 10, the past president of the Association will again be recognized for their service to the Association. Plan to join us at noon at 29 Pines (Eau Claire) for the meeting. While putting dates on your calendar, reserve the evening of May 23 for a fundraiser for the Foundation at Turtleback in Rice Lake.

REALTORS® ASSOCIATION OF NORTHWESTERN WISCONSIN

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The Voice for Real Estate in Northwestern Wisconsin



...MEMBERSHIP NEWS...

The following people have made application for Realtor® membership; in accordance with the bylaws, written comment, which shall be kept confidential, is invited.

Michael Arnstad	Arnstad Home Builder	Connie Meyer	American Edge RE
Kraig Blodgett	Edina Realty/Siren	Welcome, too, to our newest Affiliates:	
Gregor, Sasha	Edina Realty/Spooner	Melissa Brantner	Sentry Insurance Company
Penny Lodahl	Haselwander, GMAC	Marge Stafford	Stewart Title of WI

An orientation for these and other Realtor® applicants who have not satisfied the membership requirement will be held on March 12 at WITC. . . Congratulations to **Debbi Bertelson**, our newest Accredited Buyers Representative. . . Hats off and good luck to **Ken Fulgione, Pete Wiese, Rosemarie Bristol, Sue Beety, Ray VanGilder** and **Jeri Bitney** who are all running for public office! They're practicing political involvement, an important part of the Realtor® oath. . . **Dan Lawler** acted as a Knight in Shining Armor assisted by **Deb Stone** when they came to the rescue of a member suffering an asthma attack at R & G Day! Their quick action may have helped prevent serious consequences— thanks Dan & Deb!



Have you visited the Association’s website lately?? You’ll be surprised at all the information you can find on the site—everything from current temperature and real estate news to information on classes and other events. Looking for a member’s phone number or email address? Want a list of home inspectors or lenders? Need information on joining the Association or an ethics complaint form or arbitration request? Need information that was in a previous newsletter? You can get those on our website! The site also has some great links, including the MLS. The Technology Committee is in the process now of creating a “members only” side of the Association, which will require a password and login. In addition to being able to vote, members will also be able to access a forum. Watch for more information on that enhancement but visit www.ranww.org often for information you can use!

...MEMBERSHIP BENEFITS...



You know your membership offers you access to ZipForms, the Legal Hotline and the Tech HelpLine, but do you know about other membership benefits available to you from the Association? Take a look:

Insurance:

Group health
Dental
Life
Disability
Errors & Omission
Worker's comp
Auto
Home

Visa credit cards
FedEx
UPS
Avis, Budget and Hertz car rental
Dell Computers
ProFit retirement plan
Children's college scholarships
Kwik Trip gas and in store purchases

The Member Benefits Committee is working on discounts for office supplies and equipment as well as adding more vendors to the list of computer consultants.

Like the credit card company, we can say "Membership has its rewards!"



CONTINUING EDUCATION

The Realtors® Association of Northwestern Wisconsin and The Real Estate Institute are offering all four modules of the 2007-08 continuing education needed to renew your license in December, 2008. Avoid the rush and complete the courses either during the evening or on Saturdays—your choice! All classes will be held in the RANWW Education Center. **As an added extra, you can also meet NAR's requirement of 2.5 hours of Code of Ethics training every four years by taking Module IV.**

Module I: Issues Relating to Agency Agreement—March 8 (9-12) or March 25 (6-9)

This class examines the issues that arise from the delivery of brokerage services to clients and customers while acting as a listing broker or a buyer's agent. Creation of agency relationships will be covered.

Module II: Issues Relating to Offer to Purchase—March 8 (1-4) or March 27 (6-9)

The class takes an in-depth look at issues regarding the licensee's negotiation and drafting of offers to purchase and other conveyance agreements.

Module III: New Developments in the Profession—March 15 (9-12) or April 1 (6-9)

Clear, up-to-date information on issues such as federal and state legislation affecting real estate practice will be covered in this class. Land use developments, condo law developments, electronic commerce, broker supervision rules, use of agency disclosure and more will be covered.

Module IV: Issues Related to Real Estate Professionals, Ethics—March 15 (1-4) or April 8 (6-9)

Working with real estate professionals like home inspectors, appraisers, lenders and title companies can create challenges for licensees. In addition to covering the appropriate relationship between the licensee and other real estate professionals in a transaction, Fair Housing issues and ethics will be addressed. This module also satisfies NAR's requirement that members complete 2.5 hours on the Code of Ethics every four years.

Name _____

Phone number _____ Email address _____

Cost of each module is \$32, \$40 for non-members. Please make checks payable to:
RANWW and mail to RANWW, 1903 Keith Street, Eau Claire, WI 54701.
(\$15 administrative fee will be charged for refunds.)

HELPFUL HINT: You can satisfy your continuing education credits and earn your brokers license by taking the broker course (and passing the exam) offered in the Association Education Center April 18-19 and 25-26. Check our website for details and a registration form.

SPOTLIGHT ON...MIKE DALE by Mary Hafenstein



This month I decided to visit Edina Realty, Chippewa Valley, via the internet. What a wonderful tool we have with today's technology! I wish to thank Mike for his time—I appreciate it when I ask agents and they willingly respond to a few questions.

Mary: Could you give us a little background on yourself and what prompted you to get into real estate?

Mike: I was previously in food manufacturing management. At the level I was at, getting new positions meant moving to new locations, which is how I originally ended up in Eau Claire almost fourteen years ago. I was recruited by an area company. During the fourteen years since my original move to Eau Claire, I also moved to Tulsa, Oklahoma and to Indianapolis, Indiana for management positions. The last position I went for was the nightmare of a lifetime instead of the job of a lifetime. We decided to move back to Eau Claire because we loved the area so much. I decided I needed a job where I didn't have to relocate so we could move back to Eau Claire and stay put. I had bought and sold a lot of homes in my moves, so I thought real estate might work for me, and it has.

Mary: As an active member of the board and an office manager, what tips would you like to give to new members?

Mike: I think the main thing I would like to stress is to take advantage of the education opportunities. If you can't afford to attend the different designation training sessions, attend every free or low-cost opportunity you get. The annual state conventions are great places to pick up a lot of information for a very low cost. There are so many great speakers and so many good ideas. You don't have to stay at the hotel where the conference is; there are typically many low-cost alternatives and Priceline® is a great thing when traveling by yourself. Also, attend the local association functions to meet people with whom you will be working. The great thing about being new is you have time to get involved—start early! Also, when you are new, put in lots of face time at the office. It builds your relationship with your co-workers, you can pick up many ideas from experienced agents, and it can generate opportunities for open houses, referrals and additional floor time. Take advantage of any opportunity to get to meet and connect to people.

Mary: What qualities do you think make a successful Realtor®?

Mike: First you have to define successful. A successful person, in my opinion, is a person who meets the needs he/she is trying to fulfill. To some people this would be money, to others, it could be to increase the living standards of their household while spending time with their families. It is a personal decision. A Realtor® first and foremost must be an optimist. When the world is preaching gloom and doom, you must have a contagious optimism to fire up your sellers and buyers. You must also be able to bounce back from failed deals, a market that is not always logical, and the not always loyal buyers. You must be the master of follow up. More customers are lost through poor follow up than anything else. Work real estate as a real job. Plan the hours you are going to work just like any other job, whether it's 20, 40, or more hours. Don't let little things distract you from doing what you need to do. Be ethical. You want to be able to look at yourself in the mirror and like the person you see!

Mary: Would you share one or two incidents that stand out when looking back over your years in the business?

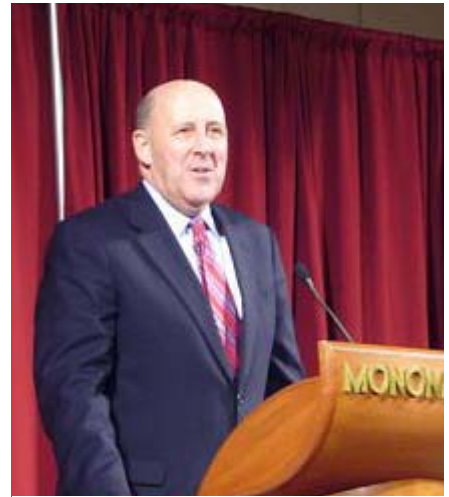
Mike: Being a non-selling manager never gets dull. You find out all types of weird events, but for personal events, I would have to go back to when I sold. I'm sure many other people have stories similar to mine. One time I went to show a property identified in the MLS as having a friendly dog loose inside. When I arrived, I opened the door and there was a pit bull that just growled more the further I moved into the house. Needless to say, that home didn't get shown that day! Another incident that stands out is when I had scheduled a showing for a home. I knocked on the door a few times and then unlocked it. I went inside and yelled "Realtor" since I heard a television. A college kid came down the hall. I told him I had an appointment to show the house and he said to go ahead. We started in the bedrooms and then moved into the living room. In the living room recliner was a kid smoking a joint, who didn't seem to care that we were there. My buyers then decided they didn't want to see any more.



3-6MLS training, Plaza (Eau Claire), Jersey's (Spooner)
8, 15. Continuing Education, Education Center (Saturdays)
12 New member orientation, WITC, Rice Lake
21 Board/MLS office closes at noon
25, 27. Continuing Education, Education Center (6-9 PM)



WRA President Bill Malkasian welcomes about 300 Realtors® to R®&G Day while Chairman-elect Mike Mulleady and Treasurer John Flor listen.



Governor James Doyle joined us as keynote speaker.



RANWW President David Dresel, Rep. Terry Moulton, members Linda Bucher & Shelly Finnessy



Former classmates Roger Rivard and Rep. Mary Hubler share a private class reunion!



Special thanks to Brian Dunham, shown here with Rep. Terry Moulton, for these great pictures!

We have great paid staff, but our legislators need to hear it from their Realtor® constituents, so a big **Thank You** is extended to the more than 40 members who took a whole day away from their real estate business to attend Realtor® & Government Day in Madison.