



RANWW

Realtors® Association of
Northwestern Wisconsin

Making Your Membership Work For You

February Newsletter

Mark your Calendar

February 13

Jane's Retirement Open House

February 18

First Ever RPAC Trivia Night

April 17

REALTOR® & Government Day

MLS

- Coming soon: Matrix New Media Privacy
- Area increase in vacant land scams

ADVOCACY

- Do you invest in RPAC?
- RPAC Trivia Night

PROFESSIONAL GROWTH

- Make professional growth a priority

UPCOMING EVENTS

- Jane's Retirement Open House
- RPAC Trivia Night

ASSOCIATION UPDATES

- Did you know that as a member you have access to our conference center for your next event? Call the office for more info!

EMPOWERING REALTORS®, BUILDING COMMUNITIES.



Welcome Our Newest Members

Joshua Allen

LPT Realty

Eryn Goebel

Becker Real Estate Group

Andrew Hiss

Marine Credit Union

Dawn Klonecki

Property Executives Realty LLC

Paige LeMoine

Edina Realty Inc - Spooner

Dean Marquardt

On the Marq Appraisal, LLC

Kylee Nelson

Chippewa Valley Real Estate, LLC

Michael Phillips

Keller Williams Realty Diversified

Theodore Burleson

Edina Realty Inc - Siren

Thomas Handorf

Woods & Water Realty Inc. - Rice Lake

Susan Juneau

Keller Williams Classic Realty

Melissa Kolar

Keller Williams Realty Diversified

Jason Lyons

Chippewa Valley Real Estate, LLC

Lyndsay Micklus

C & M Realty

Brooke Peterson

General Property Management LLC

Amy Sexton

Property Executives Realty LLC

Michael Wiltse

Timber Ghost Realty, LLC



Upcoming Events



OPEN HOUSE



Feb 13, 12pm-4pm



**PEACE
LOVE
RETIREMENT**



Join us

Groovy

as we celebrate Jane's 25 years of
dedicated service and wish her
well in retirement.

Enjoy food, drinks, and great
company!

Thursday February 13th, 12pm-4pm
RANWW Conference Room



First ever **RPAC**

TRIVIA NIGHT



REGISTER
NOW



FIRE TRUCK PIZZA

CHIPPEWA RIVER DISTILLERY

FEBRUARY 18TH 5-8PM

DUST OFF YOUR LEG WARMERS AND TEASE THAT HAIR! JOIN US FOR RPAC'S
TOTALLY RAD 80'S TRIVIA NIGHT—FUN, PRIZES, AND NOSTALGIA AWAIT!

Mark Your Calendars: REALTOR® & Government Day is April 17th!

Join us for one of the most important advocacy events of the year—REALTOR® & Government Day! This is your chance to make your voice heard on critical issues affecting real estate and property rights in Wisconsin.

- When: April 17, 2025
- Where: Monona Terrace and the State Capitol, Madison
- What's Included: RANWW is organizing bus transportation and providing a yummy lunch for attendees, making it easy and fun to participate!

Don't miss this incredible opportunity to connect with fellow REALTORS®, meet with legislators, and advocate for our industry.

- Register now: [Click here to sign up!](#)
We can't wait to see you there!

April 17th

-Madison, Wisconsin



REGISTER NOW



Mark Your Calendars

- Open House for Jane's Retirement: February 13
- RPAC Trivia Night: February 18
- REALTOR® in Government Day: April 17th
- Eau Claire Express Game: June 23rd

Visit our [EVENTS CALENDAR](#) to learn more and register.



MLS

recent updates & info

Vacant Land Scams on the rise-BEWARE

Several incidents have recently been reported where agents in our Association have been targeted by scams involving individuals posing as vacant landowners looking to sell their properties. These scams have progressed to various stages of the process. It's important to conduct thorough due diligence by utilizing all available resources to confirm you are dealing with legitimate parties. Stay vigilant throughout the entire process and trust your instincts if anything

seems off or suspicious!

To avoid being scammed by fake property owners, real estate agents can take several proactive steps:

1. **Verify Ownership:** Always confirm the property ownership through official channels such as local property records, land registries, or a title search. Make sure the person you're dealing with is listed as the legitimate owner.
2. **Request Identification:** Ask for government-issued ID from the seller and verify that the information matches public property records. If possible, compare the photo on the ID with the person you're communicating with.
3. **Use a Trusted Escrow Service:** Ensure any financial transactions go through a reputable escrow service.
4. **Check for Red Flags:** Be cautious of deals that seem too good to be true, such as unusually low prices or urgent sales. Scammers often create a sense of urgency to pressure agents into rushing through the process.
5. **Secure Communication:** Use secure communication channels for negotiations and documentation. Be wary of communication through unofficial or unusual channels (e.g., email addresses that don't match the seller's business or personal identity).
6. **Consult Legal or Professional Advisors:** Always seek advice from a lawyer or trusted real estate professional if anything seems questionable or if you're uncertain about the legitimacy of the transaction.
7. **Be Skeptical of Unclear or Incomplete Documents:** Review all documents carefully and ensure they are complete, signed, and properly notarized. Scammers may provide fake or incomplete paperwork to confuse or mislead agents.
8. **Trust Your Instincts:** If something feels off or too rushed, don't hesitate to take a step back and further investigate. It's always better to be cautious and delay the deal than to fall victim to a scam.

By staying vigilant, verifying information thoroughly, and leveraging professional resources, real estate agents can significantly reduce the risk of falling for scams.



The instant identity verification
and risk assessment app
designed for professionals.

Need access to Forewarn? Email Kim@ranww.org

Coming Soon!

Matrix New Media Privacy: A brand-new feature designed entirely to enhance the protection of homeowners' privacy. This comprehensive functionality covers both listing photos and listing supplements managed within Matrix and applies to all listing media uploaded or edited after the feature is enabled.

Listing agents will be able to classify each photo or listing supplement as:

- Public: Visible to consumers on OneHome™, the Portal, and potentially other third-party sites.
- Private: Visible to authorized multiple listing users only.
- Conditional: Public while the listing is on-market but private when it goes off-market. Agents can reclassify supplements at any time. The ability to specify supplement order is now deprecated to streamline the user experience.

Video tutorial: [Click here!](#)

As NWWMLS users you will have the option (Optional Mode) to set one photo to be publicly visible after the listing goes off market. ***Reminder that when you choose to only have one photo visible after the listing goes off market, the photo must follow the NWWMLS photo policy. ([click here for policy details](#))

As NWWMLS users will also have the option (Optional Mode) to choose if the supplements will

be Public, Private, or Conditional

***** Please note: All photos and supplements will be visible to NWWMLS users, regardless of the chosen settings. Any visibility restrictions will only apply to the public view.**



Advocacy

Government Affairs

RPAC

REALTORS® Political Action Committee



Join Us for Trivia Night – It’s Not Too Late!

Are you still interested in joining us for Trivia Night? There’s still time! **Sign-up closes on February 11th**, so don’t miss out!

Come with a team or let us pair you up at the door. The entry fee is **\$30 per person**, and the event will be held at **Chippewa River Distillery**. **Dinner is provided by Fire Truck Pizza**.

You can pay at the door or ahead of time at the board office. Pay with cash or check (please make checks out to: RPAC). Sign up now while spots are still available!

Plus, don’t forget to bring extra cash for a chance to participate in additional games throughout the night!

We hope to see you there!

In other news, **REALTOR® & Government Day** – Registration Now Open!

- Step 1:** Register with WRA to attend the event. [Click HERE](#)
- Step 2:** If you’d like to ride the bus to Madison with us, be sure to register with RANWW! Enjoy fun games, lunch, and camaraderie along the way. [Click HERE](#)

Stay tuned for more updates—we can’t wait to see you there!

Madelyn Woodhull

Madelyn Woodhull
RANWW Advocacy Coordinator



Do you invest in RPAC?

When you invest in **RPAC**, your money is pooled together and contributed on a nonpartisan basis to candidates who support housing and real estate interests. If you wish to designate which candidate receives your investment, invest in the **Direct Giver program**.

Donate to RPAC



Contact your local
Advocacy Coordinator,
Madelyn Woodhull
715-835-0923
madelyn@ranww.org

Donate to Direct Giver



Professional Growth

Stay on Top of Your Continuing Education

Continuing education is essential for maintaining your license and staying informed about industry updates. The WRA's Continuing Education page is your go-to resource for everything you need to know, including course information and a helpful FAQ section.

- Explore the resources here: [WRA Continuing Education](#)

Make professional growth a priority!



Association Updates

RANWW

Don't miss your chance to wish Jane well in retirement. We're hosting an open house on Thursday February 13th from 12pm-4pm. Food and drink provided, come thank Jane for all of her wonderful service throughout the years.

NAR

Stay Informed with NAR's Consumer Guide Series

NAR has released its latest addition to the Consumer Guide Series, focusing on fire damage and policy coverage. This valuable resource helps homeowners better understand:

- Which fire incidents are and are not covered under a standard homeowners insurance policy,
- Steps to take if securing coverage for wildfire damage is a challenge, and
- Details about Fair Access to Insurance Requirements (FAIR) policies.

Additionally, the guide provides critical contact information for the **REALTORS® Relief Foundation**. As the Foundation continues supporting victims of the recent Los Angeles wildfires, it offers a meaningful way to help those in need.

How You Can Support Wildfire Victims:

You can make a difference by donating to the REALTORS® Relief Foundation. Contributions made by 1/31/25 will be fully earmarked for wildfire victims.

- Text RRFCAStrong to 71777
- Visit rff.realtor

Access the new guide here: [Consumer Guide: Fire Damage and Policy Coverage](#)

This guide is a must-read for REALTORS® and homeowners alike—don't miss the chance to stay informed and prepared!

WELCOME YOUR CLIENT TO THEIR NEW HOME WITH A \$125 GIFT OF ENERGY EFFICIENCY

FOCUS ON ENERGY® partners with utilities across Wisconsin to provide resources and rebates for energy-efficient home products, equipment, and improvement projects. By becoming an Ambassador, you will introduce Focus on Energy to your buyers, offering them improved home comfort, efficiency, and peace of mind as they settle into their new home. To-date, our real estate Ambassadors have put more than \$1,740,750 vouchers into the hands of their clients and have set more than 13,926 Wisconsin homebuyers on the path to energy efficiency and cost savings.

Enrolling is a simple two-step process. Once you complete the enrollment form and attend a workshop, you can start offering your clients access to new energy efficiency expertise and exclusive perks, including a welcome kit. The welcome kit includes a reimbursement **\$125 voucher which can be used for a heating and cooling tune-up or for the purchase of a program-qualified smart thermostat**. The kit is co-branded with your business information and sent to your clients on your behalf (at no cost to you), providing an extra touch of customer

service and value.

Help your clients manage rising energy costs!

- Complete the online [enrollment form](#).
- Join the FREE 45 minute online [Real Estate Ambassador Workshop](#).

For more information, visit focusonenergy.com/ambassador. Or reach out to Focus on Energy representative **Nancy Alberte**, by emailing nancy.alberte@focusonenergy.com or calling 608.358.8212.



NAR's First-Time Buyer showcases the crucial role agents who are REALTORS® like you play as they put their skills, determination, strategy and patience to work to navigate their way to closing day.

A SHOW THAT ILLUSTRATES THE REALTOR® DIFFERENCE.



NEW EPISODES!

STREAM SEASON 5

[hulu](#)



REALTORS® are members of the National Association of REALTORS®.

☐ Agent Safety is Always a Priority! ☐

Want to get the most out of FOREWARN? Join one of our upcoming FREE trainings to learn how to maximize this powerful safety tool!

- ☐ Upcoming FOREWARN Trainings:
- ☐ February 5 – 9 AM CST
- ☐ February 19 – 1 PM CST

These live sessions will cover how to best utilize FOREWARN, share insider tips & tricks, and include a Q&A to answer your questions. Don't miss this opportunity to enhance your safety and efficiency!

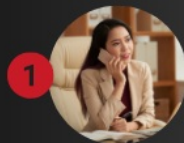
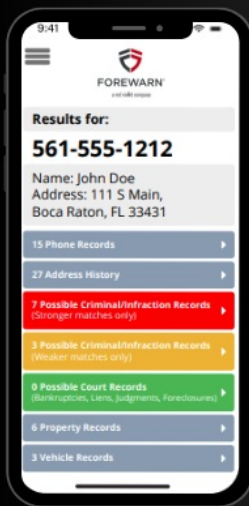
- ☐ Register here: [Training Calendar](#)



SAFER SHOWINGS.
SMARTER ENGAGEMENTS.

Register for a live training of FOREWARN

Know your prospect...*in seconds*



1 Receive a call



2 Enter phone #
in FOREWARN app



3 Get instant prospect info
(Identity verification, criminal history, and more)



Affiliate Connection

Royal offers competitive rates and low fees on a variety of financing options for all types of



**ROYAL
CREDIT
UNION.**

For over two decades, Royal Credit Union has been a leading mortgage lender in the Chippewa Valley, earning the trust of homebuyers by providing exceptional service and personalized home financing solutions.

Ensure your buyers are in good hands by working with Royal's experienced, local mortgage loan officers who are dedicated to making their home purchase a seamless experience.

borrowers and loans, including:

- Down Payment Assistance options for those who qualify
- As little as 10% down on lot loans
- Flexible bridge loan options for buyers who also have a home to sell
- Numerous 3% down payment options (some without PMI)
- Fast, local preapprovals

Learn more about Royal's mortgage options and connect with a mortgage loan expert today at rcu.org/Mortgage

Loans subject to credit approval. Equal Housing Opportunity.

**WRA Member
Benefits**

**NAR Member
Benefits**

Stay Up to Date with the State and National REALTOR® News

[WRA Website](#)

[NAR Website](#)

WRA



**January
Magazine**



RANWW Officers

Shannyn Pinkert - President

(715) 379-3574

shannynpinkert@gmail.com

Bob Ritsch - President Elect

(715)-456-8008

bobritsch@charter.net

Ben Rivard - Treasurer

(715) 205-1519

info@benrivard.com

Todd Schwartz- Imm. Past President

(715) 559-2231

toddcv-re.com



RANWW Directors

Catherine Bade - (715) 271-3055

Mary Jo Bowe - (715) 456-2014

Kim Bump - (715) 514-0125

Deborah Hanson - (715) 456-0499

Jade Green - (715) 642-1320

Alex Hartung - (715) 495-0852

Bailey Hawke-James - (715) 864-8669

John Flor - (715) 924-4806

Brooke Damaske - (507) 210-9642

Andy Yakesh - (715) 225-4867

Dawn Malcolm - (715) 852-2307



Top Notch Support is Just a Phone Call Away

RANWW Office: (715) 835-0923

REALTORS® Association of Northwestern Wisconsin || (715) 835-0923



RANWW | 3460 Mall Drive Suites 5A and 5B | Eau Claire, WI 54701 US

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