

Realtors® Report

May, 2007

SPOTLIGHT ON... THE FOUNDATION



"It allowed me to be more independent. This program is a blessing!"

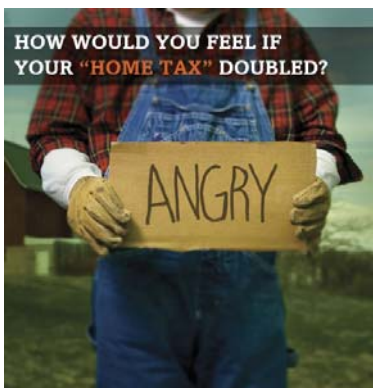
These were the comments were from a woman suffering from two neck injuries, causing her to be in chronic pain that needs to be controlled by morphine. The injuries leave her unable to bend and stretch. The grant was used to install sliding shelves in her cupboards and a platform under the dryer.

⇒ An 82 year old woman living alone in a rural home had inadequate insulation in her bathroom causing pipes to freeze and ruining sheetrock and flooring. After the repairs were made with a grant from the Foundation, the recipient responded, *"I can finally take a bath!"*

⇒ Another applicant, confined to her home because of health issues, was in need of a new window and front door. The window had corroded and would not open to allow fresh air in the home, nor could it be used to view the backyard; the door was warped and falling off its hinges. When the work was done with the grant funds, the caseworker reported to us *"Breathing fresh air and looking out a bright window definitely helped. The new door increased her feelings of safety, knowing it will lock and keep her safe at night."*

⇒ A 30 year-old man, paralyzed from a spinal injury, needed a deck and ramp on his home to accommodate his wheelchair. *"This program covers gaps in the programs we have to help our clients. It made the home a better place for him"* were the comments from the caseworker.

These are only some of the comments we've received from recipients and their caseworkers on the grants we've been able to award, thanks to the generosity of the membership. The Foundation is beginning a new venture for increasing its outreach - please read the article inside for details on the Foundation's history and plans for the future.



Help us get the message to our legislators that doubling the "home tax" is not a good idea. The Association office has a supply of postcards you can give to your clients and customers that briefly explain the impact of the proposed tax increase. In addition to the postcards, we have posters you can display in your office. The Wisconsin Homeowners Alliance has developed some powerful tools, including a TV, newspaper and billboard campaign, to get the message out, but we need your help. Please be sure to contact your elected state officials and encourage your buyers and sellers to do the same.

If you need talking points, contact Al or Bruce.

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.

Jodie Ciran	Why USA/MidAmerica	Tammy Koenig	Kleven Real Estate
Julie Fischer	C21 Hilgart Realty	Craig Lindgren, Jr	United Country/CV Realty
Peter Frank	Investment Reaty	Ronald Maixner	Your Family Realty
Angela Gudmanson	Assist 2Sell First Choice	Michael Masterjohn	Masterjohn Realty
Mary Gwin	CB Johnson & Johnson	Lindy Schnacky	ReMax Advantage
James Harp, Sr	United Country/CV Realty	Debra Statz	Wilderness Lakes RE
Candace Jacobs	CB Johnson & Johnson	Jeanne Taylor	ERA Parkside Realty
Larry Kastner	Woods & Water Realty/CF	Cheree Tiry	Edina Realty
Sara Kastner	Woods & Water Realty/CF	Ryan Wohlk	Masterjohn Realty
Christian Kincaid	Edina Realty/Spooner		

Welcome to our newest affiliate members, **Rachel Schofield**, **Aaron Weber** and **Sue Hall** of Sterling Bank and to **Scott Rud** of Valley Wide Home Inspections. Affiliate members are our partners in closing a real estate transaction and an important part of our Association - please make them your first business contact whenever possible! . . . Congratulations to **Jenal Carlton**, **Karen Hayhoe** and **Benjamin Rivard** who recently earned their GRI designations! . . . Congratulations, too, to **Dick Erickson** who was recently featured as a “mover and shaker” in the Chippewa Valley Business Report. . . Hats off to all the members who made time in their busy schedules to attend Realtor® & Government Day. We had a record number of participants - thank you for helping to share our concerns about important issues with our elected officials! . . . Our final congratulations this month go to **Ray VanGilder** who was recently appointed president of the Rice Lake school board.

PROFESSIONAL STANDARDS TRAINING OFFERED.

- WHEN:** May 23, 2007, 8:30 to noon
- WHERE:** Association Education Center, 1903 Keith Street,
Eau Claire
- INSTRUCTOR:** Mel Check
- COST:** No charge to RANWW members
- WHO SHOULD ATTEND:** Professional Standards Committee members and Directors
Members who would like to serve on this committee



Mel Check, a practicing attorney and real estate broker, will present this program for us again this year. Mel's extensive background in the professional standards process and his sense of humor make him a great presenter. He'll cover the professional standards process from the initial filing of a complaint to the final action by the board of directors. The presentation will cover ethics, arbitration and mediation. Participants will be given stories of hypothetical complaints and have an opportunity to discuss them to determine if there was a violation of any articles of the Code of Ethics. A story about a commission dispute will also be shared and members will determine procuring cause.

The Association's policy is that only members who have attended this type of training within the past three years may serve on the committee. President-elect **David Dresel** will soon be appointing seven members to this committee for a three year term. If you'd like to serve your Association by being a part of this very important committee and have not attended training within the past three years, please complete the form and fax it to the Association office by May 16.

Please register me to attend Mel Check's class on May 23 at the Association.

Name _____

Fax to 835-4621 by May 16

SPOTLIGHT ON. . . .David Mickelson by *Mary Hafenstein*



This month I chose to Spotlight our Foundation which was organized in 2004. Dave Mickelson was instrumental in creating and organizing it for us.

Mary: Before covering the Foundation, could you give us a little background on yourself - when did you get into the business and when did your involvement with the Association begin?

Dave: I joined the real estate business in April of 1996 because I felt it would provide a challenging and rewarding career path. It has been all of that and more. I got involved with the Association after receiving a call from a fellow agent asking me to consider joining the Board for a year. That year translated into eight years of involvement in all of the chairs, including president in 2004. My involvement in the Association gave me a greater understanding of all the issues and complexities confronting our industry. I also learned first hand that our staff provides nothing short of superior service and that the greatest reward was getting to know my fellow agents who “stepped up to the plate” and assisted our association in so many ways.

Mary: I realize you spearheaded the basis for our Foundation the year you served as President. Could you give us an insight as to what was behind the development?

Dave: There were two major reasons for starting the Foundation the year I was president. 1) The desire to assist families in our market area with housing needs so they can stay in their homes with greater safety and pride in ownership. Since we are in the housing industry, this seemed to be a great focus for the funds we raised. 2) To create a positive image for our industry by giving back to the communities in which we live.

Mary: The Foundation will mark its third year at the end of September. Can you tell us how many families we have assisted and the approximate dollar amount we’ve given?

Dave: As of September of this year, we’ll have completed three full years as a tax deductible foundation. During this period, we will have assisted nearly 75 families in our Association’s area while giving out approximately \$75,000 in grants. The grants have been used to make repairs such as electrical, plumbing, doors and windows, handicap ramps and many more.

Mary: The Foundation Board just appointed *Sue Hesketh* and me to initiate and complete a fundraiser for the Foundation. Can you explain the purpose for the fundraiser and the expectations behind it?

Dave: At our April meeting this year, the Foundation Board approved adding a fundraising committee for the purpose of proposing methods to the Foundation directors for raising funds to provide an ongoing source of revenue for funding grants. The most immediate challenge is to organize a major pledge drive in order to take the Foundation to another level. This is necessary because we are now expanding our grant program into selected ministerial associations. This pledge drive will take place over the next few months with our members being asked to pledge a specific dollar amount for a three-year period. The categories for pledges are \$1,000, \$500, \$250 and “other” annually, each of three years. We realize this is a major commitment on the part of our membership, but what better way to “give back” than through the industry in which we make our living? With *Sue Hesketh* and *Mary Hafenstein* heading up this pledge drive, I know it will be a big success!

Mary: Finally, Dave, would you care to share a few of the testimonials from the recipients that might encourage our membership to complete a pledge card when asked?

Dave: We’ve received many - some of them are on the front page of this newsletter. Some are very eloquent and well written - one included a hand-made thank you card with the children’s names printed in crayon. Another thank you came from a woman whose son is serving in Iraq. She has an inoperable brain cyst and needed work done on her bathroom. She wrote “Thank you is such a simple phrase but there’s a world of meaning and appreciation in it. The money for re-doing my bathroom is needed. God bless you.” It’s not just the applicants who are impacted by the Foundation. One of the caseworkers contacted the Association office for an update on the status of the application. When told that the entire grant had been funded, there was a pause. She then said words to the effect that she had tears of happiness and couldn’t wait to share the good news with her clients.

COMMITTEE REPORTS

PUBLIC RELATIONS . . . The Committee is continuing its “Now is a good time to buy or sell” campaign but needs your help. If you have a client or customer who may be able to give a testimonial about his/her recently completed transaction, the committee may be interested in using it in some of our advertising. . The committee is looking for members who will help in the campaign in our northern area. Contact **Linda Bucher** at 835-4344 if you can help with either of these requests.

EDUCATION. . . In addition to the professional standards training offered on May 23, the committee has also scheduled the three-day JumpStart program at WITC in Rice Lake. The classes will be on May 2, 3 and 16 and will take members from prospecting for their first buyer or seller to closing the transaction and getting a commission check. The classes are offered at no cost, however, advance registration is required. MLS training will be offered as part of the program and is open to all members, not just new Realtors®. Jane at the Association office can answer any questions or take registrations.

STRAT PLAN. . . The committee met and did a comprehensive review of our current plan and was pleased about the milestones reached during this first year of the plan. Some new strategies and goals were set that will help the Association continue to meet members’ needs. We’re indebted to the 24 members who took a full half day for the meeting and to **Ray VanGilder** for facilitating the group.

NOMINATING. . . The committee met via conference call and is preparing a slate of candidates for the July 15 online election. In addition to those candidates, members may be nominated from the floor at the June 21 membership meeting. If you’re interested in running for treasurer, president-elect or a director position, contact Joan for a form. The committee will be meeting again to select recipients of the Association’s special awards. If you would like to the committee to consider someone for recognition, contact Margo at 234-5010.

TECHNOLOGY. . . Our new website has had some very positive feedback - thank you to all the members who visited it and sent us their comments. The committee still has plans for enhancements and will be looking at our options for taking online registration and payment for Association events. The other accomplishment for this committee is the implementation of a technology hotline. Like the legal hotline and Zip-forms, this technology hotline is a membership benefit. Give them a call the next time you have a question with your PDA, Blackberry, network, digital camera. . . the list goes on and on!



866-414-7387

ETHICALLY SPEAKING.

Realtors® shall not engage in any practice or take any action inconsistent with exclusive representation or exclusive brokerage relationship agreements that other Realtors® have with clients. (Article 16, Code of Ethics)

Realtor® A, a residential broker, worked in a market area that included an attractive suburb of a large city. At the time Realtor® A launched a new advertising program, there were a number of houses for sale in the neighborhood listed exclusively with other Realtors®, each having the respective listing broker’s sign on its front lawn. Working with the advertising agency, Realtor® A developed a special brochure describing the service of his offices and soliciting clients. The format of the brochure was designed so that it could be hung over a door knob and a commercial distribution service was employed to hang one of these brochures on homes in Realtor® A’s market area. In the course of distributing Realtor® A’s brochures, the commercial distribution service placed a brochure on the front door of every house in Realtor® A’s market area, including houses that had other Realtors’ signs in the front yard. Several of the Realtors® whose clients received Realtor® A’s brochures filed complaints with the Board against Realtor® A. The complaints were forwarded for a hearing at which time all the complaints would be considered. The complaints charged Realtor® A with unethical conduct in failing to respect the exclusive agency of other Realtors®.

At the hearing, Realtor® A defended his action by saying that the distribution of his advertising brochures was widespread in nature; that it had been carried out by a commercial distribution service; and that it was of the same nature as radio or television advertising or a general mailing that might come to the attention of some clients having exclusive listing contracts with other Realtors®. The hearing panel’s decision noted that Realtor® A, in designing his advertising campaign, did not direct his brochures to property owners whose identity had come to Realtor® A’s attention through information disclosed by other Realtors® consistent with their ethical obligation to cooperate with other brokers under Article 3 of the Code of Ethics; e.g., through an MLS. Rather, Realtor® A’s advertising campaign was directed in an indiscriminate manner to all property owners in a given geographical area. Furthermore, the medium Realtor® A chose for his advertising campaign was a written brochure, which property owners could examine or discard as they saw fit. The panel determined that this form of communication does not harass a property owner, as would telephone calls or direct personal contacts. The panel, therefore, held that Realtor® A’s advertising campaign did not violate Article 16 of the Code of Ethics.



Future Past Presidents!

Thirty of our past presidents, including Realtor® Emeriti Howie Post (1965 President) and David Donnellan (1973 President), attended our annual past presidents appreciation luncheon. From the many smiles captured in these photos, it's obvious they were enjoying themselves! A special thank you to Quincy Chapman for sharing these photos.



REALTORS® ASSOCIATION OF NORTHWESTERN WISCONSIN GOLF CLASSIC 2007

In Support of the Realtors® Foundation

Thursday, August 2, Wild Ridge Golf Course

- Golf** Morning golf will be for those “serious” golfers who want to play for individual scores. Afternoon Golf will be a four-person, best ball/scramble. Golfers may choose their own four-person teams or may register as an individual requesting to play with any other team that is short of four players.
- Tee Times** Morning golf starts at 10:00 a.m. Afternoon scramble players should be at the clubhouse by 12 noon. Shotgun start will be at 1:00 p.m. Afternoon golf is limited to the first 180 golfers and is expected to sell out quickly so sign up early!!!
- Lunch** A soup and sandwich buffet lunch will be served beginning at 11:30 a.m.
- Refreshments** A cash bar will be available throughout the day and each player will receive two complimentary drink tickets. Complimentary soft drinks and snacks will also be available on the course during the afternoon.
- Dinner** A dinner buffet including chicken, roast beef and BBQ ribs will be served at approximately 5:30 p.m. with a short program and prizes to follow.
- Sign-Up** All golf and dinner fees **MUST** be paid with your reservations by 4:00 p.m. on July 8. Late reservations and reservations without payment will **NOT** be accepted.
THERE WILL BE NO EXCEPTIONS!!

RESERVATION FORM

Choose One of the Following:

INDIVIDUAL (will be placed with team) ~ **OR** ~ **TEAM** (if short of 4 players, individuals will be assigned)

Name _____

Captain _____

Players _____

Choose One of the Following

_____ Morning and Afternoon Golf (18 Holes), cart, lunch and dinner, prizes - \$90.00 per person

_____ Afternoon golf (9 Holes), cart lunch and dinner, prizes - \$75.00 – **Please choose a course for afternoon**

_____ **Wild Ridge** _____ **Mill Run**
(choice subject to availability)

_____ Lunch, dinner and prizes only - \$35.00 per person

Send all reservations **WITH PAYMENT** to: RANWW, 1903 Keith Street, Suite 3, Eau Claire, WI 54701