

Realtors® Report

July, 2007

EXERCISE YOUR RIGHT AND PRIVILEGE TO VOTE

On July 15, you'll be able to cast your vote for our new officers and directors by voting on an electronic ballot that will be emailed to you. The ballot will contain the names of the candidates and is valid until July 25; after that date, the vote will not be included in the tabulations. You'll be asked to vote for three directors. The two candidates with the most votes will be elected to serve three years; the other candidate will serve as an alternate director in the event there is a vacancy on the Board of Directors. Our newly elected officers and directors will be installed at the September 20 awards and installation banquet at Lake Wissota Golf and Conference Center. The process used this year is not the same as in the past four years but will offer the same convenient way of electing our members electronically.

Congratulations to **John Flor** and **David FitzGerald** who were elected by acclamation at the June 27 membership meeting. John, who is serving as treasurer, will be the 2007-08 President-elect and will also be assuming the treasurer position on the state level. David, who served as our 1998 president, will be the 2007-08 Treasurer. They'll join 2007-08 President **David Dresel** on the Executive Committee.



David Dresel



John Flor



Dave FitzGerald

MEET THE CANDIDATES. . . .



Aaron Brunette of Haselwander GMAC, Realtors®, has been a member of the association since 2003 and is an ABR candidate. Aaron is active politically, has chaired the Government Affairs Committee and attends Realtor® Government Day faithfully. His political involvement isn't limited to the Association—he also served on a sub-committee for the City of Eau Claire's comprehensive plan. He's identified ethics and MLS violations as areas the Association should address.

J. Quincy Chapman is a sales associate with Century 21 Metro and has been in the business for four years. His commitment to the profession is evident by the designations (CRS, GRI and ABR) he's already earned. As a member, Quincy has been involved in the Association on the Education, Public Relations and MLS implementation task force. He would like the Association to work on a way to unify our board and increase member involvement in all areas of the Association.



David Masterjohn is the broker of Masterjohn Realty with seven offices in northwestern Wisconsin and has membership in the Superior Association of Realtors® as well as ours. In his 21 years in the real estate business, he's served on both Association's MLS Committees, as President of the Superior Association and been involved in the state and national associations. He'd like to see more keynote speakers and education for agents with less than ten years of experience.

Allan Widiker, broker of All Seasons Real Estate in Birchwood, is currently serving on the Board of Directors and the MLS Committee and is involved in his community by serving on the school board, currently as president. Al, who has been a member for 14 years, believes we need to help members keep up with ever-evolving technology and offer new members more education, particularly on ethics.



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.

| | | | |
|-----------------------|-----------------------|----------------------------|--------------------------------|
| James Amundson | Camp David Realty | Chad Herman | Woods & Water/CF |
| Mark Anderson | Edina Realty/CV | Lindy Sue Homan | Weiss Realty |
| Brian Bautch | Investment Realty | Kristie Isenberger | Assist 2 Sell |
| James Bolen | CB Ross Realty | Eric Kubnick | Edina Realty/Hayward |
| Tracy Denison | Bruce Weegman, Broker | Selena Lei Lusson | CB Brenizer/Rice Lake |
| Robert Downey | Midwest Realty | Eric J. Minor | Edina Realty/CV |
| Khiet Hansen | C21 Metro Realty | Edward J. Rosenberg | Assist-2-Sell Buyers & Sellers |

35 new applicants attended the orientation in our Education Center on June 7. Thank you to **Stephanie Lueck**, orientation committee chairman, and our speakers, **Mark Fouts** and **Jane Fisher** for giving these members a good foundation for their new careers. . . . Welcome to our newest affiliate, **Wendy Hollenbeck** of Well Fargo Home Mortgage. . . Did you know you can search our website to find the phone number, address and email for our affiliate members? You can also find a list of affiliate members by business type—easy ways to help support our affiliate members who help support our Association! . . . If you've called the Association/MLS office recently, you may have been greeted by a different voice. Pattie Lambriksen, who has a background working in a real estate office, is a welcome addition to our staff—please take a minute to introduce yourself to her when you call or visit the office.

WISCONSIN REALTORS ASSOCIATION
convention 2007

007
Licensed to Sell

09.23-26.2007 | Kalahari Resort

JOHN FLOR TREASURER
MIKE SPRANGER CHAIRMAN
MIKE MULLEADY CHAIRMAN-ELECT

WRA MORE AT WRA.ORG/CONVENTION07

Here are just a few of the events offered at the annual convention:

- * Designation classes
- * Four real estate CE modules
- * Seven hours appraisal CE
- * Commercial track
- * Technology track
- * Broker track
- * Numerous workshops

In addition to all these educational opportunities, you'll be able to network at the icebreaker and the 007 dance party!

Again this year, WRA is awarding a complimentary registration fee to a member who has never attended an annual convention. If you'd like to be entered for the drawing for the free registration, contact Joan at the Association office by Sept. 1. Take advantage of the discounted registration fee by registering before August 15. You can register online at wra.org, or by phone (800.279.1972).



When you're thinking conventions, don't forget the NAR convention Nov. 13-16 in Las Vegas! In addition to great education, this convention offers nationally-known speakers and a HUGE expo of the products and services you use in your business.

SPOTLIGHT ON . . . MARTHA DE LONG by Mary Hafenstein



This month I visited Hayward through the Internet for a visit with Martha DeLong of Edina Realty. Martha has been involved with the board for years and is a great one for organizing fund raisers. I extend a thank you to her for taking time from her business to respond to the following questions.

Mary: Would you provide the membership with a little background on yourself and how long you have been in the business?

Martha: I've been in the business 13 years.

Mary: I know you have been very involved with the board and various committees; do you find the networking benefits your business?

Martha: I have met so many wonderful agents over the years, some of whom have become good friends. Not only have I received referrals from some (and sent some as well), I have co-listed property with other companies/agents. It is a benefit to know agents across your marketplace. When you have a transaction with another agent, I believe that it helps that you know one another. In a tough market, as it is today, we need the least amount of obstacles to overcome some of the hurdles, and knowing the agent on the other end generally makes life much easier.

Mary: What's been the biggest insight you've had dealing with people?

Martha: When you meet someone for the first time or walk into a home, it takes about two seconds to jump to a conclusion. I generally go with that instant conclusion. It may not pan out to be correct, but I find that overall it is a powerful way to make a judgment about people or situations.

Mary: Have you ever walked away or decided not to work with a customer/client? If so, why and how did you handle it?

Martha: Yes. It is impossible to get along with everyone. If I do not click with a client/customer, it may suit both of us to find another means to handle the situation, whether it is a buyer or seller. I try to find another agent I feel would work well with the client/customer's personality.

Mary: When starting out, what do you feel are the most important work habits?

Martha: Thirst for information! Learn all that you can. Read, read, read! There is a wealth of information out there to help you become productive and successful. You can have a great real estate career and spend quality time with family and friends as well.

Mary: What is your most effective and efficient time-management technique?

Martha: I have tried everything! The Franklin Planner approach (computerized or paper) helps me set attainable goals and keep on track. Clients and customers want your undivided attention, and with this system, I am more able to schedule my day as if the person I am meeting with is the most important person in my day.

Mary: What is the most important enrichment or continuing education that successful Realtors® find meaningful or how do you stay ahead of the game and not burn out?

Martha: Well, I **DO** burn out. People are so trying! However, by attending workshops, reading and working towards designations, you gain knowledge that will put you ahead of your peers and help balance work and fun. . . .most of the time.

Mary: Looking back over the years, is there an incident that stands out that you'd care to share with everyone?

Martha: The most memorable listing appointment I ever had was with some folks whose dream was to go "North to Alaska—the gold rush is on". It's a long story, but the gist of it is, they were digging out their old rock and dirt foundation, panning for gold. . . in the basement!

Ethically Speaking. . . . "The obligation to refrain from making false or misleading statements about competitors' businesses and competitors' business practices includes the duty to not knowingly or recklessly repeat, retransmit, or republish false or misleading statements made by others. This duty applies whether false or misleading statements are repeated in person, in writing, by technological means (e.g., the Internet), or by any other means." (Standard of Practice 15-2)

NAR is marketing us as professionals who uphold a Code of Ethics—please remember this important Standard of Practice in your dealings, particularly with the public!

Buyer Agency For Dummies!

Do you feel like a big ol' dummy when it comes to Buyer Agency? Wish you had a better understanding of the basic fundamentals and principals of the working with the Buyer and completing the contracts? Wish you then knew how to then explain it all to prospective client so they aren't looking at you like you're an alien?!

If you answered "YES!" to any of these questions, this is the class for you!

When: ***Wednesday, July 25, 2007 1-4:30 PM***

Where: RANWW Education Center, 1903 Keith St, Eau Claire, WI 54701

Cost: \$15.00

Program Highlights

This non-accredited Buyer Agency class will be presented by Jane Fisher of Coldwell Banker Brenizer, Realtors®– Eau Claire. Jane has been a residential sales associate in Eau Claire for over 13 years and specializing in Buyer Agency for over a decade. Some of the things you can expect to learn are:

- *How to complete the Buyer Agency contract.
- *What should I be doing differently when representing the buyer?
- *What negotiating techniques should I be aware of when working for the buyer?
- *Who should I offer buyer agency services to?
- *What about Dual Agency and Designated Agency?

SIGN ME UP—my check is included!

Name _____

Company Name: _____

Phone: _____

(Prepayment required; class may be canceled if less than 15 register. Sorry, no refunds.)

NOTE: If there is sufficient interest, a class will be scheduled in Rice Lake. If you would attend an offering at that site, please complete this form and indicate here that you would **only attend a Rice Lake course.** _____ (Send no money if you indicate this preference.)



REALTORS® ASSOCIATION OF NORTHWESTERN WISCONSIN GOLF CLASSIC
 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



**REALTORS® ASSOCIATION OF NORTHWESTERN WISCONSIN
NORTHERN WATERS AREA**

2007 Fun in the Sun Golf Outing

**Thursday, July 19, 2007--Turtleback Golf & Country Club
All Members welcome!**

**2:00 PM: Nine-Hole Scramble Golf Tournament. Tee times starting at 2:30 P.M.
Golfers/Duffers may select their own foursome or register as a single and be placed in
a random foursome. \$50 for 9 holes of golf, cart and dinner.**

**3:30 PM: If you would like dinner and a pontoon ride on Rice Lake, go to Curriers Motel. 2210
E Sawyer St. (about 1 ½ miles east of town. Directions, Main St. to E on Sawyer St.
about 1 1/2 miles) Rides & treats are Sponsored by Johnson Bank
Limited seating on a first come first basis - only \$22.50 (includes dinner)**

5:30 PM Dinner only will be \$20.00

5:30 PM: Social hour/dinner.

Menu: Turtleback's famous buffet with three entrees, veggies, and potatoes, dessert

No time to Golf? Register for dinner only or for pontoon ride and dinner!

Name/Office: _____ Phone #: _____

Scramble Golf Tournament Name(s): _____

Pontoon Ride Name(s): _____

**Payment enclosed: _____ \$50 for golf & dinner _____ \$22.50 dinner & pontoon
_____ \$20 for Dinner**

**Send your registration by July 13th 2007 with payment to:
Dan Lawler 224 Gerland Rd., Rice Lake, WI 54868. Checks should be made payable to
RANWW**

**→→As an added bonus, there will be a chance at the putting green for a closest to the pin
contest and all proceeds will go to our Foundation, which needs our support!!!! ←←**