

Realtors® Report

January, 2008

REALTOR® EMERITUS STATUS AWARDED TO TWO MEMBERS

Please join us on **January 17** at 8:30 for our jam-packed program at Action City! After a continental breakfast, compliments of AgStar Home Mortgage, Sentry Insurance Company and United Bank, we'll call the meeting to order to conduct some Association business. Following that brief business, we'll be recognizing two members with a very special award—Realtor® Emeritus. The keynote speaker, Jake Leinenkugel, will follow the presentations. The morning will conclude with round-table technology workshops. Start the new year off right by motivating yourself with a great speaker and educating yourself on products that will make you more productive in 2008! Details inside.

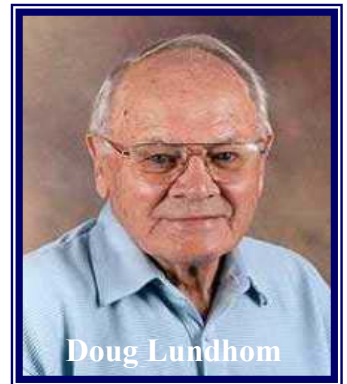


Richard Larson

Richard Larson of Midwest Realty joined our Association in 1967 after holding membership in the Racine Realtors® Association for three years. Richard works in the Osseo area.



Doug Lundholm of CB Brenizer, Chippewa Falls, has been a member since 1967 and has been active in the Association, including serving as our President in 1975.



Doug Lundholm

BJ Farmer, our first Realtor® Emeritus, will present them with a very special Realtor® pin—studded with rubies - and will be joined by other Realtor® Emeritus members, **Howie Post** and **Dave Donnellan**. Please attend and help us recognize Doug and Richard.

Beginning January 1, 2008, it is expected that the new WB-1 Residential Listing Contract—Exclusive Right to Sell and the new WB-36 Buyer Agency/Tenant Representation Agreement will be available for optional use by Wisconsin real estate licensees. The listing contract forms for farms, vacant land, residential condominiums and commercial properties will likely be available for optional use shortly thereafter. The mandatory-use date for the WB-1 and WB-36 is projected to be July 1, 2008. Information about the changes in the forms is available at wra.org.

ZipForms is expected to be updated during the first week of January; the Association office will also carry an inventory of the new forms.



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.

<i>Susan Anfinson</i>	Outdoors Realty	<i>Shane O’Gorman</i>	Eau Claire Realty
<i>Janet Gebhardt</i>	Six Lakes Realty	<i>George Rullman</i>	Edina Realty/Siren
<i>Myda Honaker</i>	Six Lakes Realty	<i>Barbara Sisler</i>	WESTconsin Realty
<i>Jolene Kammerud</i>	Outdoors Realty		

Welcome to our newest affiliate member, **Kenneth Holm** of Bank Mutal in Eau Claire. . . . Congratulations to **Jeff Martino** and **Fred DesForge** and on earning the ABR designations, the benchmark of excellence in buyer representation. Both completed a two day REBAC course, closed at least five transactions acting as a buyer’s agent and completed one ABR elective course. If you’re considering adding this prestigious designation behind your name, mark your calendar for March 6 to attend an ABR elective, Innovative Marketing for Buyers’ Reps, in our Education Center.

CHRISTMAS PARTIES ENJOYED BY ALL.

The Northern Waters Council got in the Christmas spirit early with a party on Dec. 7 at Tagalong in Birchwood. Guests enjoyed great food and the fun entertainment provided by a panel of members (**Dave Dresel, Layne Grover, Dan Lawler, Mark Leaf and Ray VanGilder**) who matched their knowledge against a mystery guest. The mystery guest was none other than Bill Clinton, also known as Al Arnold! Music and dancing concluded a party that resulted in raising over \$3000 for food pantries! A big **THANK YOU** to the following sponsors:

AAA Sports
Area North Realty
Associated Bank
Bank Mutual
Dairy State Bank
Hayward Land & Title
Heritage Credit Union
Hometown Title Company
Jensen Appraisals
Johnson Bank
Koehler & Mees Law Office
Miller Home Inspections
Mortgages Unlimited
Quality Title, Inc.
Sterling Bank
Tagalong Golf Course
TM Title Services
Vinopal Title & Abstract
Washburn County Abstract

No matter how you say it, our appreciation of all our sponsors is very sincere!

Olde Towne was the site of the Red Cedar Council gathering on the afternoon of December 11. Members enjoyed relaxing and catching up with fellow members over some delicious hors d’oeuvres. The event was made possible by these sponsors:

American Title Services
Bank Mutual
Bremer Bank
CB Brenizer
Dunn County Title Services
First Bank & Trust
Guaranty Title Services
Johnson Bank
M & I Bank
Re/Max Affiliates
S & C Bank
The Title Company
Title One/Menomonie
Wells Fargo Home Mortgage
WESTconsin Credit Union



“Christmas in Black & White” proved to be a great evening resulting in gifts for Bolton Refuge House and a contribution from United Bank of over \$600 for turkeys to the Salvation Army. **THANK YOU** to the following:

Alliance Bank
American Title & Abstract
Anchor Bank
Associate Title
Associated Bank
Augusta Resource Mgmt
Bank Mutual
Charter Bank
Chippewa County Abstract
Citizens State Bank
Eau Claire Press Company
Hanke Appraisal
Hometown Title
Johnson Bank
JB Systems
M & I Bank
Norby Realty
Northwestern Bank
Pendergast Law Office
Peoples Bank
Preferred Acceptance
RCU
S & C Bank
Saltness Home Inspections
Source Financial
Title One
Todd Meinen Appraisal
United Bank
Valuation Specialists
Vinopal Law Office
Vinopal Title & Abstract
Wells Fargo Home Mortgage

MLS UPDATE

It's official—we will once again be making a software conversion. MLXchange Professional, the software offered by MarketLinx, will be our new program. In November, the MLS Committee and Board of Directors spent a day reviewing different programs, and after comparing the options available, made the decision to contract with MarketLinx. Because our current program, InnoVia, is also owned by MarketLinx, we are able to change vendors with no penalties on our existing contract. While that is a compelling reason for selecting MLXchange, it was not the deciding factor. The program offers many features members will be able to utilize to make themselves more productive, including wireless access, and is more stable than InnoVia. Our current database is already being reviewed by the MarketLinx programmers with the expectation that we will maintain our existing property types and fields. Data, pictures, agent photos and company logos will all be converted. **Prospects, however, will not convert and will need to be re-entered into the system.** The conversion work by MarketLinx and MLS staff will continue through February. In March, we'll offer training on the new system and will run both InnoVia and MLXchange in March and April. Running parallel systems for 60 days will allow members an opportunity to become familiar with the new system before InnoVia is turned off on May 6. May 6 is our target date and every indication seems to indicate we'll be able to meet that schedule.

Brokers' and agents' websites will be impacted by this change if they participate in IDX. Additional information on those changes will be forthcoming, however, if you're planning to update your website in the near future, you may want to wait and include the new IDX solution in your revisions. Please watch the MLS message of the day and read the newsletter to stay current on the conversion. Also, please make sure your support staff is aware of the conversion and plans to attend a training session.

On a different note, please review your inventories to make sure all 2007 sales, including single party transactions, have been entered so we have accurate end-of-the-year statistics.

JANUARY EDUCATION OPPORTUNITIES



Dreading another long Wisconsin winter? Avoid the January doldrums by using your time for learning and business planning. . .with a bit of skiing, snowmobiling and chili-eating on the side! January 21-23 is the time to warm up at the Lake of the Torches Resort Casino and Convention Center in Lac du Flambeau. Attend workshops or take your CE. Whichever you choose, you'll learn from the best! For complete details, visit wra.org.

Brokers and sales managers in the northern waters area of our Association are invited to attend a meeting on January 10 from 9 to 10:30 at Turtleback Conference Center in Rice Lake. The agenda is open to topics of mutual concern/interest to brokers; please let Joan know if you have something you'd like to discuss at the meeting. You can register online by using the registration form on the calendar on our website, ranww.org or by contacting the Association office.

There will be a meeting of support staff in the Chippewa Valley area on January 23 from 8:30 to 10:30 in the Association's education center. The MLS staff will cover some of the problem areas for data entry and discuss new developments in the MLS. Any broker who maintains his/her own listings is also welcome to attend. Contact Jane at 835-1089 to register. Another support staff meeting will be held on February 6 from 12:30 to 2:30 at Turtleback Conference Center.

Looking Ahead to February. . . .

- 6. . . . Strat Plan meeting, 8:30 to noon, Turtleback
- 6. . . . Support staff meeting, 12:30 to 2:30, Turtleback
- 6. . . . JumpStart, Education Center, 8:30-4
- 7. . . . JumpStart, Education Center, 8:30-4
- 7. . . . Foundation Board of Directors meeting, noon
- 10-15 Designation Week, Baraboo
- 27. . . . Realtor® & Government Day, Madison



. . . .to all the members who renewed their membership! Please be sure to take advantage of your membership benefits:

- Technolgy Helpline
- Group health insurance
- Auto/home insurance discounts
- KwikTrip gas savings, including an initial \$25 credit!

The Realtors® Association of Northwestern Wisconsin Presents Northwoods Legend Jake Leinenkugel

Times have gotten little tougher, or so we've heard a few of you say. And it seems we've all grown a little more serious, so this year's motivational presentation is intended as a treat for you. We are pleased to have local celebrity and brewing legend, Jake Leinenkugel, as our speaker.

Jake will tell us the story of a regional brewery that has grown into a nationally distributed label. We'll learn about the ups and downs of the business, and how Jake and his company have dealt with adversity. We may even hear about the time he almost burned the brewery down! And Jake will offer some tips he thinks may help us as we go through adverse times.

Thomas J. Leinenkugel, better known as "Jake," is the fifth generation to head the Leinenkugel Brewing Company. Jake was born and raised in Chipewewa Falls, attended the University of Wisconsin, served in the Marine Corps, and earned his degree from Pepperdine University. Jake now lives in Chipewewa Falls with his wife Peg.



Sponsored by AgStar Home Mortgages, Sentry Insurance Company and United Bank

WHEN: Thursday, January 17, 2008

WHERE: ACTION CITY, at Interstate 94 and State Highway 93, Eau Claire

WEAR: Casual Dress — Even Better Your Favorite Leinie's Garb (prizes may be awarded for the best Leinie's outfit.)

SCHEDULE: 8:30 Registration/continental breakfast
9:00 Association Business
9:45 Jake Leinenkugel
11:45 Technology Roundtable

AND INTRODUCING A NEW OFFERING: THE TECHNOLOGY ROUNDTABLE

End your morning by selecting **ONE** of the following three roundtable discussions, and let technology give you peace and power! ACTION CITY has restaurants inside, so feel free to get your lunch there, bring it in and listen!

UNWIRED — Learn about the freedom and flexibility that comes when you aren't tethered by a wire to connect to the outside world. Kurt Majkowski will talk about the different ways to connect to the Internet, your printer, and other peripherals wirelessly. You'll be amazed by what info can be sent through the air!

BLACKBERRY, TREO OR IPHONE, THAT IS THE QUESTION — Just what is a smartphone, and why is it better than the free phone I get from my mobile phone provider? Carl Mothes will share with you how smart phones can help you keep track of your work life, and will compare and contrast three of the major smart phones to help you understand which one may work best for you.

THERE'S VIAGRA IN MY INBOX — We know you're frustrated by the SPAM you get from people you don't know. But do you know what kind of impact your email and text messages are having on your customers and clients? Does your electronic communication help or hurt you in the long run? Quincy Chapman will share email and text etiquette, and will help you turn the emails you write into a tool that draws people closer instead of pushing them away.

REGISTRATION FORM FOR JAKE LEINENKUGEL

PLEASE REGISTER ME TO ALSO ATTEND (only one)

NAME: _____

_____ UNWIRED

BEST PHONE NUMBER: _____

_____ BLACKBERRY, TREO, OR IPHONE

EMAIL: _____

_____ THERE'S VIAGRA IN MY INBOX

REGISTRATION IS DUE AT BOARD OFFICE NO LATER THAN JANUARY 10, 2008