


Realtors® Report

February, 2008

PUBLIC AWARENESS CAMPAIGN CONTINUES. . . .




ON AVERAGE, THE VALUE OF A HOME NEARLY DOUBLES EVERY 10 YEARS.
NOW THAT'S WHAT YOU CALL HOME SWEET HOME.

Research proves that most people who own homes for longer periods of time will build equity. For example, during the past three decades, home values have increased an average of more than 6.0% per year.

Of course, a home is much more than a way to build long-term wealth; it's also where you enjoy your lifestyle and create memories with your loved ones. Work with a REALTOR®, a member of the National Association of REALTORS®, they can show you options in your area that best fit your situation. If you've been waiting for the right time to buy a home, you should know the facts about homeownership. To learn more, visit HousingMarketfacts.com.

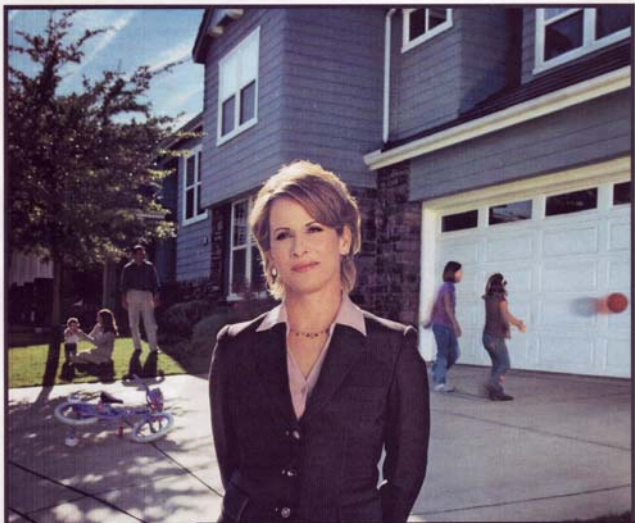
Figures obtained from HUD's existing home price index series.

EVERY MARKET'S DIFFERENT. CALL A REALTOR® TODAY.



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“*Now is a great time to buy or sell*” has been one of the themes for the public awareness campaign this past year. The new campaign introduced by NAR focuses not only on educating consumers of the value of home ownership as an investment but also emphasizes the value that can't be measured in dollars and cents—it's the place to enjoy your lifestyle and create life-long memories with loved ones.



60% OF THE AVERAGE HOMEOWNER'S WEALTH COMES FROM THEIR HOME'S EQUITY.
IT'S LIKE A SAVINGS PLAN YOU DIDN'T KNOW YOU HAD.


You might be wondering if buying a home right now is a smart financial decision. The fact is, homeownership is key to building long-term wealth, no matter when someone buys. Studies show that, over time, most homeowners will steadily build equity. For example, during the past three decades, home values have increased an average of more than 6.0% per year.*

Of course, owning a home is much more than a way to gain a financial edge; it's also where you raise a family and create life-long memories. Work with a REALTOR®, a member of the National Association of REALTORS®, they can show you options in your area that best fit your situation. To learn more, visit HousingMarketfacts.com.

Figures obtained from the U.S. Department of Housing and Urban Development.

*HUD existing home sales index series.

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The Public Relations Committee is working very hard on educating the public on the value a Realtor® brings to a real estate transaction and on how involved members are in our communities. The committee has been successful as evidenced by the increased newspaper and TV coverage of the turkey drive and contributions to food pantries from the NW Christmas party. The committee is also working on a schedule of regular press releases to let the media know of Realtor® accomplishments and public service participation. Members serve on boards of directors for hospitals, Chambers of Commerce, and churches, as well as volunteering at food pantries and charitable fundraisers; promoting these activities, as well as notifying the media of local housing statistics, will be part of this year's PR campaign.

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.

Rosemarie Bristol	Diversified RE Specialists	<u>Welcome, too, to our newest Affiliates:</u>	
Amy Hayes	Outdoors Realty	Trevor Mickelson	Blue Waters Home Inspections
Myda Honaker	Six Lakes Realty	Anita Nelson	American Title & Abstract
		Melissa Zander	American Title & Abstract

If you missed the January membership meeting at Action City, you missed a great event! Hearing **BJ Farmer** reflect on his 60 years as a Realtor® as he presented **Richard Larson** and **Doug Lundholm** with Realtor® Emeritus awards was inspiring and informative. Jake Leinenkugel was motivating and entertaining as he compared the adversities his company has encountered to the current real estate market and offered his suggestions of surviving tough times. Following a brief break where members took advantage of complimentary bumper car rides, three great technology workshops were offered. A big thank you to **Quincy Chapman, Carl Mothes** and **Kurt Majkowski** for facilitating the workshops and to **Jenny Ebert** for providing the prizes for the best “Leinie” apparel. Congratulations to **Margo Katterhagen** for winning first prize with her original “Leinie” jewelry! . . . Congratulations, too, to **Brendan Pratt**, our newest Accredited Buyers Representative. . . Hats off to **Sue Beety** for completing an educational program on energy and environmental issues and earning the EcoBroker designation! . . . A big **THANK YOU** to the Hayward area Realtors® who participated in hosting Realtor® open houses as part of their marketing program and to raise money for the Foundation! The program, which is still in progress, has so far resulted in a contribution of \$500 to the Foundation!



Realtor® Emeritus Howie Post, Doug Lundholm, BJ Farmer and Richard Larson with President Dresel



Margo and Jake with her award for winning first prize for “Leinie” apparel—an autographed pad-



President Dresel and Jake

Thank you, Brian Dunham, for sharing these great photos with us! Thanks again to our sponsors for the program: AgStar Home Mortgages, Sentry Insurance Company and United Bank.

2008 REALTOR® & Government Day Panel



Jeff Mayers
Moderator



Russ Decker
Senate Majority Leader



Scott Fitzgerald
Senate Minority Leader



Michael Huebsch
Assembly Speaker



James Kreuser
Assembly Minority Leader



Governor Jim Doyle
confirmed keynote speaker



Justice Louis Butler
Supreme Court Candidate
confirmed keynote speaker

We have a full day planned on Wednesday, February 27th, and hope you can join us. We will be stopping in Wisconsin Dells for brunch at Cracker Barrel, compliments of RANWW. Then it's on to Madison and Monona Terrace with registration at 12:30. WRA staff will provide us with an overview of the afternoon's activities, then turn the program over to our two keynote speakers, Governor Doyle and Justice Louis Butler, Supreme Court candidate.

WRA staff will then brief us on a number of issues we'll take to our legislative meeting in the capitol, in the *Grand Army of the Republic Hall—Room 417 North*. If you have not been to this meeting room, RANWW staff will help to guide you there. We will then meet with our representatives and their staff. Once we return to Monona Terrace, we'll have a Legislative Leader's Panel, moderated by Jeff Mayers of *WisPolitics*. To cap off the day's event, we'll gather for an afternoon reception at 5pm. Attendance at Realtor® and Government Day is a great way to fulfill your pledge of political involvement! Call Al Arnold in Rice Lake at 234-6196 or e-mail him at al@alarnold.us, or contact Bruce King at 835-0923 or e-mail to bruce@ranww.org and reserve your spot now. PLEASE DO NOT REGISTER WITH WRA.

We'll see you in Madison!!!!



Looking for an ABR elective? Look no further!

On March 6, the WRA and our Association will offer Innovative Marketing Techniques for Buyer's Representatives. This course is designed to increase your awareness of how significantly the home buying process has changed in the past decade. Learn how to develop useful strategies for marketing your services to any home buyer. This course is for anyone who wants to tie together knowledge of buyer's needs, awareness of marketing principles and a solution-oriented approach to serving buyer clients. The course explores the buyer counseling session in detail and covers marketing opportunities and points of differentiation.



The Seniors Real Estate Specialist (SRES) designation

is one of the largest and fastest growing national designations and part of the most comprehensive seniors' program in the industry. Only one percent of the 1.4 million REALTORS® have earned the SRES designation. The class will be offered in our Education Center on April 3-4. The two-day program offers you the unique opportunity to learn and build key skills in counseling seniors through selling their family home, buying rental property, or moving to a senior community, among other things.

For information on either of these two offerings or to learn more about the programs available at Ho-Chunk during Designation week (February 11-15) contact WRA at 800 279-1972 or visit their website, wra.org

MLS COMMITTEE REPORT



The contract has been signed and our data is being converted from InnoVia to our new software, MLXchange. The Association staff will be getting its first glimpse of the new system on January 31; the review committee (25 members representing all areas of our Association) will be trained on February 4. Those 25 dedicated members will test the system extensively during February to detect problems before the program is available to the general membership. Beginning March 3, members will be able to use either InnoVia or MLXchange for all functions except listing maintenance. All new listings and changes to existing listings will continue to be done through InnoVia but the two systems will sync daily to allow members access to new and changed listings in MLXchange as well as InnoVia. We'll run parallel systems for 60 days unless there are indications most members have migrated to MLXchange and are not using InnoVia before the end of the 60 days. On May 6, InnoVia will shut down and MLXchange will be our only system. Training will be offered for four days at two different locations. Please complete this registration form and fax it to the MLS office to reserve your seat. All agents, as well as support staff, are strongly encouraged to attend one of the training sessions.

In other MLS news:

> The Committee approved street tags (uniform abbreviations for street, avenue, boulevard, etc) as well as guidelines for entering the address for numbered roads and highways. Using these uniform abbreviations will allow better search results—if you don't have a copy of them, contact our office.

> The problem of correctly identifying manufactured homes in the MLS is ongoing and something the committee has wrestled with for many months. Part of the problem is that members can use either "style" or "type" to identify manufactured homes, other members are using the remarks and still other members are not identifying them at all. We've been advised that any changes in our data fields should be done after the conversion, so we'll be tackling that challenge during the first half of this year; in the interim, please use this definition of a manufactured home for MLS purposes: "A manufactured home is defined as a home that has a steel frame underneath it OR contains a HUD plate on the exterior."

Name _____

Phone number _____

Email address _____

Eau Claire—Association Education Center 1903 Keith Street, Eau Claire

_____ March 3, 9 to noon
_____ March 3, 1 to 4
_____ March 4, 9 to noon
_____ March 4, 1 to 4

Spoooner—NW Sports Complex 301 Walnut Street, Spoooner

_____ March 5, 9 to noon
_____ March 5, 1 to 4
_____ March 6, 9 to noon
_____ March 6, 1 to 4

PLEASE INDICATE FIRST AND SECOND CHOICE. If your first choice is not available, you will be contacted; if you are not contacted by our office, you will be registered for your first choice.

(fax to 835-4621)



In Memoriam. . . .

Sympathy is extended to the family of former member Richard Erickson who passed away on January 21. Dick was a commercial broker (Richwell Real Estate) and retired this year due to his illness. Dick was referred to as a "pioneer who played a major role behind the scenes in the development of Lake Hallie" in a recent newspaper article profiling the movers and shakers in the Chipewewa Valley. It's because of Dick's vision that there is commercial development at the Highway 53-29 interchange where there had been cornfields. In addition to his work in commercial development, Dick was involved in residential developing, most recently Meadowview, a 30-home upscale development.

Dick is survived by his wife, Jackie, two sons, (including Scott, who is a member of our Association), a daughter and five grandchildren.

SPOTLIGHT ON. . . MARY GWIN by Mary Hafenstein



After several months' absence from our newsletter, our member interview column is back! This month's column features *Mary Gwin*, a sales associate with CB Johnson & Johnson in Cumberland. Mary joined the Association in April, 2007.

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

Mary G: My background has been in sales and marketing for 30+ years, with the Dale Carnegie Organization, as area manager, sales manager and owner/president of Southeastern Wisconsin and Upper Michigan. During those 30 years, I worked with both small and large companies, helping to develop their people in a number of different areas. I taught several in-house sales training classes for real estate companies like Shorewest, Prudential, etc. I also worked with training managers in our leadership training for managers, public speaking, high impact speaking and various customer service and self-confidence building programs. Our territory was always in the top 10% of our regions, so my organization and I received numerous awards for sales production. I bring this experience and skill sets to the real estate profession.

Mary H: Can you share with us the adjustments you've needed to make in going from working a metropolitan area in the 70's to now working a rural market?

Mary G: The most challenging thing for me in my current area is learning the different lakes, their clarity, depth, acreage, setbacks, DNR regulations, etc. When I had my brokers license back in the 70's, I worked only in non-waterfront residential properties, which required knowing fewer details about lakes, setbacks, etc.

Mary H: Where do you get the most return for your marketing dollar?

Mary G: As a new salesperson, I have spent my marketing dollars promoting myself and my marketing skills and background. I learned many years ago that "you have to spend money to make money", so that's what I've done.

Mary H: What advice would you share with new agents who, like you, are coming into the business as it's slowing?

Mary G: The most important advice I would give is to be willing to invest in yourself. We are responsible for making things happen and can't sit back and expect our brokers to bring the business to us! It's easy for salespeople to want their offices and managers to spend more money and advertise more, but it's our responsibility to build our business. The more you do, the more you get.

Mary H: With your Dale Carnegie background, what piece of advice can you share that might help in today's market?

Mary G: Recognize the importance of focusing on the customer and providing excellent customer service—it's the way to differentiate yourself from everyone else.



FEBRUARY OPPORTUNITIES

1. . . Member Benefits Committee meeting—noon
1. . . CV Golf Committee meeting—noon
4. . . MLS Review Committee training
6. . . Strat Plan Meeting—8:30—noon, Turtleback
6. . . Support Staff meeting—12:30—2:30, Turtleback
7. . . Foundation Board of Directors—noon, Turtleback
- 11-15 Designation Week—Baraboo
20. . . Technology Committee meeting—8:30
27. . . Realtor® & Government Day—Madison

MARCH OPPORTUNITIES



3. . . MLS training—Eau Claire
4. . . MLS training—Eau Claire
5. . . Education Committee meeting—noon
5. . . MLS training—Spooner
6. . . Innovative Marketing to Buyers Representatives—EC
6. . . MLS training—Spooner
14. . . MLS Committee meeting—8 AM

The sales prelicense course will be offered Mar 6-8, 13-15, 20 and conclude on the 21st. (8 days)