

Realtors® Report

September, 2008



DRESEL HONORED AS REALTOR® OF THE YEAR

David Dresel was selected to receive the highest award given by our Association based in part on his outstanding leadership this past year. Under Dave's presidency, the Association continued to expand the discounts on products and services available to members. Last year Dave demonstrated his commitment to be a strong leader by attending leadership training for Association presidents; he continued that commitment throughout his term. Because of that training, he was always well prepared for meetings of the Board of Directors and solicited input from directors in different areas of the Association. Dave was also well prepared for interviews with the media and emphasized positive statistics while still being factual. His strong, capable leadership of RANWW this past year coupled with his high ethical standards have made him worthy of this award.



JOHNSON BANK AFFILIATE OF THE YEAR

Johnson Bank has been chosen again as the Affiliate of the Year. Representatives from the bank have served on committees, presented workshops and sponsored educational opportunities. At any Association event—Christmas party, golf outing, Foundation fundraiser, or membership meeting—you'll find Johnson Bank affiliate members. It's never easy to choose an affiliate of the year since we have so many who generously support the Association, however Johnson Bank representatives service on committees, financial sponsorship and physical attendance at events make them very deserving of this recognition.

SERVICE AWARD GIVEN TO KATTERHAGEN

From teaching to entertaining to organizing events, Margo's done it all for the Association! Her list of service to the Association is long and includes (among other things): serving as local association president twice, chairing the Foundation, organizing very successful and fun events (who didn't enjoy Realtor® Idol or Fear Factor?), teaching workshops, and chauffeuring members to Realtor® & Government Day every year! Margo's volunteer efforts aren't limited to RANWW—she's involved politically and in service groups in her community. All these services—plus a great sense of humor—have earned her this award.



Please join us on September 18 at Turtleback Conference Center in Rice Lake to help honor Dave, Margo and Johnson Bank representatives and to welcome 2008 President John Flor. As an appreciation of the many hours members volunteer to serve the Association, the Directors voted to make the event free to all members. Look inside for your invitation.



Tax Credit Available to First Time Buyers

On July 30, 2008, President Bush signed the Housing and Economic Recovery Act of 2008. The act, among other provisions, allows for a tax credit of up to \$7,500 for first time home buyers. The credit is retroactive to April 9, 2008 and ends June 30, 2009.

NAR has prepared comprehensive information to help you better understand the program—visit www.realtor.org and click on the link from the home page to get answers to frequently asked questions.

REALTORS® ASSOCIATION OF NORTHWESTERN WISCONSIN

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www.ranww.org

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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.

Katie Garling
Angela Haselman

CB Johnson & Johnson
Outdoors Realty

Robert Milne
Beth Stanley

Donnellan Real Estate
Beth Stanley, Broker

A new member orientation for these applicants and others who have not yet satisfied the membership requirement will be held on September 10 at WITC in Rice Lake. . . . Did you know you can find an Affiliate member by business type on our website, ranww.org? Click on “Featured Affiliate” at the bottom of the home page—you’ll see a link to affiliate members by business type. We make it easy for you to help support our affiliate members who help support our Association! . . . Congratulations to **Karen Kohler** for winning the free WRA convention registration! Karen’s taking advantage of the convention to network AND attend some great workshops! If you haven’t registered yet, you still have time—visit wra.org to register online. Can’t make the convention this year? Then start planning now to join us September 9-11, 2009 for the WRA convention when **John Flor** is installed as WRA Chairman of the Board! . . . Congratulations to **Stacey McKinney** on earning the Accredited Staging Designation! . . . Hats off to **Margo Katterhagen** for continuing to serve on the Board of Directors as past president representative. We’re fortunate to have past presidents who don’t just fade away but continue to serve! . . . A big THANK YOU to **Rob Strohbush** of Charter Bank and **Tom Lindgren** of RCU for making arrangements for the Association to use their meeting rooms. Members enjoyed great hospitality at both locations!

From the desk of Joan Englert.

Dear RANWW Members:

At the last meeting of the Member Benefits Committee, I was asked to share my experience with Sentry Insurance. Sentry Insurance offers RANWW members a 10% discount on auto and home owners insurance premiums and also offers the Association a marketing royalty. When the program was introduced last year, I shared the information with members but didn’t pursue getting a quote for coverage on our home or cars. After all, we had been with the same insurance company since we were married – how could we possibly save anything when we got so many discounts? It wasn’t until our daughter did some comparison shopping on home and car insurance and reported a huge difference in the premiums charged by companies that we also did some comparing.

We got quotes from several companies, including Sentry, and discovered we could increase coverage and save several hundred dollars a year with Sentry. We received an additional 10% reduction on the premium and RANWW will be receiving a royalty because of my business. The only negative we’ve encountered is a demand from our daughter for a referral fee since she was responsible for saving us money!

Our experience with Sentry is very limited – we made the change just last month, but we were impressed with the quick response from our agent and the rate. Members have identified insurance discounts as one of the areas they wanted the Association to investigate and offer. If you haven’t considered taking advantage of this membership benefit, you may want to do so soon. Obviously you’ll need to do your own investigation and not rely on my experience, but you may find yourself like me – saving hundreds of dollars a year. Who knows? Your savings may pay your annual dues!

PS—Have you taken advantage of the KwikTrip discount? You can save 3 cents a gallon on gas AND get a credit of \$25 on your account! Contact our office to learn how to take advantage of this membership benefit.



September 14-20—visit realtor.org for safety tips!

From the President . . . David Dresel

WOW—where did the time go? Doesn't seem that long ago that I was installed as your president and heard a lot of ribbing about my need to get new joke material! Seriously, the year has gone fast, but with the help of many members, we accomplished some great things. Here's "Dave's Top Ten", in no particular order.

1. **MLS conversion.** Who hasn't appreciated the stability of our new program and the enhancement it offers? A huge step forward—at no additional cost.
2. **Member benefits.** Savings on gas, insurance, office supplies and technology have been made possible because of this group—membership has its benefits!
3. **Social opportunities.** Great Christmas parties and golf outings allowed members to have some R&R and support food pantries and shelters. A winning combo.
4. **Public Relations.** The message "Why Are You Waiting?" was promoted on TV, radio and area newspapers. In addition, the Committee did a great job promoting our image through a successful food drive.
5. **Foundation.** Only four years old, this arm of the Association is showing citizens in NW WI we're Realtors® Making a Difference.
6. **Education.** Continuing ed, motivational speaker, new member orientations, broker class and technology workshops were all offered by the Association this year.
7. **Website enhancements.** A "members only" forum and easy-to-use online voting were added.
8. **Member involvement.** A record number of candidates ran for director positions and two candidates vied for treasurer. In addition, we have members on the state and national boards.
9. **Political activism.** We had an impressive number of members attend R&G Day to communicate with their

elected offices. The government affairs committee monitored land use issues, including proposed park fees and participated in our RPAC campaign.

10. **Future planning.** The strat plan and policy manual were both reviewed and updated. Plans are under way to have a facilitator from NAR help us review our strat plan to ensure we meet members needs in the future.

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This year has been a rewarding year because of all we've accomplished. It has also, however, been a year with challenges from slower sales and negative media. It's easy to be discouraged in that environment, so it's important for us to focus on what it is we do daily—we help people find homes! The next time you're down, reflect on this passage from Ernestine Schumann-Heink, a famous opera star:

### What is Home?

A roof to keep out the rain. Four walls to keep out the wind.  
Floors to keep out the cold. Yes, but home is more than that. It is the laugh of a baby, the song of a mother, the strength of a father. Warmth of living hearts, light from happy eyes, kindness, loyalty, comradeship. Home is first school and first church for young ones, where they learn what is right, what is good and what is kind. Where they go for comfort when they are hurt or sick. Where joy is shared and sorrow eased. Where fathers and mothers are respected and loved. Where children are wanted. Where the simplest food is good enough for kings because it is earned. Where money is not so important as loving-kindness. Where even the teakettle sings from happiness. That is home. God bless it.

Thank you for allowing me to serve as your president this past year. It's been a pleasure and an honor to represent some of the finest home finders in the state!

REALTOR®  
SAFETY WEEK  
Sept. 14-20



Take advantage of the extended early bird rate by registering before Sept. 15. Details available at [realtor.org](http://realtor.org)



### Northern Waters Area Brokers and Sales Managers

. . . On Tuesday, September 16 from 9 to 10:30, you are invited to attend an informal discussion on topics of common interest and concern to brokers. The meeting will be at RCU at 1421 S. Main Street in Rice Lake.

Possible agenda items include the use of the electronic lockbox system, BookAShowing, and information on WiREx, but these are only suggestions—the agenda is yours; please let Joan at the Association office know what you'd like to discuss. Register your attendance online at [ranww.org](http://ranww.org) (use the calendar to access registration), or by calling the Association office at 888-221-0112 or by sending an email to [staff@ranww.org](mailto:staff@ranww.org)



MULTIPLE LISTING SERVICE  
**MLS**

# ... MLS UPDATE. ...



- ◆ ... The MLS Committee and Board of Directors have approved a contract with Threewise Corporation to utilize ListHub. ListHub will allow brokers to post their listings on a variety of websites without the need of either manually entering them or exporting them from the MLS—it will be an automated process. Not only will brokers be able to expose their listings on more websites, they'll also know the data is as current as the MLS data—no need to maintain listings on multiple sites. While brokers will have the ability to have their listings on different sites through ListHub, brokers also have the ability to not have listings posted. The choice is entirely the broker's. With surveys showing that 95% of online real estate consumers actively search for available properties, it's important that brokers have this option. Watch for details on this MLS enhancement.
- ◆ ... Are you taking advantage of the wireless feature of MLXchange? This free enhancement of the MLS offers members the opportunity of being mobile and still having access the newest MLS data. Contact the MLS office for information or print out the information available on the Association's website under new posted documents.
- ◆ ... A decision has also been made to begin negotiations with WiREx, the state-wide data aggregation program. Leadership feels it's important that our MLS, the fourth largest in the state, be involved in the program early to provide input on governance structure and other issues. More information will be shared as it becomes available.
- ◆ ... The MLS office has received several calls reporting that showings are not being canceled if the buyer decides to not see the property. It's important for members to understand that showing a house is a privilege the seller extends and there are responsibilities owed to both the listing agent and the seller to make sure the property is secure even if it's not shown. If you cannot show the property, you must notify the listing agent in advance that the showing is being canceled. Don't depend on a voice mail or email to accomplish that—make sure the listing agent knows of the cancellation so the seller can be advised. Also, remember, it's your responsibility as the agent who requested the showing to make sure the property is secured. Don't expect the listing agent to visit the property to lock it and turn off lights. Respect sellers' rights and be courteous about canceling a showing. If buyers decide they don't want to view a home after seeing it from the outside, many agents have said it's their practice to go into the home alone and make sure lights are turned off and doors locked. It's a good chance to preview the property for a different buyer; others have said that they "force" the buyers to view the property by saying it will be helpful to them in comparing it with other properties on the market. Either way—be sure the seller knows the showing is complete by leaving your paper business card (unless prohibited by listing broker) with only the time and date of showing only on the back.
- ◆ ... A new form, which is intended to be part of your listing packet, has just been developed and will soon be available on ZipForms. The form details standard practices Realtors® follow when showing a property (lock doors, leave business card, etc) and asks the seller to leave a note in a conspicuous location if different procedures are to be followed. Look for the form soon in ZipForms and make it part of the documents sellers sign when you list their property.
- ◆ ... BookAShowing is being used by the majority of our members, and in response to suggestions from users, new features have been added to the program. Most members know of the convenience it offers for scheduling showings and the reports the system can generate for buyers, sellers and agents, but there are many other features available. FREE 90 minute workshops on using BAS to increase your productivity will be offered in Eau Claire on September 17 at 1 and again at 3; they'll be repeated on September 24 in Spooner, again at 1 and 3. Classes in Eau Claire are limited to the first ten; Spooner offerings are limited to the first 20. Look for more details on the message of the day and plan to attend—you can register online at ranww.org by clicking on the calendar.

Sept. 14-20

REALTOR®  
**S**A**F**E**T****E****T****Y**  
**W**E**E****K**



*Sympathy is extended to the family and friends of Richard Heib. Richard, broker-owner of Heib and Associates in Black River Falls, joined the Association in 1994. He is survived by his wife and three children, including Realtor® member Lynn Gates.*

*The Realtors® Association of Northwestern Wisconsin  
Cordially invites you to the*

*Award & Installation Banquet*

*For the installation of  
John Flor as President  
And recognition of  
David Dresel as Realtor® of the Year,  
Margo Katterhagen as Board Service Award Recipient  
And  
Johnson Bank as Affiliate of the Year*

*Thursday, September 18, 2008  
Six o'clock social, dinner following  
Turtleback Conference Center  
Allen Road, Rice Lake, WI*

*Name* \_\_\_\_\_

*Guest* \_\_\_\_\_

*RSVP by September 11, 2008  
To RANWW, 1903 Keith Street, #3, Eau Claire, WI 54701  
Price Per Person: \$20 (Members pay only for guest)*

*Note: Members who register and do not attend or cancel by noon, September 15, will be  
invoiced \$20 per reservation*

## GOLF OUTINGS FUN AND SUCCESSFUL FUNDRAISERS FOR FOUNDATION!



The outings on July 24 and August 7 were both great successes—the weather cooperated and members were able to take some well earned R&R. In addition to having a lot of fun, members were able to raise over \$1,500 for the Foundation. Of course the outing would not have been possible without the generous support of these sponsors—please show them your appreciation by making them a business contact whenever possible!

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 American Title & Abstract  
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 Associated Bank  
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*Thanks to Becky Pierce,  
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 Dunham for these photos.*