



REALTORS® Report

January– February, 2009

REALTORS®
Association of
Northwestern
Wisconsin
1903 Keith Street
Eau Claire, Suite #3
Eau Claire, WI 54701
*The Voice for Real Estate in
Northwestern Wisconsin*

(715) 835-0923 office
(888) 221-0112 toll free
Tech Helpline:
(866) 414-7387

Website: ranww.org

TechHelpline
Your go-to technology experts

866-414-7387



These days, many families who aspire to become homeowners are taking a “wait-and-see” approach, trying to buy at the “bottom” of the market. The problem with trying to time the market is that you can’t time the market. Conditions in many markets today are very favorable for home buyers; housing affordability has improved, and mortgage rates are once again near historic lows.

“Fence Sitters” encourages potential home buyers to make decisions based on family needs and local market conditions rather than being influenced by national reports that have little relevance on an individual level. Watch for this new “Fence Sitters” ad from NAR. Locally, the Public Relations Committee is working on an ad campaign to educate the public that mortgage money is available even without huge down payments or perfect credit scores. Both these ad campaigns are your dues dollars at work for you!

Affiliate MembersWhere would we be without them???

Imagine going to a membership meeting and seeing almost half the tables and chairs vacant. Or being asked to pay more to attend an educational event or Christmas party. Or attending a committee meeting and not having one of the members volunteer to serve. Or going to an educational event only to discover the instructor wasn’t there. Even harder to imagine is a world where lenders, home inspectors, title insurance agents, appraisers and other real estate professionals didn’t cooperate with Realtors® to arrange for a smooth and speedy real estate transaction. If you’ve been able to imagine such a world, you’ve envisioned a world without our affiliate members. Grim, isn’t it?

As an Association, we’re very fortunate to have affiliate members who are actively involved and support us. At one time (and maybe even now), we had more Affiliate members than any other Association in the state, despite the fact we were far from the largest Association. That fact shows the strong support we have from our business partners and is something **we can’t take for granted!** Please familiarize yourself with our Affiliate members (they’re listed on our Association website by profession) and make one of them your first business contact whenever possible. They support us—we need to support them.



REAL ESTATE BY ROBIN HOOD—JANUARY 29, 2009
9 to noon, Sleep Inn Conference Center (29 Pines)
A membership Benefit!

Read what other real estate professionals have to say about VERL WORKMAN:

“I could have listened to you for hours. Thanks for sharing.”

“I just wanted you to know that you really lived up to your motto—you entertained, empowered and enlightened us!”

“Your presentation and knowledge of all the materials was again fabulous! Your wit and candor are some of your greatest assets. . . I’ve been to two of your seminars and there was never a moment where sleeping was a consideration. . .”

Technology has changed the way many agents do business but most still don’t really use the technology they have to its full capacity! This fun and entertaining approach to technology presented by nationally known Verl Workman allows everyone to look at where they are and identify specific areas where they still need some work. Robin Hood was a master with a bow and had a quiver full of arrows, so he was prepared for any situation. This seminar will fill your quiver and better prepare you to complete in today’s high tech world. Some of the arrows include:

- ⇒ Increase your touches with every client to earn more referrals
- ⇒ Create a winning pre-listing package and shorten the listing process
- ⇒ Turn lookers into buyers and buyers into cash
- ⇒ Make real money by driving a new, qualified business to your website
- ⇒ Overcome objections, including, “Will you discount your commission?”

SCHEDULE	
8:20—8:50	Registration, continental breakfast
9—noon	Verl Workman program
12-12:25	Pizza buffet (\$7 per person) (payable in advance or at the door)
12:30—1:10	Workshop
1:20– 2:00	Workshops repeated

A continental breakfast will be available from 8:20 to 8:50 followed by our program promptly at 9 AM. While the program (not the lunch) is free, reservations **by Jan Jan. 24 are required**. Again this year, the morning program will be followed by technology workshops. Last year these programs were so popular, a change in the schedule has been made to allow members to attend two of the three workshops. The workshops, which were selected based on input from members, will all be presented by members in an informal atmosphere. After attending one of the workshops, you can continue learning by taking advantage of a second one. It’s a great opportunity to lunch and learn!

“Everything for Free” will be presented by **Shane O’Gorman**. Shane will share tips on how you can save money by using free services and products available online. Shane is successfully using the programs and products in his real estate business and will show you his tricks of the trade.

“Social Networking” A **social network** is a social structure made of nodes (which are generally individuals or organizations) that are tied by one or more specific types of interdependency, such as values, visions, ideas, financial exchange, friendship, kinship, dislike, conflict or trade. (Wikipedia) **Heidi Keys** and **Marty Tauger** will team up to show you how you can take advantage of this new trend to increase your real estate business.

“Email etiquette, forums and blogs” will be offered by **Jerry Bauer** of JB Systems. Almost everyone uses email, but there are do’s and don’ts! You’ve heard about forums, (including the Association’s), but do use them? Learn how to use all these tools to communicate better and to learn and share knowledge on almost any subject.

REGISTRATION FORM

Name _____

Email _____

_____ I plan to attend Workman program only (9 to noon)

_____ I plan to attend the Workman program, lunch **AND** (indicate workshops)

_____ Everything for Free _____ Social networking _____ Email etiquette

Remember—you can attend two workshops!!

Fax to 835-4621 or register online at www.ranww.org by Jan. 24

SPONSORED BY:

ASSOCIATED BANK

THE REAL ESTATE INSTITUTE

RUDER-WARE LAW OFFICE

VINOPAL TITLE & ABSTRACT

VINOPAL LAW OFFICE

MEMBERSHIP NEWS.....

WELCOME to *Jason Winters* who transferred from the Central Wisconsin Board of Realtors® to RANWW when he affiliated with Kleven Real Estate! Welcome also to three affiliate members from US Bank: *Wendy Hollenbeck*, Eau Claire, *Scott Lindow*, Rice Lake and *Jessica Mortel*, Grantsburg

▶ . . Hats off to *Joe Germain* who presented a class on the professional standards administration process. Members who serve on the professional standards committee and directors must complete this type of training at least every third year

▶ . . Congratulations to **C21 Premier Group** on earning the 2008 Best of Menomonie Award in the real estate agents category. The award, presented by the US Local Business Association, recognizes outstanding local businesses

▶ . . . A big THANK YOU to the agents in the **CB Brenizer Rice Lake** office for their gift to the RANWW Foundation in honor of *Mike and Sharon Brenizer*. The agents knew the Brenizers believe in the work of the Foundation and decided to make a contribution to it in their honor as a Christmas gift!

▶ . . . Congratulations to our newest Accredited Buyers Rep (ABR) *Lisa Beseler* of Edina Realty. Lisa has earned the designation that is the benchmark of excellence in buyer representation. If you'd like to enhance your professionalism in this fast-growing trend in real estate, consider taking advantage of the classes offered during designation week (February 2-5) in Green Bay.

CHRISTMAS PARTIES A SUCCESS!

December 5 was the date for a lot of fun with entertainment provided by a hypnotist at the Northern Waters party. Several of our members provided some comic relief driving their dream car and participating in a talent contest. On December 12, members had an opportunity to test their knowledge playing teams Trivia Pursuit at the Chippewa Valley party. Both parties had music with dancing, delicious food and, of course, great camaraderie. The parties were successful because of the hard work of the party committees and the generosity of the following sponsors:

Agstar
Alliance Bank
Al Pabich home Inspection
American Title & Abstract
Anchor Bank
Associated Bank
Associate Title
Augusta Resource Management
Banana Abstract
Bank Mutual
Bergum Appraisals
BookAShowing
Charter Bank
Chippewa County Abstract
Chippewa Valley Bank
Citizens Community Federal
Citizen's State Bank
Commonweal Development
Community Bank of Cameron
Dairy State Bank
Eau Claire Press Company

First National Bank
Gargulak Appraisals
Gary Roholt A+ Inspections
Guaranty Title Services
Hayward Land Title
Heritage Credit Union
Hometown Title
Jarvis Home Services
Jensen Appraisals
JB Systems
Johnson Bank
Koehler & Meese Law Office
M&I Bank
MarketLinx
Masterjohn Appraisals
McNall Appraisals
Miller Home Inspections
North Shore Appraisal
Oakwood Home Staging
Peoples Bank
Preferred Acceptance Company

Quality Title
Quinlan Thomas, Appraiser
RCU
Saltness Home Inspections
Scott Lindow (US Bank)
Sawyer County Abstract & Title
Sentry Insurance
TM Title
United Bank
US Bank
Valley Wide Home Inspections
Vinopal Law Office
Vinopal Title & Abstract
Washburn County Abstract
Valuation Specialists
Wells Fargo
WESTconsin Credit Union
WI Building Inspectors
Wiley Law, SC

MLS UPDATE. . . .

When reporting sales in the MLS, the sale price reported should be the same sale price that is reported to the state on the Real Estate Transfer Return. If there are seller or lender concessions, note that information in the “seller concession” field. Concessions might include down payment, gifting programs, or seller-paid closing costs, for example. Accurate information regarding the sale of a property helps everyone to professionally evaluate each listing. Appraisers benefit when doing appraisals; agents and brokers benefit when doing CMA’s. The field is available—please use it to help everyone have more accurate information!

Just a word of caution if you are pursuing listings that have a withdrawn status. Withdrawn listings may still be under contract by the broker that has withdrawn the listing from the MLS and contacting the seller may be an interference in agency relationship. Or the listing may have been entered into the system twice (as residential and also as multi-family, for example). Our policy is to have one of the listings withdrawn and have only one reported as sold. In either instance, the listing isn’t available and you should not contact the seller.

The MLS Committee (under the leadership of **Jeff Theisen**) will be meeting on January 9 with a full agenda. In addition to adopting and creating VOW policies and rules, the committee will also be looking at policies for sharing our data with third party vendors. To round out the agenda, the committee will tackle the problem we have in our database of manufactured homes and condos appearing in two styles. If you have comments on any of these subjects, please give Rhoda a call.

Are you taking advantage of all your MLS options? We recently added ListHub to the suite of services included in your MLS dues. Remember your monthly dues also include MLXwireless, electronic lockbox system and BookA-Showing. Use them all to make you more productive!

Please remember the President is the official spokesperson for the Association. If you’re contacted by the media for comments or information on the housing market or real estate issues, please refer the person to the Association office or President.

FOR YOUR INFORMATION.

- ♦RANWW membership had a renewal rate of 85%. We have around 900 members, including all our affiliates.
- ♦Members supported the Foundation by giving almost \$13,000 to it through their dues.
- ♦Broker prelicense course will be offered Jan. 16-17, 30-31 at the Association office.
- ♦Designations classes will be held in Green Bay from Feb 2-5. Register online at wra.org
- ♦Mandatory Continuing Education for 2009-2010 increases from 12 hours to 18 hours.
- ♦The WRA Convention will be held again at the Kalahari in the Wisconsin Dells Sept. 9-11.
- ♦The Association website will be enhanced in 2009 to include housing statistics by county.



To all the members who renewed their membership! Take advantage of membership benefits:

- ♦ Technology Helpline—it can save you the expense of hiring a computer guru when you need help
- ♦ Auto/home insurance discounts—save 10% off premium for coverage offered by Sentry Insurance
- ♦ KwikTrip gas—apply for a card and receive an initial \$25 credit plus 3 cents per gallon off the pump price
- ♦ OfficeMax—get 10-30% discount on the office supplies you use every day—contact us for details

Both WRA and NAR offer additional membership benefits—visit their websites and take advantage of the savings your membership offers!