



REALTORS® Report

March, 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
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MEMBERSHIP IN RANWW HAS ITS REWARDS! IN JANUARY MEMBERS WERE ABLE TO ATTEND THE VERL WORKMAN PROGRAM AT NO COST—NOW. . . . ANOTHER BENEFIT!

LEGAL UPDATE BY KEVIN KING MARCH 12!

Questions on short sales? Need more information on how you can help sellers facing possible foreclosure? Puzzled on acceptable (read that ethical) business practices? Do you understand how you can legally and ethically offer buyer and seller incentives? Ever wondered if you had procuring cause on a transaction? Do you know your obligations to your former broker when you change agencies? Confused on agency, sub agency, dual agency? These are possible issues that may be covered—the material will depend in part on questions from the audience, so if you want answers from an expert in real estate law, you won't want to miss this seminar. Kevin King, WRA chief counsel, will offer legal updates to cover issues **you** determine are important. The audience will be invited to submit written questions for Kevin's response. This may be the best two hours of education you have this year—the information shared could help you avoid a costly lawsuit. Brokers, consider making attendance mandatory to help reduce your liability! You may also want to check with your E & O insurance provider since some companies offer discounts on premiums for attendance at risk reduction classes.

Name _____

Email address _____ Phone _____

_____ I will attend the update from 9 to 11 at Rice Lake Public Library at 2 E. Marshall Street. (No coffee/refreshments will be offered.)

_____ I will attend the update from 1:30 to 3:30 at RCU Corporate Center in Eau Claire (200 Riverfront Terrace) *hosted by RCU*. (No coffee/refreshments will be offered.)

**Complete this form and mail it with payment of \$15 to:
RANWW, 1903 Keith Street, Eau Claire 54701**

NOTE: *Your payment will be returned to you at the event. If you register and do not attend, your payment will be kept. At-door registration is \$20 and will not be returned.*



Kevin King,
WRA chief counsel



April 15 isn't just the date the tax man cometh—it's also the day we'll be recognizing our past presidents and welcoming WRA President Bill Malkasian. Please reserve your noon hour on the 15th to hear how our area stacks up with the rest of the state and learn about WiREX and other important programs and issues.



From the President. . . . John Flor

“Do the Right Thing”

This is an interesting time in real estate and many changes are taking place right before our eyes. But even as things change, many things need to remain the same. One of these is the professionalism each of us as Realtors® brings to our business. With fewer Realtors® now in the business and more consumers looking to us for assistance, this is a great time to increase our image as true professionals.

One area I wanted to hit on today is property showing etiquette. I have had several comments regarding agents not keeping showing appointments and not having the courtesy to cancel those appointments when the situation arises. The best bit of advice I can give anyone when dealing with this type of situation is “Use common sense”. It is a privilege to be allowed to enter a seller’s property without them present and show their home. This is a situation of great trust that is given to us as professionals and we must all take it seriously. I like to think about it this way, “How would I feel if this was my property and what would I expect a professional to do?” So, please make every effort to notify someone if you are not going to be able to show a property that you have scheduled. I feel it is also our responsibility to ensure the property is secured if you are unable to notify someone. This is a very simple thing we can all do to be certain our clients do not regret the trust they place in us and to better enforce that Realtors® are professionals.

“The Realtor® Code of Ethics is based on a very simple philosophy of doing what is right and treating each other the way we want to be treated.”

There is another side to this coin, however. As a listing agent I encourage you to educate your sellers on the facts of life prior to opening the property up for showings. It is a good idea to let them know not all showings will happen at the exact time that they are scheduled. They need to understand things will happen to delay or cancel a showing and often these things are completely outside of the agent’s control. We all need to use common sense when dealing with uncertain schedules and that includes our sellers. Nobody is going to chastise them for returning to their home after a half hour of circling the block and no one has shown up to view the property. *(Editor’s note: The Association has developed a form detailing showing expectations to help educate sellers. The form, “Sellers’ Showing Instructions” is available on ZipForms.)*

I look at our group of Realtors® like a family. And, as we all know, families do not always agree. However, I firmly believe many of our disagreements can be resolved with a simple phone call between agents or brokers. I encourage you to make a phone call and try to resolve misunderstandings early, before they become angry exchanges of words and ethics complaints. The Realtor® Code of Ethics is based on a very simple philosophy of doing what is right and treating each other the way we want to be treated. I encourage you to practice your business in that manner and simply, “Do the right thing”.



Realtor & Government Day April 8, 2009 Madison

Contact Bruce at the Association office to register.

- TOP ISSUES:**
- TAXES ON REAL ESTATE
 - FORECLOSURES
 - STATE BUDGET DEFICIT
 - HEALTH CARE REFORM

- The Verl Workman seminar and technology workshops on January 29 were hugely successful, thanks in part to our generous sponsors:
- ◆ ASSOCIATED BANK
 - ◆ THE REAL ESTATE INSTITUTE
 - ◆ RUDER-WARE LAW OFFICE
 - ◆ VINOPAL TITLE & ABSTRACT
 - ◆ VINOPAL LAW OFFICE
- Thanks also to our workshop presenters:
- ◆ Shane O’Gorman
 - ◆ Jerry Bauer
 - ◆ Heidi Keys
 - ◆ Marty Tauger

MEMBERSHIP NEWS.....

WELCOME to *Jeffrey Mueller* who transferred membership from the Greater Milwaukee Association to RANWW when he affiliated with Why USA MidAmerica. . . Welcome also to new applicants *Paul Buenger* of Buenger Real Estate and *Thomas Richie* of Real Estate Solutions. . . *Jan Nyhus* of The Real Estate Institute has joined as an affiliate member.



Congratulations to *Carrie Heath* who was recognized in The Business News for her efforts to help youths in the Chippewa Valley. Carrie's volunteer efforts include working with the Red Cross, Boy and Girl Scouts and Special Kids Day. She's a *Realtor® Making a Difference!*



One of your membership services is access to the Tech Helpline—a service that could easily save you the cost of your local dues! Don't take our word for it—read what fellow member *Glenn Horejsi* of Donnellan Real Estate has to say about the service.

I've utilized the services of the Tech Helpline on two occasions recently and found it most helpful. The first time was when we learned at the computer class I attend in Cape Coral, FL that you can speed up your computer by getting rid of extraneous programs running that slow down your machine. One class member mentioned that Best Buy Geek Squad would clean up your running programs for either \$20 or \$40. Having lived in Eau Claire a number of years and being judicious with money, I decided to call the Tech Helpline and asked whether I should do this because my computer was running slow. I was told it wasn't necessary to spend money because he could do that. He did, and the speed increased substantially.

The second time I used the service was when I was needed to get "System Restore" working on my computer again. For about a year I tried my best - read extensively, called Microsoft, called MSN and tried again and again, but to no avail. Then I went back to the Tech Helpline and explained the situation. Malware Bites, a security system, was installed and found four corrupted files, two of them labeled Trojans. Fortunately there was a way to eliminate them and now I have "Systems Restore" operable again in the event I need to utilize the program.

Needless to say, I commend the service and am grateful we have it. I support keeping it and encourage others to utilize it..

Membership Benefits!!

Are you taking advantage of discounts offered by your membership? Your Associations have negotiated to help you save money – take a look at some of the ways you can keep some of your hard-earned commissions in your pocket!

► **Auto and home owners insurance:** Save 10% off your premium through Sentry Insurance. Past president *David Dresel* has been a satisfied customer for 30 years and now enjoys a 10% savings on his premium! Call 579-6438 for a quote.

► **Gas:** Apply for a KwikTrip credit card and receive a credit of \$25 on your account plus a savings of three cents a gallon. Contact the Association for a special app.

► **Office supplies:** 10-30% discounts are offered on office supplies through Office-Max. Call 888-512-6473 for more info.

► **Visa credit card:** Apply for a Realtor® Visa card and receive \$80 credit on your account the first time it's used. Details and an online app are available at realtor.org

► **Sam's Club**—Join or renew during March or April and receive a \$10 gift card. Look for the E-certificate on our website or simply identify yourself as a member at the customer service counter at Sam's.

More membership benefits are listed on realtor.org—check them out and start saving!

MLS UPDATE. . . .

Auction properties in the MLS was one of the pieces of business addressed by the MLS Committee. Our MLS rules allow participants to enter auction properties, which has caused some confusion and concern about compensation. To better meet the needs of both the listing broker and cooperating agents, a form for auction properties has been developed (it's available on our website under MLS information) and is **required** on all auction listings. The form is to be completed and uploaded by the listing broker—cooperating brokers can access the report as one of the attached documents.

The Committee also addressed the VOW rules required by NAR because of the Department of Justice settlement. If you're interested in those rules, you can access them on our website under MLS information. MarketLinx is in the process of making changes to some of our data fields to accommodate new information regarding VOWs—watch for more information on these new fields.

If you're selling property that is being separated from the original parcel, please use the parcel number of the whole parcel and follow that number with the letter **P**, which indicates to other agents that a parcel number is pending.

The MLS staff (Pattie) has been hard at work pulling housing statistics to be posted on our website. The 2007 vs 2008 stats are posted on the site now on the homepage under "new posted documents". Month to month stats by county will be available soon under MLS information on our website. Just another way the MLS is providing more value to you! Use that information, along with the electronic lockbox system, BookAShowing and ListHub to make you more professional and save you time and money.

Thank you so much for the \$1,000 dollars for the new bathroom. I really appreciated the new bathroom and the shower sprayer for my hair it works really good

Sincerely:

Kaitlyn

Kaitlyn



*"O give thanks unto the Lord;
for He is good; for His mercy*

*Those who bring sunshine
to the lives of others
can't keep it from themselves.*

Thanks for everything.

The Foundation recently received this thank you note from a young lady who, because of physical handicaps, is unable to stand to take a shower. With a grant from the Foundation and volunteer labor from area contractors, a new bathroom was installed. Your generous support of the RANWW Foundation allows us to continue to be

"Realtors® Making a Difference."