



REALTORS® Report

April—May, 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



Join us April 15 at noon at the Fill Inn Station in Chippewa Falls to honor our past presidents and to welcome **WRA President Bill**

Malkasian. Learn what programs and initiatives our state and national associations have implemented to help make you more productive in this challenging market and how members in northwestern Wisconsin will benefit from these programs. Bill may share updates on:

- ◆ WiREX
- ◆ NAR Foreclosure Prevention Grants
- ◆ Legislative issues
- ◆ Housing market forecast
- ◆ Licensing issues
- ◆ ????

Brokers and sales managers are invited to a meeting with Bill and the RANWW Board of Directors from 10:30 to 11:45. This will be a great opportunity to share any concerns you may have about real estate related issues with state leadership and get more detailed information on some of the state's initiatives. You'll also have an opportunity to visit with other area brokers and hear about issues confronting them. Complete the registration form online or inside this newsletter to join us. You'll be glad you did!



The Public Relations Committee, under the leadership of **Aaron Brunette**, is continuing to explore avenues for educating the public on the real estate market, the value of the Realtor® in a transaction and, of course, the first-time homebuyers credit. To accomplish these goals, your Association has:

- ◆ Posted monthly sold on the Association's website
- ◆ Submitted editorials to newspapers
- ◆ Given several positive TV interviews
- ◆ Given positive responses to media questions about the local housing market
- ◆ Created a banner ad (below) that is currently on the home page of the Leader Telegram

- ◆ Requested proposals from area newspapers on banner ad rates for their websites
- ◆ Provided links on the Association's website to sites for first time home buyers credit information
- ◆ Agreed to work with WRA to create a public website with information on foreclosure prevention

Because our members are so active in the community and generous with their time, talent and money, the committee is considering running the "Realtors® Making a Difference" campaign that was very successful several years ago. If you have suggestions on how the Association can better promote the membership or housing market, please contact Aaron at 579-9110 or Joan at the Association office.



\$8000 first-time homebuyers credit

CLICK HERE FOR DETAILS

CALL YOUR LOCAL REALTOR®





From the President. . . . John Flor

Do you think 4% interest rates would make a difference in your business today? What if the \$8,000 tax credit was extended to cover all home purchases, instead of just first time homebuyers? Would you be willing to spend \$20 to ensure these issues are being pursued? How about \$100 or \$1,000?

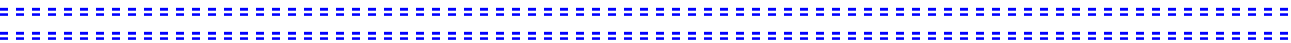
If you answered “yes” to any of these questions, there is a way you can help ensure our interests are being pursued at the state and national levels. Through the Realtors® Political Action Committee, these types of issues are being pushed on capital hill every day. These are issues that will affect your business in a positive and immediate fashion.

This month we are kicking off our annual Realtors® Political Action Committee fundraising season. **Bob Ritch** and **Martha DeLong** have agreed to chair this very important committee for our association. Along with our Governmental Affairs Directors, Al Arnold and Bruce King, they will be contacting you to ask for your contribution.

“Your contribution to RPAC is a business expense; it is a lot like the payment you make to your E&O insurance. . . it’s an investment in the future of your business . . .”

Many members are not interested in politics and therefore decline the invitation to contribute. However, your contribution to RPAC is a business expense; it is a lot like the payment you make to your E & O insurance each year. Except your contribution to RPAC helps ensure your ability to conduct business without additional taxes or oversights from the government. Without the monetary support of our membership, we would never have been able to pass the Pier Bill last year or defeat the increase in the Transfer Tax. Many of these issues have not gone away and with more than a five billion dollar state deficit, the transfer tax or taxes on your commissions could be back on the table for discussion. If you would like to control where your money is spent, there is a way you can do that. Through the Direct Giver Program, you control what candidates benefit from your contributions. The money must be deposited in \$99 chunks, but it can be handed out to the candidates in any amount you desire. The money is delivered with your name and the Realtor® brand attached to it. That way you get credit as a contributor, but so do Realtors®. That contribution then helps strengthen our influence to pass good bills for Realtors® and defeat bills that would have a negative impact on our business.

When you took the oath to be a Realtor®, you pledged the following: “to be involved in our organization and our community, to guard the right of private property and the free enterprise system through political involvement.” This is one way to live up to that promise and to make an investment in the future of your business. No matter what you give, it all helps make a difference.



Please register me for the April 15 meeting at the Fill Inn Station (104 W. Columbia Street, Chippewa Falls). I understand my reservation is my commitment to pay for the meeting even if I’m unable to attend unless I cancel by noon on April 10.

Name _____ email address _____

_____ Please register me for the broker meeting from 10:30 to 11:30 also.

Please plan to arrive no later than 11:45 for the membership meeting to register and be seated so we can begin promptly at noon. Exact cash for the cost of the meal or a check made payable to RANWW will speed up the check-in process. The lunch is \$11 for a buffet of assorted meats, breads, broasted chicken, baked beans, dessert and coffee or milk.

Please fax this form to 835-4621 by April 10 or register and pay online at ranww.org

MEMBERSHIP NEWS

Welcome to the following new members; in accordance with our bylaws, written comment is invited

Kevin Escher	CB Brenizer, Eau Claire	Amie M. Thomas	Thomas Auctions, LLC
Susanne Kintzinger	Lakeshore Risberg Realty	Welcome also to our newest affiliate member,	
Hugh Murtha, Jr	Northwest Wisconsin Realty	James T. Gull of The Title Company.	
Daniel C. Olson	Olson Properties, LLC		
Robert Pelke	Prime Realty, LLC		
Matthew D. Poulter	Alliance Realty, LLC		

IN THE NEWS...

► Congratulations to the 150 members who attended the Legal Updates presented by Kevin King. There was mixed reaction to the format of Q&A, but the consensus of the members was that good information was shared. The Education Committee is in the planning stages of additional updates in October so that the revised offer to purchase can be covered in detail.

► Hats off to **Edward Rosenberg**, **Cathy Midwood** and **Wanda Johnson**, our newest ABRs, and to **Jim Norby** on completing the Conservation Easements Certification program, which is needed when property owners place conservation easements on their property. All of them have made commitments to professionalism with advanced training.

► A big THANK YOU to Johnson Bank employees who designated the RANWW Foundation as the recipient of funds raised through the “Jeans on Friday” program. **Johnson Bank**, in partnership with **Sawyer County Abstract**, is supplying the Wii System for the fundraiser on May 8—look for the flyer in this newsletter and plan to attend for a great evening of entertainment for a great cause.

MEMBERSHIP BENEFITS....

► If you’re interested in saving some money on your insurance, you have a choice in addition to the discount program offered by Sentry Insurance. Members can now enjoy discounts on commercial and personal insurance policies offered by **Auto Owners Insurance** serviced by the Johnson Insurance Agency. Discounts range from 5% to 12% on business owners policy, workers’ comp, commercial and personal auto, homeowners and umbrella policies. . .

► Don’t forget the TechHelpline the next time you have some computer problems or need some help choosing a new gadget! The call is free—since the first of the year members have saved an estimated \$4,522 by using the service!! . . .

► Member of Sam’s Club? Want to join? Renew or join by May 17 and get a \$10 gift card—check our website for the renewal certificate.

► Remember, too, to save money on your gas purchases with a KwikTrip card. Not only can you save on every gallon of gas, you’ll also enjoy an initial credit of \$25 when you apply for your card.

Just some of the ways your Association is helping you save!



NATIONAL ASSOCIATION OF REALTORS®

The Voice for Real Estate®

The NATIONAL ASSOCIATION OF REALTORS® has carefully considered how we can best support you, our members, in these uncertain times. NAR is here to assist you and your business with the **RIGHT TOOLS, RIGHT NOW.**



Visit the National Association of Realtors® website (www.realtor.org) to learn about the products and services available at reduced prices to help you be successful in this challenging market. You’ll find brochures and other materials available at cost as well as links to electronic forms that you can download and print yourself. Check out **RIGHT TOOLS, RIGHT NOW** to learn more.

MLS Update . . .

By the time you read this, the conversion for manufactured homes and condos will be done. This conversion will eliminate the possibility that these two property types may be in two different styles and should simplify searches. In addition, a new field, "Real Estate Owned", has been added so you'll be able to quickly identify those properties.

The MLS office has been contacted by many appraisers with concerns about the new 1004 MC requirements from Fannie Mae and Freddy Mac. Rhoda has cre-

ated some 'work arounds' to help you comply with the requirements, however, we are optimistic that MarketLinx will have a report available to meet the requirement very soon.

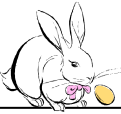

We need your help in reporting pendings and sales in a timely manner. MLS rules state changes in status are to be reported within 48 hours yet we often hear properties are left as active until closed; they're never pended. This practice can create a distortion in our statistics, but more importantly, it frustrates other

members. Please comply with our rules—report changes within 48 hours.

Helpful hint:

April 22 is Administrative Professionals Day—you may want to remember the real boss in your office—quality chocolates can accomplish small miracles!!



Sun	Mon	Tue	Wed	Thu	Fri	Sat
<i>April calendar of Events</i>			1 Strat plan Turtleback	2	3 Nominating conference call	4
5 Palm Sunday	6	7 Election Day	8 R & G Day	9	10 RANWW closes at noon	11
12 Easter 	13	14	15 9 BOD mtg 10:30 Brkr mtg noon member- ship meeting	16	17	18
19	20	21	22 9 Education	23 noon BOD Foundation mtg	24	25
26	27	28	29 	30 WRA BOD meeting Lake Geneva		
APRIL IS FAIR HOUSING MONTH						

<i>May is Realtor® Pride Month—wear your pin with pride</i> ***Don't miss the Foundation fundraiser on the 8th!***					1	2
3	4	5	6	7	8 MLS Committee—8	9
10 Mother's Day	11	12	← NAR Mid-year meetings, Washington, DC →		15	16
17	18	19	20	21	22	23
24	25 Memorial Day	26	27	28	29	30/31
Mark your calendar now for our golf outings—July 23 at Turtleback and August 6 at Hillcrest—watch for details!						

Date: Friday, May 8, 2009

Time: 7 pm to ?

Wii Rock Band Contest

And the Biggest Loser Office Challenge Kickoff!

*So, you think you're a rock star?
Showcase your talent on the supplied
Wii System and win the cash grand prize!*

\$10 per person—prepaid please.

Taco Bar Buffet

With Cash Bar Available

Sign Deadline: May 1st

*Each \$5 bet you place for your favorite
band offers you a chance to win a
Wii System donated by Johnson Bank*

**RANWW Foundation
Fund Raiser!
At: Turtleback
Conference Center**

**\$10 Per Person For An
Evening Of Fun!**

Send your reservations with payment to:

Margo & Martha

237 S. Main St.

Rice Lake, WI 54868

Questions? Martha @ 715-790-5468

Or Margo @ 715-651-8369

*The Wii System will have 2 guitars, drums
and one microphone. You will need to
provide your own music that is compatible
for the Wii system. Provided by
Sawyer County Abstract*