



REALTORS® Report

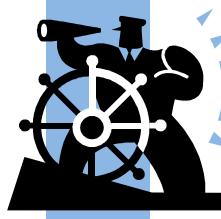
June, 2009

REALTORS®
Association of
Northwestern
Wisconsin
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*The Voice for Real Estate in
Northwestern Wisconsin*

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TechHelpline
Your go-to technology experts
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Navigating the Stormy Seas of Short Sales

Short sale transactions can result in a knowledgeable broker earning a commission, but it's anything but clear sailing! One of the most important steps in working in the short sales market is educating the parties. There may be delays and difficulties not found in a traditional transaction, and if the parties know about them in advance, the broker is less likely to be faulted.

The Education Committee has arranged a workshop with a panel comprised of members with knowledge on the many different aspects of working in the short sale market. Join us from 10 to 11:30 on June 18 at Turtleback Conference Center to learn how you can take advantage of this niche market. The panel members are attorney and Hometown Title partner **Paul Duerst**, consumer credit counselor **Sherry Stabenow** and Realtor® **Marty Tauger**. **Chris Schiefelbein** has agreed to moderate the program, which will include questions prepared by the Education Committee, and, if time permits, questions from the audience. Cost of the workshop is \$12 and includes lunch.

Take advantage of the knowledge these members are willing to share with you—sign up for the workshop by completing the form below.

Annual Meeting June 18

Notice is hereby given that the Annual meeting of RANWW will be held on Thursday, June 18, at noon at Turtleback Conference Center in Rice Lake. The slate of candidates for the officer and director positions will be presented at the meeting. In addition to the candidates submitted by the Nominating Committee, members will be able to nominate someone from the floor. If that member's nomination is seconded, his/her name will be added to the ballot. No voting will be done at the meeting—online elections will be held July 15-25.

In addition to official Association business, members will learn more details on the \$8000 home buyers credit, including details on the bridge loan from FHA that will help buyers with their down payments. **Mike Theo, WRA VP**, will explain details of the program, show you resources available to help you market it and update members on the legislative aspect of the program.

A buffet lunch will be served. Cost for the Short Sales workshop and lunch is \$12—exact cash or a check payable to RANWW will help speed up the check-in process. If you plan to attend the meeting only, please plan to arrive by 11:45 so we can begin promptly at noon.

Please register me for June 18 at Turtleback . My reservation is my commitment to pay even if don't attend.

Name _____

Email _____

Sorry, I can't attend "Navigating the Stormy Seas of Short Sales" workshop but will attend the noon meeting for \$12. (Check only if NOT attending the workshop.)

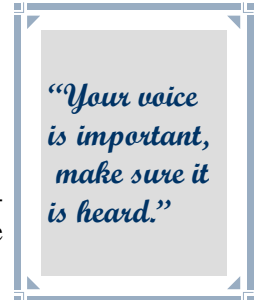
Fax to 835-4621 by June 11 or register and pay online at www.ranww.org



From the President. . . . John Flor *Make Sure Your Voice is Heard*

It was my honor to represent you in Washington D.C. last month for the National Association of Realtors® mid-year meetings. During my trip I had the opportunity to visit with several of our legislators, including Representative Obey, Representative Kind, Senator Feingold and Senator Kohl. I was also joined by our Treasurer, **Jeff Theisen** and many other Realtors® from around the state as well as Northwestern Wisconsin.

High on the list of subjects was the \$8,000 tax credit. There was a significant amount of discussion concerning extending the tax credit past the December 1, 2009 deadline. All the legislators were interested in hearing about the effects the tax credit was having on the market and if we felt it was making a positive impact on our sales. We also pointed out that it would be much more effective if it was expanded to include all home purchases, not just for people who had not owned a home in three years.



We also communicated our opposition to any changes in the current law regarding Mortgage Interest Deductibility. More than 75% of homeowners take advantage of the deduction and any negative changes could obviously harm the fragile real estate market. We discussed the new Small Business Health Options Program (SHOP) Act which was introduced by Congressman Kind. This would allow pooling of self employed and small business owners to negotiate lower health care premiums.

I also had the opportunity to take part in NAR’s Real Estate Summit. During the day long event we heard from speakers such as Alan Greenspan, Pat Buchanan and past Representative Harold Ford, along with two large panels of real estate experts. The majority agreed that the answer to the lagging economy is real estate and the government needs to put more emphasis on assisting the real estate recovery in order to lead the economy out of recession.

Overall, it was a very successful trip. I want to thank everyone from our area who attended. Your presence at the Capitol is a very important part of our effectiveness as Realtors® to get laws passed that will safeguard our business and protect private property rights. If you have never attended the annual mid-year meetings, I highly recommend you make the trip. It is a very educational experience and I can guarantee it is well worth your time. If nothing else, please participate in our local, state and national “Calls to Action.” Your voice is important, make sure it is heard.

Editor’s note: You can help make sure your voice is heard by supporting RPAC! When Bob Ritsch or Martha DeLong contact you about a contribution to RPAC, remember these important issues that John and other Realtors® discussed with our legislators. You may not be able to go to Washington, DC or Madison to make your voice heard, but you can make it heard through RPAC. It’s an investment in your future.



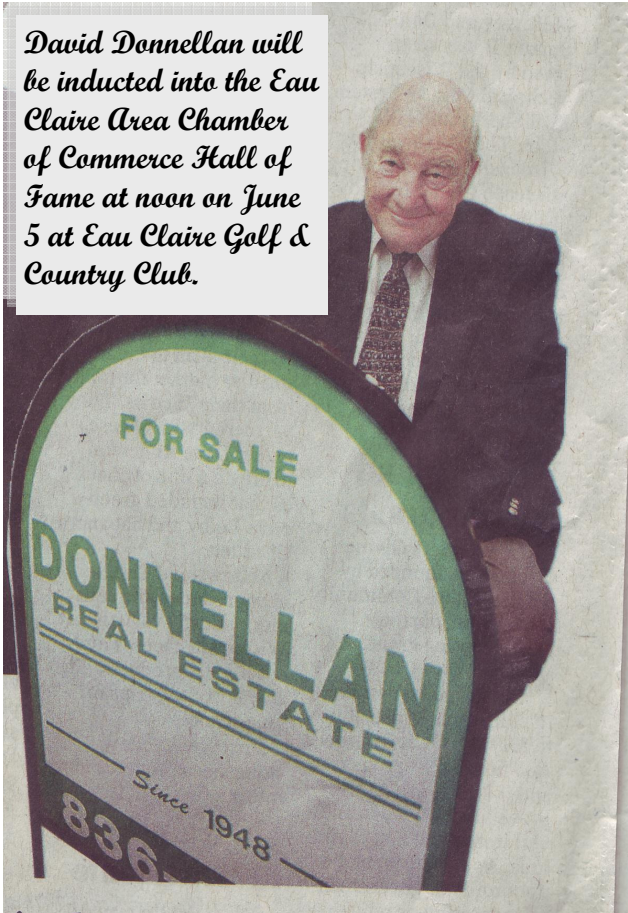
Are you promoting the \$8000 tax credit in advertising?

Are you taking advantage of the tools offered at wisconsinhomebuyer.org? Add the message to all your ads. Post it on your personal and company website. Add it to your email signature—there are many ways to get the message out to the public. Be creative in your avenues for advertising the program—maybe you’ll want to post a banner on your office like this Association did!* Your PR Committee is promoting it with banner ads on local newspaper websites, but your help is needed in educating the public, especially now that bridge loans will be available to help buyers with the down payment. Got questions on the credit? **Plan to attend our June 18 meeting at Turtleback Conference Center at noon to get complete details on the**

program from Mike Theo from WRA. This home buyers credit is your chance to get a piece of the stimulus—take advantage of it!

**Check with local zoning regulations before posting a banner.*

David Donnellan will be inducted into the Eau Claire Area Chamber of Commerce Hall of Fame at noon on June 5 at Eau Claire Golf & Country Club.



Dave Donnellan, founder of Donnellan Real Estate, has been chosen to be one of seven businessmen inducted into the Eau Claire Chamber of Commerce Business Hall of Fame. John Menard, Owen Ayres and four prominent deceased business leaders will also be inducted. Dave earned this recognition in part because of ten years of service on the City Council, three of them as president. According to the article in the Leader Telegram, he served on several boards of directors for area companies and is particularly proud of the growth of the Highway 53 corridor, which was developed in the 1940s.

Dave was the president of our Association in 1973 and has continued to be a strong supporter of organized real estate. In a letter to the Association acknowledging his award of the Realtor® Emeritus status, Dave writes “We are offered many opportunities to increase our knowledge and skills through our local board. All members should be active in and supportive of our local, state and national associations.”

Congratulations, Dave—a well-earned award!



Editor’s Note: Excerpts from the following letter by Jerry Burkett appeared in the March Northwoods Realtors® Association newsletter. The message is relevant to our members as well as NWAR’s and is printed here to inspire you!

“Today is March 2, 2009. 25 years ago today I started my career in real estate. My first sale was a VA re-possession to a buyer using his Federal VA financing green card. Different forms, different rules, all of it Federal. The file was two inches thick by closing.

My first co-broker sale was with Bruce Breyer of Tri-County Realty. Bruce showed one of my few listings, a home at \$29,900, to a young lady. The next day her brother came to my office, asked for me, and wanted me to show him the house because the house would be in his name. He wanted to work with the listing agent. I promptly declined and sent him back to Bruce. He had knowledge of the home through Bruce’s efforts, and I would not circumvent Bruce. Thanks, Bruce, we are still doing business!

If I can pass on one item learned in the past 25 years, it would be the word **RESPECT**. I respect my competition. I do everything I can to treat them fairly with a cooperative sale, and they respond likewise. Every sale has its ups and downs, and that moment of crisis when it could fall by the wayside. Communication with all parties will usually remedy the problem. If you have a buyer who wants to purchase and a seller who wants to sell, it will usually come together. I genuinely enjoy the agents that work at my firm, and the agents in my area. We can do professional battle during the day and have a cup of coffee at the hockey game that night. It all stems from respect. Remember the golden rule. If you smile, someone will smile back. When working with your fellow agents, start using the word “we” instead of the word “me”. Let’s do whatever it takes for all of us to continue to work with one another in the best vocation in the world.

It’s been a great 25 years. Let’s make the next 25 just as wonderful.”

“Realizing that cooperation with other real estate professionals promotes the best interests of those who utilize their services, REALTORS® . . . do not attempt to gain any unfair advantage over their competitors.”
Preamble, Code of Ethics

MEMBERSHIP NEWS.....

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

Jason Anderson	Andale RE	Tara Terese Kay	Alliance Realty	Angie Swagger	Outdoors Realty
Deanna Austin	Austin Appraisal	David Luciano	Edina Realty, EC	Joseph Voorhees	C21 Premier Group
Tammi Burt	Scheppke RE	Dennis McGraw	ReMax Woodland		
Erik Davidson	Rassbach Realty	Robert Mellor	Woods and Water	A new member orientation for these and other applicants will be June 25.	
Steven Gillis	Area North Realty	Macie Phernetton	CB Johnson & Johnson	WELCOME to James Nuutinen, Champion Home our newest affiliate.	
Michael Hanson	Edina Realty, EC				
Rodney Hanson	Team Realty	Kay Marie Savage	CB Ross Realty		

- ◆ . . . Thank you to **Mary Hafenstein, Roger Rivard** and **John Flor** for speaking at the new member orientation—they practiced the preamble of the Code of Ethics that states Realtors® will willingly share the fruit of their experience with others.
- ◆ . . . Hats off to our newest ABR, **Michael Paul**—he’s shown his commitment to professionalism by earning the benchmark for buyer agency representation designation.
- ◆ . . . Congratulations to the lucky winners of the WRA convention registrations! **Jeri Bitney, Akemi Fischer** and **Zita Stewart** will all be attending the convention at the Kalahari in the Wisconsin Dells compliments of **Hometown Title, Johnson Bank** and an anonymous sponsor. Names were drawn from those in attendance at the April 15 membership meeting—just another reason why you should attend Association functions! Plan now to join us at the June 18 membership meeting—**you** may win a free convention registration.
- ◆ . . . Thank you to **Quincy Chapman** who created a great tribute to our past presidents with a nostalgic look back on events, fashions and housing statistics for each decade beginning with 1960.
- ◆ . . . 173 members completed the membership survey on our website—thank you. **Terry Turek** and **Eileen Yeakley** were the lucky winners of free June-July MLS dues and **Kimberly Devereaux** won the convention registration.
- ◆ . . . Congratulations to **Jeff Theisen** and **Butch Flor** on their recent elections to WRA or NAR Board of Directors.

At the April meeting, the Foundation directors received this letter from a clergyman: *“I write on behalf ofwho has spent the last four months in three different hospitals recovering from a torn aorta that caused him to undergo triple amputation of both legs below the knee as well as his right hand. This has caused a need to modify his home with a chair lift and a ramp. . . .”*

Because of the generosity of members, the Foundation was able to award a grant that covered the cost of the materials for the ramp; labor was supplied by church members. We recently received a note from the family thanking us for the gift. The clergyman also expressed his appreciation and commented on the generosity of Realtors®, especially in this challenging market.

The work of the Foundation not only benefits our neighbors in NW Wisconsin who need help—it enhances our public image by showing we’re committed to our communities. Events like the fundraiser last month help us continue this Foundation. **Martha DeLong** and **Margo Katterhagen** organized a great event, but of course, it would not have been possible without the generous support of our sponsors.

Johnson Bank	Sawyer County Record
Hometown Title	Lynn Marie’s Candy
Quality Title	Hayward Brew Pub
Sawyer County Abstract	Cozy Creations (Tanya Stroik)
TM Title	Advanced Printing
Vinopal Title	Rice Lake Chronotype

Congratulations to **David Schaffer, Bill Smith** and **Emily Saffert**—not only did they have fun at the fundraiser, they were the big winners of a gourmet collection of wine and the Wii systems!



SEPTEMBER 9-11, 2009

KALAHARI, WISCONSIN DELLS

Why **you** should attend the convention:

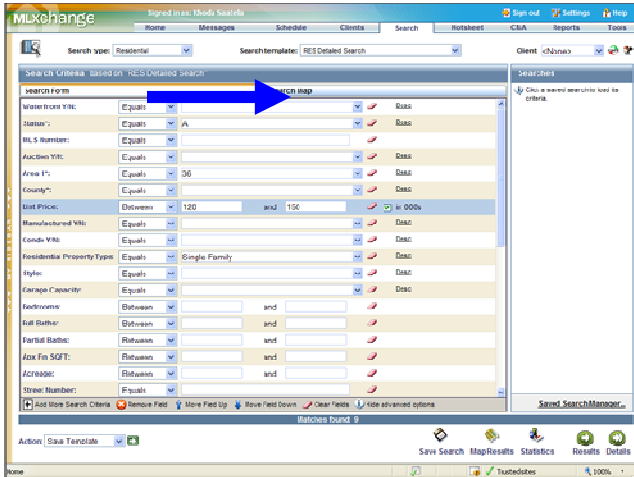
1. Complete 12 of your 18 hours of CE
2. Learn what works in real estate NOW
3. Wear bell-bottoms at the ice-breaker
4. Learn what’s hot with buyers and sellers and how to engage the next generation
5. Work towards earning a designation
6. Network and make new connections
7. Welcome our own John Flor as Chairman of the Board

MLS UPDATE. . . .

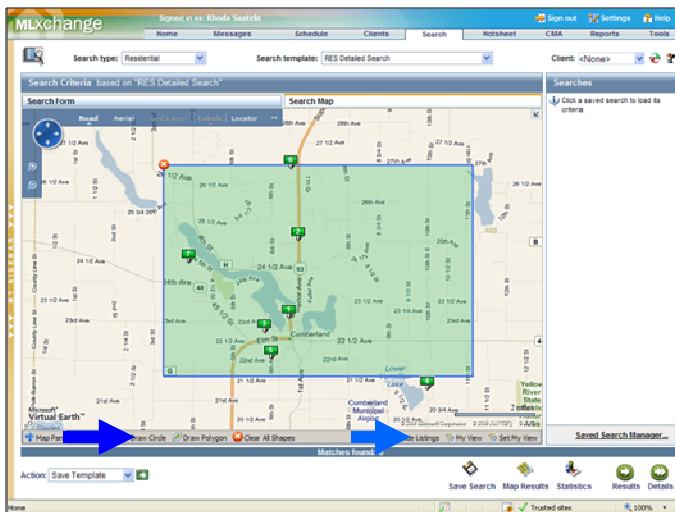
Are you looking for property for buyers that may be receptive to a different school district if the rest of their criteria is met? You may be able to find the perfect property by using a map based search rather than searching by area.—using the map based search will help you find properties in the “fringe” areas. It’s as easy as 1-2-3 (actually 1-2-3-4-5-6, but you get the idea!)

To search by MLXchange Map Area:

1. From the Search Criteria page, in the Property class (Residential, Land, etc) of your choice, enter information in the required fields on the search form, such as Area, List Price, City, etc.
2. Click the Search Map tab.



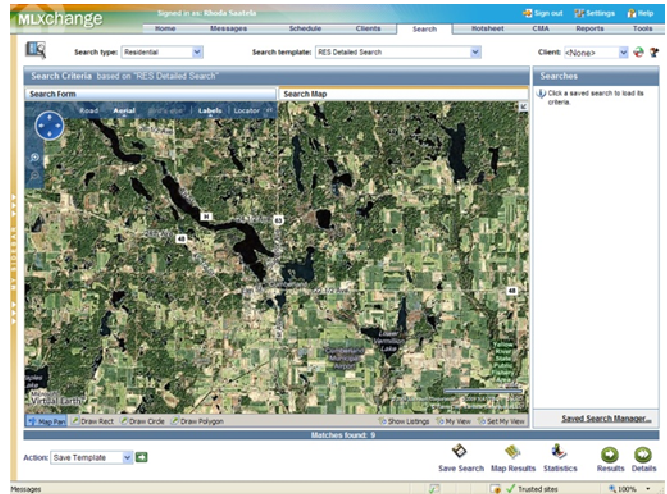
3. Use the map controls (hold down the left mouse to move the map up/down/right/left) to locate the Area you want to search. If you will typically start your searches in this approximate location, you can set the location by clicking Set My View on the lower right of the screen.
4. At the footer bar on the bottom left of the screen, locate the shape tools (rectangle, circle, etc) you want to use.



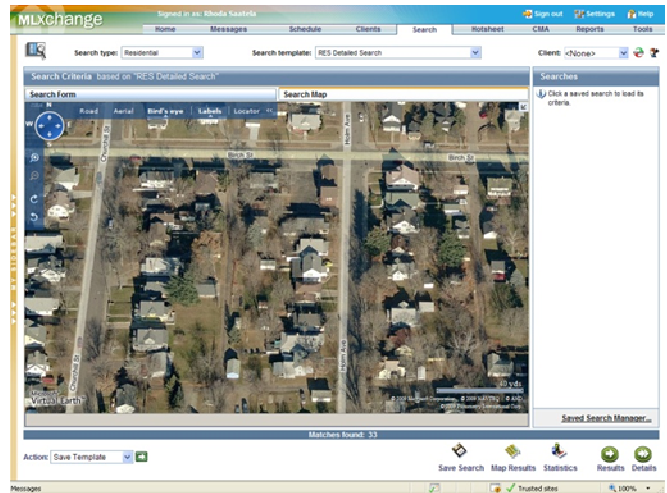
5. Draw the shape you want (you can draw up to three shapes for a single search). Click Show Listings on the lower right of the screen.

6. The map search allows to view 2D or 3D maps as well as street maps. Click on the Aerial or Bird’s Eye view to access those maps.

Aerial View



Bird’s Eye View



Further Mapping information can be found under the MLXchange> Help>Mapping>Searching by Area Map

The MLS Committee recently approved changes in the MLS frameable IDX site that will allow consumers to use map-based searches. Watch the message of the day for information on the enhancement and encourage buyers to use it to take advantage of it to find **all** properties meeting their needs.

**Realtors® Association of Northwestern Wisconsin
Northern Waters Area**



2009 Fun in the Sun Golf Outing

**Thursday, July 23, 2009--Turtleback Golf & Country Club
All Members welcome!**

2:00 PM: Nine-Hole Scramble Golf Tournament. Tee times starting at 2:30 P.M. Golfers/
Duffers may select their own foursome or register as a single and be placed in a
random foursome.
\$55 for 9 holes of golf, cart and dinner.

5:30 PM Dinner only will be \$20.00

5:30 PM: Social hour/dinner.

Menu: Turtleback's famous buffet with three entrees, veggies, and potatoes, dessert

No time to Golf? Register for dinner only!

Name/Office: _____ **Phone #:** _____

Scramble Golf Tournament Name(s): _____

Payment enclosed: _____ \$55 for golf & dinner _____ \$20 for Dinner

**Send your registration by July 13th 2009 with payment to:
Dan Lawler, 224 Gerland Rd. Rice Lake, WI 54868. Make checks payable to RANWW.**

**As an added bonus, there will be a chance at the putting green and a closest to the pin contest
and all money will be returned to players as 1st 2nd and 3rd places!**

**Realtors® Association of Northwestern Wisconsin Golf Classic 2009
Thursday, August, 6 at Hillcrest Golf Course**



- Golf scores.** Morning golf will be for those “serious” golfers who want to play for individual scores.
Afternoon golf will be a 4-5 person, best ball/scramble. Golfers may choose their own 4-5 person teams or may register as an individual, requesting to play with any other team short of players.
- Tee Times** Morning golf tees off at 10:00 a.m. Afternoon scramble players should be at the clubhouse by 12 noon. Shotgun start will be at 1:00 p.m. Please arrive early for check-in and sign up early to avoid disappointment!!
- Lunch** A burger/brat/hotdog buffet lunch for *ALL golfers* will be served beginning at 12:00 noon.
- Refreshments** A cash bar will be available throughout the day and each player will receive two complimentary drink tickets (**for use on golf course only**). Complimentary soft drinks and snacks will be available on the course during the afternoon.
- Dinner** A sit-down dinner including chicken and ribs w/salad, bread & popovers will be served at 5:00 p.m. with a short program and prizes to follow.
- Early Sign Up** Register early for golf and enjoy a \$10.00 discount!! Fees **MUST** be paid with your golf registration and post marked or received at the Board Office **before July 4, 2009!** Morning golfers will pay \$80.00 and afternoon golfers \$65.00 but **ONLY** for those who register and pay **before July 4 so register and pay early and save!!!**
- Sign-up** All golf and dinner fees **MUST** be paid with your reservation by 4:00 p.m. on Friday, July 17.
*Late reservations and reservations without payment will **NOT** be accepted.*
- Cancellations** All cancellations must be received on or before July 30 for a refund and will have a \$15 surcharge.

2009 RANWW GOLF RESERVATION FORM

Choose One of the Following:

INDIVIDUAL (will be placed with team)

OR **TEAM**

Name _____

Captain _____

Players _____

Choose One of the Following:

(optional) _____

_____ Morning and Afternoon golf (18 Holes), cart, lunch and dinner, prizes - \$90.00 per person

_____ Afternoon golf Only (9 Holes), cart lunch and dinner, prizes - \$75.00 per person

_____ Lunch, dinner, 2 drink tickets and prizes only - \$30.00 per person

_____ Dinner and prizes only - \$20.00 per person

Send all reservations **WITH PAYMENT** to: RANWW, 1903 Keith Street, Suite 3, Eau Claire, WI