

# REALTORS® Report

July, 2009

REALTORS®  
Association of  
Northwestern  
Wisconsin

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## EXERCISE YOUR RIGHT AND PRIVILEGE TO VOTE

**Mark your calendars** now to logon to the Association's [website](#) between July 15-25 to vote for the 2009-10 treasurer and for three directors. The two director candidates receiving the most votes will serve three year terms; the candidate with the third most votes will be the alternate director and will serve if there is a vacancy on the board. Information on the candidates for the board is inside this newsletter.

Again this year, electronic voting will make our elections convenient for members regardless of their geographic location. From the Association's home page, click on the last link under "Member Resources" - *online voting and surveys*—to access the secure, private section of our website. Use your MLS password and login to access the ballot and vote for your choice of candidates. After you vote, you'll get a message you were successful in casting your ballot. It's that simple!



**Congratulations** to **Jeff Theisen** on his election to President-elect of the Association. In addition to serving as President-elect, Jeff will also be representing us on the WRA Board of Directors.



**\$8000 homebuyers credit**



**CALL YOUR LOCAL REALTOR®**

*"My wife and I recently purchased our first home in Eau Claire, taking advantage of the \$8000 home buyers tax credit. I am a college professor and my wife Mary is a high school teacher. We are thrilled we are finally able to purchase a home. We could never have afforded a house without the \$8000 homebuyers tax credit and we are so happy to finally be home owners." Tom and Mary of Eau Claire*

The comments above were taken from the website [developed](#) by WRA that offers a wealth of information on the tax credit as well as information that you can print and use to help market the program. If you haven't already put a link on your website, you may want to consider linking to that site or to NAR's page detailing the tax credit. WRA, NAR and RANWW are all promoting the credit through different advertising mediums, but we need your help to get the message out to the public. The program ends November 30, so act now to get your piece of the stimulus!

*The Association/MLS office will be closed on July 3. Have a safe and Happy Independence Day!*



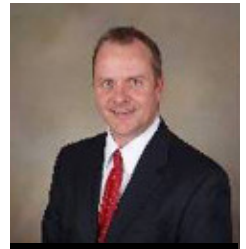
## MEET THE TREASURER CANDIDATES



David Masterjohn

**David** has been in the real estate business for 23 years and is currently serving on the Board of Directors and on the MLS Committee. David is active in not only RANWW—he's also a member of the Superior Board of Realtors® and has served that Association on the MLS Committee and as President.

Since joining the Association in 1997, **Paul** has served on the Public Relations and Christmas party committees as well as on the Board of Directors. His activities in the community include membership in the Kiwanis and Boy Scout Council Board of Directors. Paul would like RANWW to take a lead in technology.



Paul Canfield

## MEET THE DIRECTOR CANDIDATES



strength in our membership but would like to see greater unity of the areas of the Association and more education.

**Linda Bucher** of CB Brenizer, Eau Claire, has been a member for seven years and holds the ABR designation. Since joining, Linda has served two years as the PR committee chair, attended R&G Day and shared her talents by singing at the installation banquet. Linda believes we have

**Brian Dunham** of CB Brenizer, Eau Claire, joined the Association in 2003 and demonstrated his commitment to professionalism by earning the ABR, CRS, GRI and e-PRO designations. He regularly attends Association events and currently serves on the Board of Directors. Brian is politically involved and has attended every R&G Day since becoming a Realtor® and has chaired the RPAC committee.



Michelle wants to see the Association remain relevant by offering interactive workshops and training and emphasizing professional courtesies. She would also like to see a better way for cooperating with agents out of our area.

**Michelle Kauffman** of C21 Premier Group, has been a member for only three years but has already served on the Nominating and Education Committees and has attended every WRA convention since joining RANWW.

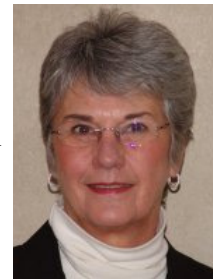
**Dan Lawler** of Edina Realty, Rice Lake has been a Realtor® for 12 years and holds the GRI, ABR and CRS designations. He has been active locally by serving on the Golf Committee, task force for online voting and a term on the Board of Directors. On the state level, Dan has been a member of the fall and winter convention committees for many years. He regularly attends NAR conventions and R&G Day.



Becky is interested in helping RANWW grow and offer more resources to all members.

**Becky Martino** of Edina Realty, Spooner, joined the Association in 2001. A believer in advanced education, she holds the ABR, GRI and RRS designations and serves on our Education Committee. She's served her community by being a commissioner on the Washburn

**Susan Wallin**, CRS, GRI, of ERA Parkside in Siren has been a member for 19 years and has chaired the WI CRS Education committee, served on WRA Board of Education Trustees and attended many state and national conventions. She has a passion for protecting the lakes in NW Wisconsin and has been active in several lake associations. Susan is concerned about lack of professional conduct and would like more emphasis placed on ethics.



Go to [www.ranww.org](http://www.ranww.org) between July 15-25 to vote for your choice of treasurer and up to 3 directors.

# MEMBERSHIP NEWS

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

<b>Bryon Bensen</b>	Kleven RE	<b>Kevin Feather</b>	CB Brenizer, EC	<b>Stacey Zeuschel</b>	Eau Claire Realty
<b>Robert Grill</b>	Woods & Water	<b>Gerald Nesgoda</b>	Masterjohn, Siren		
<b>Charles Feather</b>	CB Brenizer, EC	<b>Richard Webb</b>	Webb Realty		

Congratulations to **Marianne Rigby** and **Susan Wallin** on winning the registration fee for the WRA convention! If you've never attended a convention and would like an opportunity to be entered into a drawing for a free registration, contact Joan at the Association office. . . Thank you to **Deb Hanson**, **Carolyn Poepping** and **David FitzGerald** for teaching at the new member orientation.

## JUNE MEETING A BIG SUCCESS!

About 120 members took advantage of the “Navigating the Stormy Seas of Short Sales” on June 18. Panel members **Paul Duerst**, **Sherry Stabenow** and **Marty Tauger** presented some useful, timely information while **Chris Schiefelbein** acted as moderator and kept the program moving. The



program received good reviews—a request was even made to repeat it! Following the workshop, members enjoyed a buffet lunch and then had an opportunity to nominate members for officer and director positions. Elections committee **Scott McKinney** did a great job chairing the nominations and made sure rules were followed in an efficient manner. Mike Theo, WRA VP, spoke on the \$8000 homebuyers tax credit and updated members on the ongoing state budget debate and its impact on real estate. Lots of information was shared by the panel and our guest speaker—all arranged by our Education Committee!



## HELP NEEDED!

- Do you volunteer at a hospital? Serve on a service group board of directors?
- Lead a boy or girl scout troop? Work at a food pantry? How about involvement in your community by serving as an elected or appointed official? Act as a mentor for children?
- Members give of their time, talent and money to benefit their communities in many, many ways, and the Public Relations Committee wants to hear about them! A list of ways we serve our communities will be used in a brochure that will be made available to all members to use in their marketing campaign. The Association has a history of giving back to the community (Foundation, Salvation Army, Support our Troops, food pantries, etc.), but we want to also recognize all members do individually to strengthen their communities. Please send an email to Joan at joan@ranww.org with information on how you are a
- **Realtor® Making A Difference!**

## In Memoriam . . . . .James Harrold

Sympathy is extended to the friends and family of James Harrold who passed away on June 9. Jim was associated with Benson-Thompson Realty for 30 years. He had a great sense of humor and will be missed by his wife, mother, brother and sisters as well as his real estate family.



# Ethically Speaking

*Realtors® shall be honest and truthful in their real estate communications and shall present a true picture in their advertising, marketing, and other representations. Realtors® shall ensure that their status as real estate professionals is readily apparent in their advertising, marketing, and other representations, and that the recipients of all real estate communications are, or have been, notified that those communications are from a real estate professional. Article 12, Code of Ethics*

Realtor A placed a full page ad in the Sunday supplement of his local newspaper. In the body of the ad were pictures of several homes and their addresses. At the top of the page was the following: “We’ve sold these—we can sell yours, too.”

The following week three complaints were received from other Board members alleging that Realtor® A’s ad was in violation of Article 12. Each of the complaints noted that Realtor® A had participated in the transaction as the successful cooperating broker who had located the eventual purchasers, but the complaints also claimed that Realtor® A’s claim to have “sold” these properties was false and misleading since none of the properties had been listed with him and, in one instance, the sale had yet to close. Since all the complaints involved the same advertisement, they were consolidated to be heard at the same hearing before a panel of the Professional Standards Committee.

At the hearing, Realtor® A defended his actions on the basis that although the properties had been listed with other brokers, he had been the “selling” or “cooperating” broker and was entitled to advertise his role in the transactions. The hearing panel agreed with Realtor® A’s reasoning in their decision, pointing out that Article 12 as interpreted by Standard of Practice 12-7, provides that cooperating brokers (selling brokers) may claim to have “sold” the property and that such claims may be made by either the listing broker or the cooperating broker or by both of them upon acceptance of a purchase offer by the seller. The panel also noted that Realtor® A could have shown that he had “participated in” or had “cooperated in” these transactions and also met his ethical obligations.

The panel’s decision also indicated that during the existence of any listing, the cooperating broker’s rights to advertise and market flow from the listing broker. However, claims of this nature were not advertisements of the properties but rather were advertisements of the broker’s services. The only limitation on the ability of a cooperating broker to claim or to represent that a property had been “sold” was that the listing broker’s consent would be required before a “sold” sign could physically be placed on the seller’s property prior to closing.

## DID YOU KNOW?

- ◆ . . .The Association has a page on Facebook and is using Twitter?
- ◆ . . .Monthly sales activity (by county) is posted on the Association’s website?
- ◆ . . .The Realtors® Federal Credit Union offers members money market savings accounts, free eChecking, personal loans and credit lines?
- ◆ . . .Continuing education credits needed to renew your license in 2010 increased to 18?
- ◆ . . .RANWW Foundation awarded over \$10,000 in grants in April, bringing the total grants awarded to \$115,000?
- ◆ . . .NAR offers “**Right Tools Right Now**” to help you save on products and services?
- ◆ . . .You can “Chart a Winning Course” at the NAR convention in San Diego Nov. 13-16?
- ◆ . . .*Dave Engedal* (Dixie and the Dreamers) will entertain at the Chairman’s banquet at the WRA convention?

# COMMITTEE REPORTS



**RPAC:** Thank you to those who have invested their future by contributing to RPAC. When you're contacted by **Bob Ritsch** or **Martha DeLong**, please remember how we were able to defeat an increase in the transfer tax and avoided

having commissions subject to sales tax — be generous. To quote **President Flor**: "It's a business expense, just like E & O insurance."



**EDUCATION:** The Committee is working on scheduling some "back to the basics" workshops as well as technology offerings. A comprehensive calendar for offerings in 2010, including CE classes, is in the planning stages. If you have suggestions, contact **Quincy Chapman** at 832-2222.



**NOMINATION/RECOGNITION:**

If you'd like to nominate a member for the Board Service, Realtor® of the Year or Affiliate of the Year award, contact **Dave Dresel** at 835-4344.

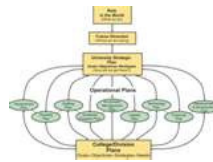


**TECHNOLOGY:** The committee is planning a workshop on email etiquette—watch for details. Posting videos on our website on timely topics, distance learning and meeting attendance are all being investigated.



**MLS:** Adding a section of properties available for rent or lease is being considered by the committee.

Third party licensing agreements are also being reviewed. An agreement is already in place with ListHub that allows brokers to have their listings posted on several websites at no charge— contact the MLS office if you'd like to take advantage of this service. The rule requiring a listing be off the market for at least 30 days before being entered as a new listing by the same broker was reaffirmed because the rule creates a more truthful picture on the number of days the property has been on the market. . . . Reminder—if you have pictures with snow on them or have listings from our previous system, you may want to replace them to give the property a fresher look.



**STRAT PLAN:** The strat plan, which will be used to guide the Association in the products and services offered, was approved by the Directors on June 18 and can be found on the Association's website.

The plan has five goals and several strategies and incorporates the results of the membership survey as well as those areas identified by the committee in April.



**Committees are the Association's building blocks!**

President-elect **David FitzGerald** will be appointing new committees—if you'd like to help the Association plan the products and services offered, contact him at 834-1501 or by email at [fitzgerald@klevenrealtors.com](mailto:fitzgerald@klevenrealtors.com). A complete list of committees (and members serving on them) can be found on the Association's website.



SEPTEMBER 9-11, 2009

Why you should attend the WRA convention:

- |  |  |
|--|--|
| 1. Complete 12 of your 18 hours of CE    | 5. Work towards earning a designation                        |
| 2. Learn what works in real estate NOW   | 6. Network and make new connections                          |
| 3. Wear bell-bottoms at the ice -breaker | 7. Welcome our own <u>John Flor</u> as Chairman of the Board |
| 4. Learn what's hot with buy-            |  |

*Dave FitzGerald and Margo Katterhagen are co-chairing a convention promotion committee and have set a goal of 200 RANWW members attending the convention. Help them meet this lofty goal—register by Aug. 1 to take advantage of the discounted fee!*

**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 13<sup>th</sup> 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 1<sup>st</sup> 2<sup>nd</sup> and 3<sup>rd</sup> 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.  
 own 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