



REALTORS® Report

March, 2010

PAST PRESIDENTS RECOGNITION



“EVERY MAN owes a part of his time and money to the business or industry in which he is engaged. No man has a moral right to withhold his support from an organization that is striving to improve conditions within his sphere.” Theodore Roosevelt

Our past presidents took this quote to heart—they did not withhold their support from our organization, and it’s because of their leadership we’re a strong Association offering many membership benefits. Comprehensive market data in an easy to use application, quality, low-cost educational offerings, strong legislative voice, social networking opportunities . . . these are just some of the programs and services our dedicated past presidents have put in place to benefit RANWW members. Serving as the Association president usually follows serving one year on the Board of Directors, a year as Treasurer, a year as President-elect and then finally, as President. Even after serving as President, he or she continues serving on the Board of Directors as Past president, and since 2004, as the chairman of our Foundation.

thanked once again for their leadership at a noon meeting at the Heyde Center (3 High Street) in Chippewa Falls. This year’s meeting is a little different in its format and is intended to allow our past leaders more time for socializing. **Peter Shuttleworth**, who has been with the Metro MLS for 30 years, will present a short program entitled **“Look what I’ve built, Mom!”** In addition to an overview of the many changes he’s seen in our business, he’ll also share some of the pictures he took during his travels through eastern Europe as an NAR representative. The meeting will be a great time to enjoy a nice meal in a historic landmark setting and show our past presidents we appreciate all they’ve done to make this a strong Association, so please join us! Reservations by March 11 are required—please complete the form below and send it to the Association office with payment or register online by clicking on the calendar from the main page of our website. (ranww.org)

On March 18, these dedicated members will be

Please register me for the Past Presidents Appreciation meeting at noon on March 18 at the Heyde Center in Chippewa Falls. I understand my reservation is my commitment to pay the cost of the meeting (\$12), even if I’m unable to attend.

Name _____ Email _____

March 1 is the mandatory use date for WB11, WB40, WB41, WB42, WB44, WB45 and WB47! Remember, too, your ZipForm registration expires March 1!!



REALTORS® ASSOCIATION OF NORTHWESTERN WISCONSIN

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The Voice for Real Estate in Northwestern Wisconsin

MEMBERSHIP NEWS



... **In accordance with our bylaws**, notice is hereby given that the following people have applied for Realtor® membership; written comment, which shall be kept confidential, is invited.

<i>Audrey Borcharding</i>	The Property Group	<i>Shannon Pinkert</i>	Eau Claire Realty
<i>Rhoda Hurtgen</i>	Diversified Real Estate	<i>Jane Polden</i>	Edina Realty/Eau Claire
<i>Nickolas Kallstrom</i>	Weiss Realty	<i>Heidi Robotka</i>	Re/Max Woodland
<i>David Kornesczuk</i>	Kornesczuk Construction	<i>Brandon Sacia</i>	L. L. Stewart
<i>Michael Larson</i>	Lancer Group Properties	<i>Cory Schnacky</i>	Re/Max Advantage
<i>Vickie Licht</i>	Woods & Water Realty	<i>Justin Wurzer</i>	Wurzer Realty

... **Welcome** to our newest affiliate member, *Jon Seifert* of Western Wisconsin Title Services. Our Association is fortunate to have so many affiliates who are our business partners. They support us by paying dues, serving on committees, and sponsoring events and classes. Because they support us, we should support them by making them our first business contact whenever possible. Affiliates are listed on our website by business specialty—please make them your business partner!

... **Renewal** questions were on the minds of members last month, so now that the last check has been received, here are the final figures. In July, 2009 (when the budget for the next year was developed), our membership numbered 948 (Realtors® and affiliates). We projected a renewal rate of 92.5% or 877 members. Our final count? 878!!

... **Last year** we had a representative from NAR lead us in the strat plan process — this year former member *Quincy Chapman* did an outstanding job facilitating the meeting! A big **thank you** to these members who took a day out of their business to help us develop a strategic plan for the coming year.

David FitzGerald	Craig Hughes	Marty Tauger	Penny Nicol
Jeff Theisen	Darin Moravitz	Matthew Weber	Pete Wiese
David Masterjohn	Karen Pavlicek	Matthew Ruf	Stacey Simonson
Ben Rivard	Kelvin Ruesch	Michelle Kauffman	Tina Bann



Make plans now to attend training on this brand new WHEDA product!



A WHEDA representative will present workshops on March 2 at two locations to share information on this new loan program. Features and benefits include:

- ☺ 100% financing
- ☺ Reduced mortgage fees
- ☺ Job loss protection
- ☺ Low cost, 30-year fixed interest rate
- ☺ Quick loan approval
- ☺ Down payment/closing cost assistance

If you'd like to attend one of the **FREE** classes to learn more about this new program, complete this registration form and fax it to the Association office no later than February 26 or register online. If there are not enough people signing up for a class, you may be asked to attend a different session; if you do not get a phone call or email, you will be able to attend the class you selected.

Please indicate which class you'd like to attend on March 2 and fax (835-4621) to the Association office.

_____ Johnson Bank in Rice Lake, 9:30 to 10:15 _____ Johnson Bank in Rice Lake, 10:30-11:15
 _____ RANWW classroom from 1:30 to 2:15 _____ RANWW classroom from 2:30 to 3:15

Name _____ Email _____

BITS & PIECES. . . .



Do you know about Habitat for Humanity's ReStores in Cameron and Hayward or about Building Hope in Eau Claire? All three accept donated building materials and appliances. Remember them if you're involved in a building project. Keep them in mind, too, if you have a property that needs "deconstruction" - volunteers will strip a property and transport materials to their store. Many of the materials at the stores are brand new and donated from the surplus at a building job. When you support one of these stores, you win two ways: you help a worthy organization and you keep materials out of landfills!

Sure, you know about the legal hotline and Zipforms and maybe you've even used the Tech Helpline, but do you know about other benefits? HouseLogic.com is one of your newest benefits. This unique site offers your clients and customers a comprehensive, interactive website with information on home maintenance, tax tips, and other need-to-know information for homeowners. The site can be customized to create a log of home maintenance and has information specific to areas of the country. As a complement to that site, NAR has also created a portal for Realtors® with a wealth of information that can be reproduced for marketing handouts or as content for your newsletters. And finally, don't forget NAR's "*Right Tools Right Now*" program. Take advantage of discounted or free products and programs. Don't forget about the webinars offered on topics ranging from short sales, economic updates to staging tips and using social media in your business. Follow the link on our Association's homepage for complete details. Now more than ever, membership has its benefits—take advantage of them!



MLS Update

. . . The MLS Committee is excited about the rent/lease directory being tested by MarketLinx and the Association staff. This is the product of several months' work and meetings of property managers, residential and commercial brokers. We expect the committee will have a demo of the directory at their next meeting. Shortly after that, we hope to make it available to all MLS participants. The program will help your sellers who need tenants in their vacant properties and will help you find properties for buyers needing short term housing needs. Commercial properties can also be entered into the directory, so this will be a real help to those members who deal with commercial leases. Watch for additional information on the message of the day.

. . . Electronic invoicing was successfully introduced in January, allowing us to save you money by reducing our postage, staff time and office supplies. In addition, we have many brokers who have opted for the convenience of paying dues by credit card to make sure their bills are paid on time. If you'd like to take advantage of paying your dues with a credit card, complete the credit authorization form on our website under MLS information.

. . . Look for some enhancements in the system in March, particularly in the client manager. Watch for the message of the day for information on webinars covering the changes.

. . . On a final note, **kudos** to everyone who takes the time to enter accurate and complete information into the MLS! The MLS office recently received a phone call from an appraiser expressing his thanks for accurate data. Pattie in our office reviews listings for required fields and tries to find inaccurate data, but the real thanks for our "clean" database goes to the agents and support staff who review their listings carefully to ensure accuracies. Because our data is viewed by the public, including your sellers, it's critical to make sure the property datasheet is accurate and complete. And don't forget how important pictures are!! Here's a quote from a recent homebuyer at a WRA focus group: "*If I didn't see pictures I just skipped that property and went to the next one. Also a good description of the house—every single detail counts.*"





Facebook Etiquette: Five Dos and Don't Tips

by Kirsten Dixon

1. *Choosing your profile picture*

Do: While Facebook is not necessarily all personal, you're better off to err on the side of caution and keep your profile picture professional, or at least neutral. Your photo doesn't need to be in a studio with a boring canvas backdrop—it could be on your deck or on a mountain side, for instance—but it has to be fairly even-keeled.

Don't: Don't post profile pictures that are "too sexy, cartoonish or that might alienate your audience" such as a stylized glamour shot, quick snapshot of you in party attire or a Halloween costume, etc.

2. *Filling out your biography*

Do: Post some nuggets that convey who you are, within reason. On Facebook, you can decide with great granularity what information people can view by altering your privacy settings. For instance, you can set it so every visitor to your profile sees that you enjoy golfing, reading and civil war history, but maybe only a certain group of people sees your religion, political affiliations and relationships. In Facebook's "About me" section, be short and concise, not clever.

Don't: Don't assume information you enter in Facebook stays only in that single network. Facebook plans to monetize its service by encouraging users to share as much information as possible—post as if they'll share as much information about you as they can, and make it available to the widest audience.

3. *Posting content, links and news*

"It strengthens relationships. It really helps establish connections. People like to do business with people they know."

Do: Post content that highlights your personal interests and your professional areas of expertise—for example, interesting links from a trade publication. It's fine to post personal picture slideshows, within reason. Offering contacts a decent glimpse into what makes you can have business benefits. "It strengthens relationships," Dixon says. "It really helps establish connections. People like to do business with people they know."

Don't: Spamming people can irrevocably ruin your social capital. While it's great to be passionate about things in both your professional and personal life, remember people can only take so much time out of their day. Also, share with prudence—people know you're proud of your kids, for example, and that speaks to your commitment as a parent, yet you need to be careful not to go overboard.

4. *Talking to one versus many*

Do: Posing a question to your entire network is okay, provided it's relevant to all of them, or at least won't be viewed as a nuisance. If you're on the receiving end of a question and want to weigh in, be sure to respond only to the person who asked the question—unless it's been made clear that he or she wants comments public.

Don't: The wall is one of Facebook's most utilized features. It's a fun place to leave publicly displayed messages and a bit of witty banter. However, private messages such as a personal invitation don't belong on a person's wall, unless you want to include all of the person's friend on the invite.

5. *Watch your tone*

Do: Keep a polite and measure tone. Say things you'd feel comfortable saying in person and avoid inside jokes that only a few of your contacts would understand.

Don't: In an open social network, inside jokes may insult people if they think you're making some veiled or coded comment about them. An alternative is to set up a private group where those kind of exchanges will not only be more appropriate, but also encouraged.

This information was taken from the [Facebook Workbook for Realtor® Associations](#)

KNOW THE CODE . . . stop complaints cold

“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

Prospect A noted Realtor® B’s classified advertisement describing a home with five acres “about 20 miles from the city” giving directions to the “modern 3- bedroom home, well maintained, and set in a charmingly landscaped site.”

After visiting the property, Prospect A clipped out the ad and posted it to a letter to the Board of Realtors® complaining of the gross exaggeration it contained, which had induced him to waste time and money in inspecting the property. The property, he said, was actually 36 miles from the city limits. Its wood-lath support for plaster, which was visible in many large breaks in the walls, indicated it to be 40 years old or more. There was no evidence of painting in recent years. Several windows were broken, half of the back steps were missing. The house was located at the end of a crude dirt road in a small cleared area that had become densely overgrown in weeds—a picture of extreme neglect.

While this advertisement may seem extreme, it demonstrates the need to avoid misrepresentation in your advertising. Please review your advertising—print and internet-based—to avoid being named in a complaint! The Association will be taking advantage of training on the professional standards process on March 4 at the WRA in Madison. Completion of this class at least every three years is a requirement for serving on the Professional Standards Committee. If you’d like to be considered to be appointed to serve on the committee and would like to take this all-day class, contact Joan by February 26.

Realtor® B was asked to respond to the charge of misleading advertising, and a hearing was called on the complaint by the Professional Standards Committee. Realtor® B criticized the complainant for bringing the matter to the Board, pointing out that Prospect A had failed to mention that the property was priced at only \$30,000; that at such a price it was an exceptionally good buy to anyone looking for a small place with a few acres; that to get attention to such properties it was necessary to do a bit of “puffing” to attract attention in advertising; that as a matter of fact, the general lines of the house were similar to many of modern design; that the house had been well enough maintained to be salvageable by anyone who would do a reasonable amount of work on it; and that, in his opinion, the site was truly “charming” in its rugged simplicity.

The panel concluded Realtor® B had used gross exaggeration in his advertisement and was found in violation of Article 12 of the Code of Ethics.

MARCH OPPORTUNITIES

-2 WHEDA classes, Rice Lake—9:30 & 10:15
-2 WHEDA classes, Eau Claire—1:30 & 2:30
-4 Professional Standards training, Madison
-5 Technology Committee meeting
-18 Past Presidents meeting—Heyde Center, noon
-18 MLS Committee meeting—2 PM
-23 Education Committee meeting—1:30
-28 Palm Sunday

APRIL OPPORTUNITIES

-2 Good Friday/office closes at noon
-7 Contract to Paycheck, 9-11, WITC, Rice Lake
-7 Technology workshops, 11:15-noon
-7 Broker meeting, 12:30-2:00, WITC, Rice Lake
-20 WRA outreach
-22 Foundation BOD meeting, Eau Claire
-22 Nominating Committee conference call, 2 PM
-29-30 WRA BOD meeting, Madison

**You asked
we deliver!!**

You told us you want “nuts and bolts” classes covering the basics in real estate transactions. You said you want help in using technology in your business. The Education Committee listened to you! Plan now to attend the ***“From Contract to Paycheck”*** panel discussion on ***April 7*** at WITC in Rice Lake. Two different technology workshops will follow the program—watch for details but reserve the morning of April 7 now!!