

REALTORS® Report

May, 2010



May is Realtor® Pride Month *That little pin says a lot about your professionalism*

Some 67 percent of consumers who recently bought or sold a home said their salesperson identified himself or herself as a REALTOR®, an all-time high, according to a November, 2008 image-tracking study by NAR. And 70 percent of respondents said they would likely use a REALTOR® again. It shows buyers and sellers really are taking notice of the REALTOR® brand, so be sure you wear your pin every day, especially during REALTOR® Pride month. Pins are available at the Association office—contact Jane for your FREE pin and then wear it with pride! If NAR’s study doesn’t convince you of the value of promoting yourself as a Realtor®, read on!

A Realtor, wearing a shirt with the Realtor® logo on it, was at home cleaning when her doorbell rang. Answering the door, she found a young girl and her mother selling Girl Scout cookies. The mother noticed the logo on the shirt and asked if she was a Realtor®. Hearing “yes” as the answer, she said she lived a couple of blocks away and would be selling her home very soon because of a job transfer. As a result of promoting herself as a Realtor® - even when at home cleaning the house— this savvy Realtor® got a new listing and was able to refer the sellers to someone to work with them as buyers.

While it’s important to identify yourself as a Realtor®, it’s equally important to pronounce it correctly. It’s pronounced reel’-tor, not real-a-tor. Using the term correctly is also important. The term Realtor® is a registered trademark and refers to a member of the National Association of Realtors®, not an occupation. A simple rule of thumb to use when trying to determine whether a particular use of the Realtor® mark is proper, is to substitute “member of NAR” for Realtor®. If that doesn’t convey your thought, you probably need to use real estate salesperson or broker, not Realtor®. Finally, remember to capitalize Realtor® and never use it in a descriptive phrase (professional Realtor®, honest Realtor®, etc.)



* ...BROKER MEETING SCHEDULED... *



Brokers and sales managers are invited to a meeting from 9-11 on May 5 in the Association’s former classroom. Topics on the agenda include discussion on:

- ◆ Reporting dates on accepted contracts
- ◆ Rent/lease directory
- ◆ Short sales
- ◆ Public facing MLS website
- ◆ Other issues of interest/concern to brokers

If you have business to add to the agenda or plan to attend, please contact Joan at 835-0923 or at joan@ranww.org.

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>David Acker</i>	C21 Premier Group	<i>Karen Harris</i>	Boncler Realty	<i>Robert Rosendahl</i>	TMR Homes
<i>Alice Clark</i>	CB Ross Frontier	<i>Kay McDonough</i>	Johnson & Johnson	WELCOME to <i>Robert Marvel</i>,	
<i>Jenny Evers</i>	Edina Realty/CV	<i>David Peters</i>	Re/Max Woodland	of Marvel Home Inspections !	
<i>Cody Filipczuk</i>	C & M Realty	<i>Linda Pedersen</i>	Alliance Realty		



Congratulations to *Jim* and *Jeff Theisen*, recipients of the Eau Claire Chamber of Commerce’s Small Business of the Year award. The award is presented annually to a company with 25 or fewer employees. Jim is a past president of our Association and Jeff is currently serving as president-elect, MLS chairman and WRA director. Both Jim and Jeff find time in their busy schedules to serve their community by being involved in leadership roles in Cub Scouts, Sacred Heart Hospital, Triniteam, Chamber of Commerce, UWEC Foundation. . . the list goes on and on!

Realtor® Emeritus *BJ Farmer* was also recognized at the Chamber’s annual dinner for his life-time contributions to the community and will be inducted into the Chamber’s Business Hall of Fame in June, joining *David Donnellan* who was inducted last year. BJ has also received the Philanthropist of the Year award in recognition of his strong support—both financial and service—to countless organizations. BJ, like Jim and Dave, is a past president of our Association. Is there a connection between being successful in business and being involved in our Association and the community?



Hats off to *Tom Berlage* for earning the SFR designation! Recognizing foreclosures and short sales are now, unfortunately, becoming traditional sales, Tom completed courses to become more expert in this growing field. Interested in learning more about these complex transactions? Visit <http://www.realtorsfr.org/>

Part of the Realtors® pledge reads “to be involved. . .through political involvement”. *Sue Beety*, *Phil Kaiser* and *Cory Schnacky*, who have all been recently elected to public office, are living up to that pledge. . . Our final congratulations (and thanks) goes to the 19 “Young Professionals” who attended a focus group meeting with WRA leadership April 20. Their input will help our state association plan programs to meet their unique needs.

About 75 members attended the April 7 “From Contract to Paycheck” seminar and two technology workshops. Reviews were great and included comments “Information was very helpful.” “Good general answers to everyday problems.” “The panel idea is one of the best programs in awhile. Thanks for making a presentation well worth my time!” Perhaps, though, the most revealing comment came from *Dave FitzGerald* who said he attended in his role as our president, and after being in the business for 26 years, did not expect to learn too much. He was agreeably surprised by the new information presented! A big thank you is extended to the panel members: *Brian Rieckenberg*, *Shane Beck*, *Pete Saltness*, *Gary Roholt*, *Julie Flor*, *Maria Beffa*, *Roger Rivard*, *Paul Canfield* and moderator *David Masterjohn*. Thanks, too, to *Brian Dunham* and *Ben Rivard* for presenting Using YouTube and Google Calendar. They were great!



Watch for details on the Education Committee’s next offering on June 10!

KNOW THE CODE—Stop complaints cold!

REALTORS® shall not knowingly or recklessly make false or misleading statements about competitors, their businesses or their business practices. (Article 15)

Following a round of golf early one morning, Homeowner A approached Realtor® X. “We’ve outgrown our home and I want to list it with you,” said Homeowner A. “I’m sorry,” said Realtor® X, “but I represent buyers exclusively.” “Then how about Realtor® Z?,” asked Homeowner A. “I’ve heard good things about him.” “I don’t know if I would do that,” said Realtor® X. “While he does represent sellers, he doesn’t cooperate with buyer brokers and, as a result, sellers don’t get adequate market exposure for their properties.”

Later that day, Homeowner A repeated Realtor® X’s remarks to his wife who happened to be a close friend of Realtor® Z’s wife. Within hours, Realtor® Z had been made aware of Realtor® X’s remarks to Homeowner A and filed a complaint against Realtor® X charging him with making false and misleading statements. Realtor® Z’s complaint was considered by the Grievance Committee which determined an ethics hearing should be held.

At the hearing Realtor® Z stated “I have no idea what Realtor® X was thinking when he made his comments to Homeowner A. I always cooperate with other Realtors®.” Realtor X replied “That’s not so. Last year you had a listing in the MLS and when I called to make an appointment to show the property, you refused to agree to pay me.” Realtor® Z responded he had made a formal offer of subagency through the MLS with respect to that property but had chosen not to offer compensation to buyers agents through the MLS. He noted, however, the fact he had not made a blanket offer of compensation to buyer agents should not be construed as a refusal to cooperate and he had, in fact, cooperated with Realtor® X in the sale of that very property.

In response to Realtor® Z’s questions, Realtor® X acknowledged he had shown his buyer-client Realtor® Z’s listing and the buyer had purchased the property. Moreover, Realtor® X said, upon questioning by the panel members, he had no personal knowledge of any instance in which Realtor® Z had refused to cooperate with any other broker but had simply assumed that Realtor® Z’s refusal to pay the compensation Realtor® X had asked for was representative of a general practice on the part of Realtor® Z.

The panel noted cooperation and compensation are not synonymous and though formal, blanket offers of cooperation and compensation can be communicated through the MLS, even when they are not, cooperation remains the norm expected of Realtors®. However, to characterize Realtor® Z’s refusal to pay requested compensation as a “refusal to cooperate” and to make the assumption and subsequent statement that Realtor® Z “did not cooperate with buyer” agents was false, misleading, and not based on factual information. Realtor® X was found in violation of Article 15.

Professionalism in Real Estate Practices



Editor’s note: Perhaps Article 15 can be summarized with an adage past president Dave Mickelson said his mother often used: “If you can’t say something nice, don’t say anything at all.”

OPPORTUNITIES THIS MONTH....

- ◆ ... 4 Education Committee meeting, noon, Bloomer
- ◆ ... 5 Broker meeting, RANWW, 9-11
- ◆ ... 5 Technology Committee meeting, 11:30
- ◆ ... 10-15 Mid-year meetings, Washington, DC
- ◆ ... 12-13 CE modules 1-4, Flat Creek Inn, Hayward
- ◆ ... 19 Electives A & E, Flat Creek Inn, Hayward
- ◆ ... 21 MLS Committee meeting, 8:00—3:00
- ◆ ... 27 Nominating Conference call—9
- ◆ ... 31 Memorial Day, Association/MLS office closed

JUNE OPPORTUNITIES.....

- ◆ ... 3 New member orientation, Rice Lake
- ◆ ... 10 Directors meeting, 9:30, Rice Lake
- ◆ ... 10 Annual meeting, noon, Turtleback, Rice Lake
- ◆ ... 17-18 AE education , Minocqua

Mark your calendars now to participate in one or both of the RANWW golf outings: July 28 at Spooner Golf Course or August 5 at Hillcrest Country Club.

NARdiGras 2010

NEW ORLEANS
NOVEMBER 5-8

Realtors® Property Resource. . .

NAR's new tool rolls out later this year — after that, everything changes.

Later this year, NAR will be rolling out the **Realtors® Property Resource** — potentially one of the most important and useful real estate resources to come along this decade. It might very well change your business.

The RPR is a huge and growing set of public and private databases, combined in a clean, friendly interface. With a few mouse clicks (literally), it can tell Realtors® all that is knowable about any property in the United States. That's any property — for sale or not. Tax records, neighborhood data, structural information, ownership information... the list goes on. For a profession whose bread and butter is property, it's an incredible tool.

But let's get this up front: There is some controversy about RPR. While just about everyone agrees it will be an amazing tool for Realtors®, there are concerns about how it will impact MLSs (and thus local Realtor® associations), about how the data will be used, and even about whether it's *too* good a tool. We'll get to that. But first, a look at RPR and what you'll be able to do with it.

What it is

RPR is a national database of every property in these United States. Correction — RPR is a *set* of databases NAR has spent \$25 million to put together in a single beautiful package. Pick a property address — 123 Main Street or whatever. There are plenty of information sources (free or otherwise) that tell you about that property: tax records from the county, school reports from private services like GreatSchools, demographics from Nielsen, and so on. You could even look up maps of airport traffic patterns, or find out where the nearest grocery store is. Smart Realtors® have been doing that sort of thing for a while. They access free public sources for some information, and they (or their broker or firm) have paid to use private databases for more.

Now comes RPR, which simplifies that entire process of data searching. It takes all those sources — public or private — and combines them into a single product with a single access point. Then it lets every Realtor® in the country use it, free, because it's owned by Realtors®. The goal of RPR is “to put a resource in [NAR] members' hands that's equal or better than any in the world.”

Easy does it

Simplicity is the key. One click and you can know all that is knowable about *any* property in the U.S., for sale or not. That includes sales, mortgage, tax and assessment data, liens, and permits (courtesy of Fidelity's LPS Real Estate Group, the data aggregator to which NAR is paying \$11 million to license the core property information in RPR). It includes neighborhood information such as zoning, environmental issues, and community demographics — think Census data. It includes psychographic data — the kind of information that's

collected by people using those supermarket discount cards, like spending habits. It includes information about public and private elementary, middle, and high schools — hard data and even reviews from parents. It includes distressed-property records. It can show a property's sales and financing activity chart, so you can see a property's 10-year history at a glance — when it was put on the market, when and for how much it sold, when it was refinanced. And that's just for starters. RPR plans to expand its repertoire of information, adding new databases as it assesses member needs and creates relationships with data providers. And the data potential runs across the board.

“A Chicago company has floor plans of every condo in Chicago,” Young says, by way of example. “And there's a company in Virginia that does vacant land feasibility reports.” Both could be integrated. Also being considered: homeowners association information and condo documents — and more. RPR is flexible.

It's also more than just a data dump, although viewing details about a single property will certainly be important. RPR goes further. It also includes tools that let you search a region of your choice based on whichever criteria you want — and then compare properties and markets.

Getting the picture? RPR lets you view all this information in a clear and useful way. Even if you never dove into a public or commercial database to dig up information, RPR has enough data — and is easy enough to use — that you'll be tempted, like the bear who went over the mountain, to see what there is to see. (Answer: mountains of data.) Think about what you can do with that information not only from a client-service standpoint, but as a marketing tool. What's selling where, and to whom? RPR can tell you. But wait. There's more. RPR can integrate — in fact, is *designed* to integrate — with your local MLS, where it can take that information and integrate it in amazing ways.

All together now

RPR is a national property information service, but it's definitively not an MLS. It does not list prices and compensation offers for a property. That's the job of your MLS, and RPR execs are clear that it will *not* offer that information. Instead, RPR wants to add value to the MLS by integrating its data.

This information is an excerpt, used by permission, from the Virginia Association of Realtors®. The entire seven page article is posted on our website, ranww.org. It's an important issue—please read about it. Participating in RPR will be on the agenda for the MLS Committee meeting on May 21 along with:

- ⇒ Options available for implementing WiREx
- ⇒ changes in fields displayed on IDX
- ⇒ Lockbox presentations



NEW CONTINUING EDUCATION REQUIREMENT: All licensees must complete **six** (not 4) courses approved by the Department of Regulation and Licensing for a total of **18** (not 12) hours before December 14, 2010 (note change in renewal date). **Four of the classes are mandatory;** licensees may choose **two electives** to complete the required 18 hours.

Hayward classes
 May 12 & 13 & 19
 Flat Creek Inn
 10290 Hwy 27 South

Rice Lake classes
 October 13 & 14 & 20
 Turtleback
 West Allan Road

May 12& 13 Mel Check, instructor

Oct. 13& 14—Mike Tobin, instructor

- May 12: CE#1, Listing Contracts (8:30-11:30)
- May 12: CE #2—Offer to Purchase (1:-4:00)
- May 13: CE#3, New Developments (8:30-11:30)
- May 13: CE#4, Buyer Agency Agreements (1-4)

- Oct. 13: CE#1, Listing Contracts (8:30-11:30)
- Oct. 13: CE#2, Offer to Purchase (1:00-4:00)
- Oct. 14: CE#3, New Developments (8:30-11:30)
- Oct. 14: CE #4, Buyer Agency Agreements (1-4)

May 19—instructor TBD

Oct. 20—instructor TBD

- May 19: Elective A, Risk Reduction (8:30-11:30)
- May 19: Elective E, Financing (1:00-4:00)

- Oct. 20—Elective A, Risk Reduction (8:30-11:30)
- Oct. 20—Elective E, Financing (1:00-4:00)

REGISTRATION FEES:

Each full day of education (**6 hours**) is **\$70 for members, \$80 for non-members**, and includes morning coffee and rolls, lunch buffet and afternoon break; each **three hour class is \$35 for members, \$40 for non-members—no lunch included if attending only 3 hours.**

NOTE: Registration will begin 30 minutes prior to class; late arrivals will not be permitted into the class and will forfeit their registration fee. Refunds (less \$15 admin fee) will be issued only if cancellations are made at least 3 days before the class.

Remember: Licensee must complete the mandatory four modules PLUS two electives for a total of 18 hours

Please register me for the indicated classes; my check for \$ _____, payable to RANWW, is enclosed:

Name: _____ Email _____

<input type="checkbox"/> CE 1, May 12, Hayward <input type="checkbox"/> CE 2 May 12, Hayward <input type="checkbox"/> CE 3, May 13, Hayward <input type="checkbox"/> CE 4, May 13, Hayward <input type="checkbox"/> Elective A, May 19, Hayward <input type="checkbox"/> Elective E, May 19, Hayward	Send this registration form, with payment, to: RANWW, 1903 Keith Street, Eau Claire, WI 54701	<input type="checkbox"/> CE 1, Oct. 13, Rice Lake <input type="checkbox"/> CE 2, Oct. 13, Rice Lake <input type="checkbox"/> CE 3, Oct. 14, Rice Lake <input type="checkbox"/> CE 4, Oct. 14, Rice Lake <input type="checkbox"/> Elective A, Oct. 20, Rice Lake <input type="checkbox"/> Elective E, Oct. 20, Rice Lake
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