

REALTORS® Report

June, 2010

ANNUAL MEETING SCHEDULED—JUNE 10

Notice is hereby given that the slate of candidates for the officer and director positions will be presented at the annual meeting of RANWW on June 10 at noon at Turtleback Conference Center in Rice Lake. 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.

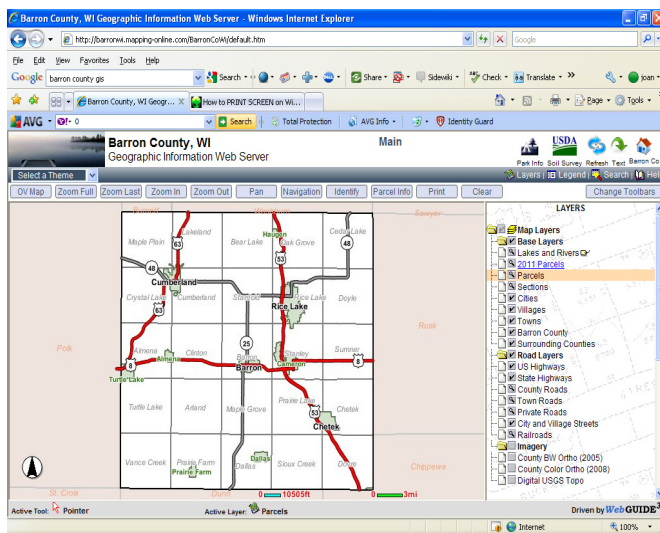
In addition to official Association business, members will learn more about The Wisconsin Way, a multiyear effort by a coalition of organizations, including WRA, to revolutionize the way we tax, spend and invest in Wisconsin. Tom Larson, WRA Director of Regulatory and Legislative Affairs, will be our guest speaker and will share background on the initiative that could cut property taxes, increase sales tax and collect tolls on the interstate among other proposals. This blueprint for change includes some radical

ideas—some you'll like and some you may question! Plan to attend to learn more about this exciting proposal.

Cost of the buffet lunch and the GIS workshop (see information below) preceding the meeting is only \$12—exact cash or check payable to RANWW will help speed up the check-in process.

If you plan to attend the meeting only, please arrive by 11:45 so we can begin promptly at noon.

EVERYTHING YOU WANTED TO KNOW ABOUT GIS BUT WERE AFRAID TO ASK. . . .



Sure, you know every County has a GIS (Geographic Information Server) website, and maybe you've even visited one—but do you know how you can take advantage of the wealth of information on those sites to assist you in your real estate business? *Brett Moravitz* and *Kyle Eggleston* will present a program from 10:00 to 11:15 June 10 at Turtleback that will include tips on:

- Getting Started
- General navigation with URLs for RANWW counties
- Use of the program
- Tips for printing maps and saving as pdf files

As an added plus, a basic overview of DNR mapping will be covered! Space is limited, so register early for this FREE program preceding the membership meeting.

You asked for more training on technology and programs that relate to real estate . . . We're delivering! Please join us on June 10 for either or both of these programs. A registration form is inside this newsletter or you can register online at ranww.org.

REALTORS® ASSOCIATION OF NORTHWESTERN WISCONSIN

1903 Keith Street, Eau Claire, WI 54701 ♦(715) 835-0923 ♦(888) 221-0112

Tech Helpline (866) 414-7387 ♦ www.ranww.org

WELCOME NEW MEMBERS. . . .

. . . . 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.

William Brakken
Judith Greener
Sherrie Haber
Stephan Harmon
Gregory Kamp

King Realty
Paffel Auction & Realty
Adventure North Realty
Harmon Group, LLC
CB East West Realty

Katherine McKevitt
Cristina Masterjohn
Douglas Melbye
Will Wilson

Edina Realty/CV
Masterjohn Realty
Edina Realty/CV
Swanson Homes

An orientation will be held on June 3 for these applicants and others who have not satisfied the membership requirement. Information has been sent to applicants, however, if you did not receive a notice and have not attended an orientation, please contact Jane in the Association office.

MEMBERS IN THE NEWS. . . .



Congratulations to **L. L. (Vern) Stewart**, our newest Realtor® Emeritus! The Realtor® Emeritus designation is awarded by NAR to someone who has held active Realtor® membership for 40 years. Vern, who is a past

president of the Association, is also a licensed auctioneer and specializes in farm sales. He joins Rolf Kleven, BJ Farmer, Howie Post, David Donnellan, Doug Lundholm and Dick Larson as members of this elite club! Vern will be presented with his certificate and ruby-studded Realtor® pin at our membership meeting on June 10.

Hats off to **Nancy Moynihan** who recently earned her SRF (Short Sales Foreclosure Resource) designation. It's unfortunate, but these type of transactions are becoming more and more common. It's to members' credit that they are willing to take time to learn more about these complex sales.



Congratulations, too, to **Krag Blomberg** who was nominated to serve on the WRA Board of Directors representing Region 6 for two years. Krag's nomination will be acted on by the WRA directors in August.



POLITICAL NEWS.



Realtors® Endorse J. B. Van Hollen for Re-election as Attorney General

J. B.'s recent endorsement by WRA was given because of his experience not only in law and law enforcement, but also because of his family's real estate business. That combination makes it possible for him to balance private property rights with the rights of all citizens to enjoy a clean environment. It has also helped create a more stable legal climate and stronger law enforcement at all levels, which are essential to making Wisconsin more attractive for business and families alike. For more information, log onto wra.org

RPAC—Your Best Real Estate Investment



RPAC co-chairs **Mary Hafenstein** and **Paul Canfield** are counting on you to invest in your future by writing a generous check to RPAC. Serious Realtors® contribute to RPAC because serious legislation is what we watch! Remember: RPAC doesn't buy votes but it does help open the doors so we can share our concerns with our legislators. For complete details on important legislative races in our area and the state and RPAC success stories, read the GAD report on our website.

ETHICALLY SPEAKING. . .Home Inspector Recommendations

“When representing a buyer, seller, landlord, tenant or other clients as an agent, Realtors® pledge themselves to protect and promote the interests of their clients. This obligation to the client is primary, but it does not relieve Realtors® of their obligation to treat all parties honestly. When serving a buyer, seller, landlord, tenant or other party in a non-agency capacity, Realtors® remain obligated to treat all parties honestly. (Article 1)

“Realtors® shall not accept any commission, rebate or profit on expenditures made for their client, without the client’s knowledge and consent. When recommending real estate products or services (e.g. homeowner’s insurance, warranty program, mortgage financing, title insurance, etc.) Realtors® shall disclose to the client or customer to whom the recommendation is made any financial benefit or fees other than real estate referral fees, the Realtor® or Realtor’s® firm may receive as a direct result of such recommendation or suggestion.” (Article 6)

Realtors® shall not recommend or suggest to a client or a customer the use of services of another organization or business entity in which they have a direct interest without disclosing such interest at the time of the recommendation or suggestion. (Article 6, Standard of Practice 6-1)

The Association office recently received a phone call from a member upset about a home inspector’s conduct. The agent had no knowledge of how the particular home inspector came to be involved in the transaction; he had not recommended the inspector to the buyers and did not think the cooperating broker had either. He suspected the buyers had simply looked in a phone book and made their selection with no input from a Realtor®. Several years ago, Cliff Niersbach, Vice President of NAR’s Board Policy and Programs, provided the following interpretations as it applies to Realtor® recommendations for home inspectors:

Clients and customers often rely on the counsel, advice and recommendations of Realtors® in selecting real estate related services, and Realtors’® expertise and experience is part of the value consumers receive dealing with knowledgeable real estate professionals.

“Article 1 establishes the fundamental duty of Realtors® “to protect and promote the interest of the client” while treating all parties honestly. Article 6 recognizes that Realtors® recommend real estate products and services, and requires Realtors® to disclose any financial benefits or fees they may receive as a result of a recommendation. Standard of Practice 6-1 also speaks to recommendations, requiring disclosure of direct interest in other organizations or entities at the time any recommendation is made.

Clients and customers often rely on the counsel, advice and recommendations of Realtors® in selecting real estate related services, and Realtors’® expertise and experience is part of the value consumers receive dealing with knowledgeable real estate professionals. Going back to Article 1 and the duty to promote the client’s interests, **it is wholly consistent with that duty to recommend providers of real estate products and services where a Realtor® believes the provider offers competent, professional services that meet the client’s needs.** (emphasis added). If a Realtor® believes a particular provider is especially competent or more experienced or has particular credentials or expertise that may serve or benefit the client, those are factors that may legitimately influence Realtors’® recommendations.”

Annual Membership & GIS Class Registration

Please register me to attend the June 10 meeting at Turtleback Conference Center in Rice Lake. I understand my registration is my commitment to pay unless I cancel by June 4.

Name _____ E-mail _____

Please indicate if you plan to also attend the GIS presentation from 10-11:15 by checking here. _____

Fax this form to 835-4621 by June 4 or register online at ranww.org on the calendar of events



514 Service Rd.
Spooner, WI 54801
715-635-3122
Fax 715-635-3859
http://www.northernbridges.com

Realtors Association of Northwestern Wisconsin
Foundation, Inc.
1903 Keith Street
Eau Claire, WI 54701

Dear Foundation members,

I was delighted and so grateful to see that Melanie [redacted] was a recipient of one of your grants. She was so happy, and relieved, to know that she will get some help with this work that was done. I am sending the copy of the receipt that Melanie had, and the work has been done to everybody's satisfaction, so the second half of the grant can be released to finish paying for this.

I want to mention again that I am so impressed by the wonderful Realtors in our area who give so unselfishly to this much needed resource. Times are tough right now and everybody has been hit financially by the state our economy is in right now. It is so great that, in spite of these tough times, the Realtors in your association still are concerned for the welfare of those folks who are in need of some help to keep their homes repaired and kept up. Thank you so much for your help and consideration!

If you have any questions or concerns, my direct phone number is: 715-635-3122 X 1859.

Sincerely,

Jackie Hansen, CSW/Social Work Care Manager

The Foundation received this letter from a case-worker after a grant of \$658.48 was awarded to restore running water to the home of a severely disabled couple. The letter clearly demonstrates how Foundation grants have a double impact—not only are we able to help homeowners in desperate need of assistance, our professional image is also enhanced in the eyes of grant recipients and the caseworkers. The directors will be awarding grants again in September, but your help is needed.

Please consider supporting the Foundation by making a pledge for **GAD Al Arnold's** 7 day, 500 mile trek on a tricycle across Iowa. Give him your "two cents worth" with a check for \$10 (or more) to the Foundation—remember, it's tax deductible! Details and pledge forms will be available at the June meeting or contact Joan for more information.



The Education & Technology Committee offer "hands on" YouTube training for Realtors®!

Are you posting virtual tours on the MLS and paying a vendor to create them? Did you hear from members who attended the April workshop that you can use YouTube to shoot those tours? Have you heard of other business uses for YouTube? Do you want to know more about taking advantage of this free technology to help you market real estate? Then this is the class for you!



Brian Dunham will offer a FREE 90 minute class in the Association's office on **June 30 from 10-11:30**. This will be a "hands on" presentation and students must provide their own laptops and camera for shooting the video. During the class, students will:

- ◆ set up a YouTube account if they don't already have one;
- ◆ shoot a video;
- ◆ upload it to YouTube;

In addition, Brian will offer ideas on other ways you may be able to use YouTube in your business. Class size is limited to eight students, so register today to make sure there's room for you. If there is a demand, the class will be offered again, possibly in another area.

Please register me for the "hands on" YouTube training class on June 30 from 10-11:30 in the Association office. I will bring the necessary equipment.

Name _____ Email _____

Fax this form to 835-4621—class is limited to 8. We expect we will turn members away because the class is full; you will be invoiced \$15 if you register and do not attend or cancel by June 28.

MLS UPDATE

May 21 was a very busy day for the MLS Committee who had a joint meeting with the RANWW Board of Directors to view two different lockbox presentations. Our current contract with Risco ends January 1, 2011, and there is some concern about continued support of that system. In the ten years (yes, it's been that long!), we've used electronic lockboxes, there have been some exciting developments, including:

- using a phone to open the box (no need for another device);
- using a "smart card" (like a credit card) instead of a key;
- having "at the door" one-time access code—a unique code to give to someone who does not have access to our system

No decision has been made on changing systems, but watch for more information on this important issue. In the interim, please be sure you know where your boxes are since they will need to be returned. Also, if you have extra boxes, **please** let the MLS office know so we can arrange to have them returned to us. We don't want to get more boxes now but have agents who need them.

Other business conducted that day:

- Approved display of sold data on IDX and amended rules to reflect that change;
- Clarified that a \$25 fine for a missing photo will be levied if a photo is not submitted **seven** days after listing is entered; \$50 additional fine if not submitted 14 days after listing is entered and \$100 fine if not entered on the 21st day (listing will also be withdrawn)
- Approved green building forms for uploading as an attachment
- Approved contracting with CoreLogic to bring WiREx data back to us
- Authorized 90 day free access to the MLS to property managers who are Realtor® members to promote the new rental directory (Note: we've already gained two brokers because of the rental directory!)
- Approved adding a field in residential property types to indicate it's an income producing property
- Reaffirmed that listings entered into area 2 must be in the Eau Claire school district **AND** within city limits

♪ OF NOTE . . .

♪ . . . About 85 members took advantage of the continuing ed classes offered in Hayward last month. A big THANK YOU goes out to Johnson Bank for sponsoring the classes. Thanks, too, to **Mary Hafenstein** and **Becky Martino** who worked with the RANWW staff to get the classes scheduled. If you missed the classes, don't despair—you can complete the required 18 hours of CE in Rice Lake in October. Registration information is on our website, ranww.org

♪ . . . You've probably heard the saying "If you want to get something done, ask a busy person". We heard it, too, so we asked **David Masterjohn** to represent us at the NAR meetings in DC. Dave serves as our treasurer and on the MLS Committee, and you may remember he moderated the workshop in April. Not only does he work hard for our Association, he's also active in the Superior Board. Perhaps we can ask him to present a time management workshop!

And the winner is. . .



WRA Annual Convention
Sept. 26-28, Kalahari Resort

NARdiGras 2010

NEW ORLEANS
NOVEMBER 5-8



**Realtors® Association of Northwestern Wisconsin
Northern Waters Area
2010 Fun in the Sun Golf Outing
Wednesday, July 28th at Spooner Golf Club
All Members Welcome!**

1:00PM: 9 hole scramble golf tournament. Shotgun start at 1:00. 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, dinner and tee gift.

3:30 – 4:30PM: Social hour

5:00PM: Dinner. For those of you who cannot join us for golf, dinner is \$20 for your choice of the following plated dinner options:

- Ribeye steak with sautéed mushrooms*
- Seared Salmon with flavored Aioli*
- Stuffed Chicken breast with wild rice*

Dinner options (Please place an “X” under the entrée choice of each player(s) in your group)



Name/Office: _____

Phone #: _____ Email _____

Place an “X” next to each player’s choice

<u>Names</u>	<u>Ribeye</u>	<u>Salmon</u>	<u>Chicken</u>	<u>no dinner</u>
1. _____	_____	_____	_____	_____
2. _____	_____	_____	_____	_____
3. _____	_____	_____	_____	_____
4. _____	_____	_____	_____	_____

Payment Enclosed: _____ \$55 for golf / dinner _____ \$35 for golf, no dinner _____ \$20 dinner only

**Send registration by July 1st WITH PAYMENT. Make checks payable to RANWW and mail to:
Benson Thompson Realty PO Box 207, Spooner WI 54801**