

REALTORS® Report

July, 2010

EXERCISE YOUR RIGHT AND PRIVILEGE TO VOTE

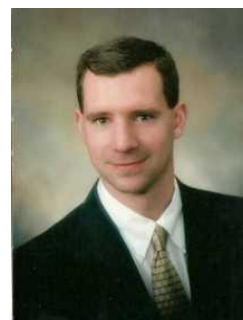
Mark your calendars now to logon to the Association's website between July 15-25 to vote for the 2010-11 directors. The two directors receiving the most votes will serve three year terms; the candidate with the third most votes will be the alternate director and will serve if there is a vacancy on the 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 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! The results will be announced in the August newsletter and officers and directors will be installed at the September 23 banquet at Lake Wissota Country Club.



Congratulations to David Masterjohn who was elected by acclamation to serve as President-elect. Dave serves on the MLS Committee, as our Treasurer and is a past president of the Superior Association.

Congratulations, too, to **Ben Rivard** on his election to the Treasurer's position. Ben is on the Board of Directors and Education Committee in addition to chairing the Technology Committee.



The Association office will be closed July 5—Happy July 4!



ASSOCIATION OFFICE REMODELED

If you stop at the Association office, you'll notice changes—empty bookcases, sheetrock, and furniture in unusual locations—in general, organized chaos. Other changes you'll note: Joan has moved to a new office (Bruce's) and Bruce is no longer working from the Association's headquarters. Like Al, Bruce will be working from his home.

By eliminating one of our offices, we've been able to expand our conference room. The change was needed to accommodate larger committee meetings (remember, we no longer have our classroom for meetings); it will also allow us to take advantage of new technology by connecting up to 250 members at a time for distance learning and conferencing.

The Education and Technology Center will be equipped with a 55" monitor, Polycom phone, wireless mics and webcams which will allow us to take advantage of WRA and NAR conferencing and save on member travel. Watch for information on the changes and take advantage of opportunities offered through the Center—in the convenience of your office!

REALTORS® ASSOCIATION OF NORTHWESTERN WISCONSIN

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The Voice for Real Estate in Northwestern Wisconsin

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.

<i>Robin Alling</i>	Outdoors Realty	<i>Benjamin Komro</i>	J. Theisen, Inc., Realtors®
<i>Alan Anderson</i>	C21 Premier Group	<i>Ramona McMenamin</i>	Adventure North
<i>Gary Becker</i>	Becker Realty Results	<i>Cindy Meyer</i>	Haselwander Real Estate
<i>Brooke Bishop</i>	C21 Metro	<i>Norbert Render</i>	Masterjohn Realty/Siren
<i>Catherine Chamberland</i>	ERA Parkside	<i>Bruce Segerstrom</i>	Woods & Water Real Estate
<i>Steven Ebben</i>	CB Lakeside Realty	<i>Helen Zobrist</i>	Midwest Realty

Congratulations to *Nora Shaide*, our newest Accredited Buyer's Representative. The ABR designation is the benchmark of buyer agency and one of the signs of a true professional! . . . Thank you to *Mary Hafenstein* for agreeing to teach at a new member orientation at the last minute when one of the instructors had a family emergency! . . . Thank you, too, to *David Masterjohn* for representing the Association at a roundtable discussion sponsored by the Rural Housing Development in Menomonie.

MEET THE DIRECTOR CANDIDATES. . . .



Tina Bann, has been a member for five years and holds the ABR and CRS designations and currently serves as an RANWW Director and a Public Relations Committee member. Her activities in the community include serving on the Chamber's Young Professional Team, youth programs at her church and fundraising events for the

American Cancer Society. Offering technology workshops and other educational programs is something she would like to see the Association continue and expand.



Linda Bucher, an agent with the Eau Claire office of CB Brenizer, has been in the business for seven years and holds the ABR and CNAS designations. Linda's involvement in the Association ranges from chairing the Public Relations Committee for two years to sharing her vocal talent by entertaining at the installation banquet.

She would like to see the Association offer more education, not only to members but also offer programs to educate the public on the process of buying and selling real estate.



A member since 1997, *Martha DeLong* of Edina Realty, Hayward, has demonstrated her commitment to professionalism by earning the CRS, GRI and ABR designations. She's a past director of the Northern Waters Board of Realtors® and currently serves on the Foundation Board of Directors. She regularly attends Association events, state conventions and recently chaired

the RPAC committee. Her service to the Association was recognized in 2008 with the prestigious Board Service Award.



Increasing Realtor® participation in RANWW events as well as continuing to positively promote the real estate industry are goals of *Michelle Kauffman* of the Re/Max Affiliates Menomonie office. Since joining the Association in 2006, she's been active by serving on the Strat Plan Committee and WRA Focus group. Education

is important to Michelle as evidenced by her attendance at every state convention since she joined plus serving as our Education Committee chairman. She's also currently a member of the RANWW Board of Directors.

Key Components to a Social Media Policy by Janelle Odishoo

(excerpts from Oklahoma City Realtor® News—used with permission)

Social media has become so much more than a vehicle for connecting with high school friends or sharing what movie you saw on Friday. It has become a powerful, viral marketing tool that companies across all industries, big and small, are using to market their products and services. With real estate being a relationship business, it's no wonder real estate agents and brokerages are trying to figure out how to capitalize on this free marketing opportunity.

Social media demands respondents be given equal time to communicate, a concept familiar to all of us who visit websites to rate products or services, comment on news articles or editorials, join a group of people with the same interests, and share a more personal side of our lives through photos, personal profiles and ideas. But how, then, do you raise the consciousness of your agents about the impact their social networking has on their work lives and their relationships to customers and to the public? That's the opportunity a social media policy presents.

Your agents or company may have a blog, Facebook pages, Twitter groups, public and private forums, etc. Like it or not, we are committed to using social media to one degree or another, especially as agencies fill with Gen X and Y faces. And like it or not, that means social media policies need to be incorporated into your brokerage operations manual.

Sarah Fields, Social Media Director for PMZ Real Estate suggests you consider the following when creating a Social Media Policy for your brokerage or company:

>Agents must respect proprietary information and confidentiality both of customers and of internal company operations when posting online.

>Agents and staff must be professional online, be responsible and honest at all times, and be transparent; social media is no place to hide.



>Agents and staff should post meaningful, respectful comments—in other words, no spam and no remarks that are off-topic or offensive. Be Credible, accurate, fair, and thorough. Always remember your online comments are permanently available to all and may be republished in other media. Assume everything can be held against you in a court of law.

>Agents and staff should be made aware company policies on anti-harassment, ethics and company loyalty extend to all forms of communication (including social media) both inside and outside the workplace. People need to know there are consequences to bashing your organization/broker/fellow agents online. Refer to NAR's Code of Ethics and apply it to your communications on social media.

>Stay within the legal framework and be aware anti-trust, libel, copyright and data protection laws apply. Don't plagiarize.

>Regarding posting of photos: don't post pictures of children without the written consent of the parents. Don't post any photos you wouldn't want your boss or customer to see.

>Since social media may be your first point of contact with a prospect, be sure to include your license number in your profile, particularly if you are using your work address and phone numbers on your contact information page.

>If an agent has a social media account where they use the company logo or brokerage name, you may want to put a policy in place that the brokerage has the right to monitor content.

Editor's note: Brokers can find a template on realtor.org for creating a social media manual for your office. NAR's policy suggests these should be included on any social media site:

- Name/logo of broker
- Address of brokerage office with which agent is affiliated
- Phone/fax/email of brokerage office
- Name of agent responsible for site
- State of licensure
- Agents affiliated with a team
- Other disclosures required by Department of Reg and Licensing

ETHICALLY SPEAKING. . . .

“In the event of contractual disputes or specific non-contractual disputes. . . between Realtors® (principals) associated with different firms, arising out of their relationship as Realtors®, the Realtors® shall submit the dispute to arbitration in accordance with the regulations of their Board or Boards rather than litigate the matter.” (Article 17)

Realtor® A, a residential specialist in a major metro area, inherited a cabin from a distant relative. After spending a week there with her family, Realtor® A decided the fact the cabin was 500 miles from her home made it likely her use of it would be infrequent, at best. Consequently, she decided to list and sell the cabin. Realtor® A described her situation to Realtor® B who claimed to be experienced in the sale of vacation properties in the area and who told Realtor® A a quick sale should be “no problem”. Based on that assurance, Realtor® A signed a listing agreement with Realtor® B. Realtor® B showed the property several times over the following months but to no avail. The Realtors® spoke by long distance several times and ultimately concluded a significant reduction in the listed price was needed.

A month later, Realtor® B called Realtor® A and advised that she had received an offer but disclosed the offer was from her daughter and son-in-law. Realtor® A thanked her for disclosing her relationship to the purchasers but indicated that, as she felt Realtor® B had been overly optimistic in recommending an asking price in the first place, and that even after a significant price reduction the only offer produced by Realtor® B had been from a member of her family, and that it was in “in-house” sale, Realtor® A thought it was only fair Realtor® B would reduce her commission. Realtor® B dis-

agreed and sent the purchase offer to Realtor® A. Realtor® A accepted the offer but at closing, which was handled in escrow, Realtor® B was surprised to learn that Realtor® A had instructed the closing officer to disburse to Realtor® B only half of the commission called for in the listing contract. Realtor® B filed an interboard arbitration request against Realtor® A claiming the balance of her commission. Realtor® A refused to arbitrate on the grounds she had been the seller in the transaction and had not acted within the scope of her real estate license and that there had been no “relationship as Realtors®” between her and Realtor® B. Realtor® A’s refusal to arbitrate was referred to the Board of Directors of Realtor® A’s board and, in response to questions put to her, she repeated her claim that she had acted exclusively as a principal in the transaction and not as a real estate professional. The Directors concurred with her reasoning noting the operant words in Article 17 refer to contractual disputes between Realtors® in different firms “arising out of their relationship as Realtors®”. They noted that if it had been the desire of Realtor® A and B to bind themselves to resolve any contractual dispute that might arise out of their principal/agent relationship, that could have been accomplished through insertion of an appropriate arbitration clause in the listing agreement. Absent that, there was no obligation for Realtor® A to arbitrate with Realtor® B.

NEVER ATTENDED A CONVENTION?

If you’ve never attended a WRA convention, you’ve missed a great opportunity to hear nationally known speakers, take in some timely workshops on a variety of subjects and earn continuing education credits. Of course you’ll also be able to network to create future business referrals. . . .not to mention just having a good time! Again this year, we’ll be awarding a free registration to a member who has never attended a convention. If you’d like to be eligible for a free registration, contact Joan—the drawing will be held Sept. 10. . . .Already attended a convention? Take advantage of the “two-fer” program by finding someone who hasn’t attended in the past 5 years. That person registers for a lower fee. Register by July 31 for reduced rates!



JULY CALENDAR

- ◆ . . .5 Association/MLS office closed
- ◆ . . .9 MLS Committee—8 AM
- ◆ . . .9 Board of Directors—9 AM (RPR presentation)
- ◆ . . .15-25 ONLINE VOTING!!
- ◆ . . .20 Nominating Committee, noon, Pokegama Inn
- ◆ . . .21 RPAC Trustees—11 AM
- ◆ . . .27 Education Committee, noon, Main Street Café
- ◆ . . .28 Golf outing, Spooner
- ◆ . . .29-30 WRA Directors, WI Dells



**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

Make checks payable to RANWW and mail to Benson Thompson Realty, PO Box 207, Spooner WI 54801

Add \$5.00 if registering after July 21!!



Realtors® Association of Northwestern Wisconsin Golf Classic 2010
Thursday, August 5th at Hillcrest Golf Course

- Golf** Morning golf will be for those “serious” golfers who want to play for individual scores. Afternoon golf will be a 4-5 person 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 Registration will begin at 9:00 a.m. Morning golf tees off at 10:00 a.m. Afternoon registration begins at 12:00 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 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 1/2 chicken **or** steak with mushroom sauce; both w/mashed potatoes and salad, will be served at 5:00 p.m. with a short program and prizes to follow (must be present to win).
- 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, 2010! Morning golfers will pay \$80.00 and afternoon golfers \$65.00 but **ONLY** for those who register with payment **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 23. ***Late reservations and reservations without payment will NOT be accepted.***
- Cancellations** All cancellations must be received on or before July 30 for a refund, minus a \$15 surcharge.

2010 RANWW GOLF RESERVATION FORM

Choose One of the Following:

INDIVIDUAL (will be placed with team)

OR **TEAM**

Name _____ Dinner Choice ___ Steak ___ Chicken **Captain** _____ Dinner Choice ___ Steak ___ Chicken

Players _____ Dinner Choice ___ Steak ___ Chicken

_____ Dinner Choice ___ Steak ___ Chicken

_____ Dinner Choice ___ Steak ___ Chicken

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, dinner and prizes - \$75.00 per person

_____ Lunch only - \$10.00 per person

_____ Dinner and prizes only - \$20.00 per person Dinner Choice ___ Steak ___ Chicken

_____ Lunch, dinner, and prizes only - \$30.00 per person Dinner Choice ___ Steak ___ Chicken

Send all reservations **WITH PAYMENT** to: RANWW, 1903 Keith Street, Suite 3, Eau Claire, WI 54701

2010 RANWW Annual Meeting Highlights

