

REALTORS® Report

August, 2010

NEW LEADERS ELECTED.....

Your vote **DOES** make a difference! If you've ever wondered if your vote really matters, check out these close election results:

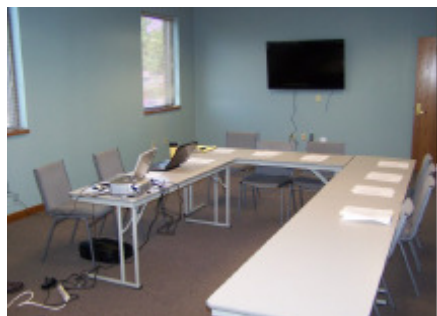
- ◆ ONE vote in the electoral college made Thomas Jefferson President over Aaron Burr
- ◆ ONE vote brought Texas into the union
- ◆ ONE vote decided on the purchase of the Alaska territory
- ◆ ONE vote prevented Andrew Johnson from being impeached.
- ◆ And more recently, 237 votes in Florida resulted in the election of George Bush

While we can't add to this list of one vote making a difference, we did have a very close election, indicating a slate of well qualified candidates.

Congratulations to our newly elected directors; **Martha DeLong** and **Michelle Kauffman**. **Linda Bucher** was elected as an alternate and will fulfill the vacancy on the board created by **Ben Rivard's** resignation to assume the treasurer position. Our new officers and directors will be installed on Sept. 23 at Lake Wissota Country Club—save the date!

2010-11 Board of Directors

<u>2010-11 Officers</u>		<u>RANWW Directors</u>
Jeff Theisen	President	Martha DeLong
Dave Masterjohn	Pres-elect	Michelle Kauffman
Ben Rivard	Treasurer	Linda Bucher
<u>WRA Directors</u>		Paul Canfield
John Flor		Brian Dunham
Krag Blomberg		<u>Immediate Past President</u>
Mike Brenizer		David FitzGerald
<u>NAR Director</u>		<u>Past President Rep</u>
Butch Flor		To be determined



CONFERENCE CENTER NEARING COMPLETION

The Technology Committee's vision of creating a distance learning/conference center is almost a reality. All the necessary construction work—sheetrock, new ceiling, carpeting, painting, -has been completed. The 55" monitor has been mounted and is awaiting final wiring. The final step, adding a Polycom phone, will be completed during early August. Plans are being made now to present an offering on using map based searches in MLXChange, which members will be able to take advantage in the convenience of their home or office. The new center will also allow easier participation in committee meetings. Some committee members travel up to an hour for meetings—they'll be able to participate without leaving home! The Association is very fortunate to have GAD **Bruce King's** television background to assist us in equipping the new conference center and in the guidance of affiliate member **Kurt Majkowski**. Kurt works for a company that provides distance learning programs and shared his knowledge and experience with us.

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>Michael Brunner</i>	Eau Claire Realty	<i>Michelle Mogensen</i>	Investment Realty
<i>James Dixon</i>	Pine Ridge Realty	<i>Charles Tiffany</i>	Prime Realty
<i>Molly Filipczak</i>	C & M Realty		
<i>Jon Knoll</i>	Dixon Greiner Realty		
<i>Jesse Paul Lukewich</i>	Dixon Greiner Realty	Welcome to our newest Affiliate member, <i>Tony</i>	
<i>Jody Marr</i>	Edina Realty/Chippewa Valley	<i>Scalzo</i> of Johnson Bank of Spooner	

Congratulations to *Colleen Weber* on winning the 2010 “Jump Start Downtown” award from the City of Eau Claire. Colleen and her partner opened the Smiling Moose Deli. . . . Our thanks to *Brian Dunham* for presenting a “hands on” class for using YouTube for virtual tours in the MLS. Students gave him ‘thumbs up’ on the presentation!! . . . Hats off to *David Masterjohn* and *Jeff Theisen* for finding time in their schedules to travel to Portland, Oregon, to investigate a new lockbox system for the MLS.

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The MLS Committee and Board of Directors had a joint meeting on July 9 to review a presentation on the Realtors® Property Resource (RPR). This exciting initiative is a comprehensive data base of every property in the United States and will be available only to Realtors®. The data base integrates tax and mortgage information, demographics, sold history, school information, crime stats. . . .and more. Lenders, governmental agencies and investment companies have indicated they will pay for the information which will allow NAR to offer it at no cost to members. The information presented at the meeting was truly amazing and will be a great tool for members. If you’d like more information on it, read the white paper posted on our website under current news.

In other business, the Committee:

- ◆ Amended the definition of area 2 to read: “Eau Claire School district, south of the Eau Claire or Chippewa Rivers, north of I-94 “ (*If you have listings in area 5 that meet this new definition, please change them. Also, to create more integrity in our data base, please review sold listings that should now be in area 2 and make the change. Until those listings are changed, members will need to either do a map-based search or search areas 2 and 5 to find all properties.)*
- ◆ Voted to contract with Risco Lockbox Company for two more years at our current monthly fee
- ◆ Accepted recommendation from subgroup to amend our bylaws to reduce the committee to 10 members over the next two years.
- ◆ Denied a request from realtor.com to put a “foreclosure” icon on properties identified as foreclosures
- ◆ Voted to enter into a contract with RPR pending review by two committee members
- ◆ Reviewed request to change name of “Multi-family” property class to “Income property” and add single family as a type. Staff was directed to research cost of making change and impact on WiREx

The committee was also updated on the status of adding sold information to IDX—it should be on our frameable site on August 2. Brokers who do not frame our site were sent notices of this new option and told to contact their webmaster if interested in adding sold information. The Committee was also updated on WiREx—our listings our now being viewed by other WiREx participants and we’re working with MLXChange to bring the WiREx data back to us through CoreLogic’s data sharing program.

Finally, some members are identifying properties as having a septic system without indicating they are either a mound or holding tank. If you know it has a holding tank or mound system, please indicate that. **If you are unsure, leave it as a septic system and let an expert make that determination.**

PUTTING POWER BEHIND IT



Because of its high awareness with consumers, the Realtor® brand is a powerful marketing tool, valued at over \$3 billion. Representing trust and professionalism, being a Realtor® sets you apart from the rest of licensees. So be sure to wear your pin and put the brand on your cards, web site, newsletters—everywhere—to show you are a Realtor®.

Your Realtor® membership denotes you as a professional, but it also provides some valuable benefits. Are you taking advantage of them? Take a look at some of them:

▶ Realtors® Federal Credit Union offers savings and checking accounts, loans, e-transactions and more. If you're in the market for a car loan, check out the \$100 cash back and no payments for 60 days option!

▶ HouseLogic.com is the homeowner's single source for information to protect, maintain and enhance the value of their home. Share the site with your clients and customers—they'll appreciate it. The site also offers an area where you can login to get professional newsletter filler or blog posts. A great way to save you time and showcase your professionalism.

▶ The Tech Helpline should be your first contact when you have technology issues or need guidance on which hardware may be best for you. The free call puts you in touch with a technician who understands the real estate business.

▶ Right Tools Right Now is new NAR initiative offering 100s of free and discounted products.

▶ Health and dental insurance, FedEx discounts, savings on car rentals, computers. . . these are just a few of your membership benefits—check out more at

http://www.realtor.org/realtor_benefits



In this fast changing market,

◆ you need tools and knowledge to succeed, and this year's convention at the Kalahari is planned to do that! Take advantage of continuing education or enhance your professionalism by earning a designation. In addition to the accredited classes, the event offers workshops on timely subjects as well as keynote speakers.◆ Check out the newest tools and products by browsing through the exhibition area. If you've never attended a convention, register with someone else to take advantage of the "twofer" discount. A complimentary registration will also be awarded to someone who has never attended a convention, so register and then contact Joan to be entered into the drawing on Sept. 10.

NARdiGras 2010

NEW ORLEANS
NOVEMBER 5-8



ETHICALLY SPEAKING.....

Realtors® shall not engage in any practice or take any action inconsistent with exclusive representation or exclusive brokerage relationship agreements that other Realtors® have with clients. . . .

Realtors® acting as subagents or buyer/tenant representatives of brokers, shall not use the terms of an offer to purchase/lease to attempt to modify the listing broker's offer of compensation to subagents or buyer/tenant representatives or brokers nor make the submission of an executed offer to purchase/lease contingent on the listing broker's agreement to modify the offer of compensation. Article 16 and Standard of Practice 16-16 of the Code of Ethics

Realtor® B contacted Realtor® A, the listing broker, and notified her that he was a buyer's agent and was interested in showing one of her listings to his client, a prospective purchaser. Realtor® A made an appointment for Realtor® B and his client to view the property. Shortly thereafter, Realtor® B presented Realtor® A with a signed offer to purchase from his client which was contingent on Realtor® A's willingness to reduce her commission by the amount she had offered through the MLS to subagents and on the seller's willingness to compensate the buyer for the commission the buyer owed to Realtor® B, his agent. Realtor® A presented the offer to her client, the seller, explaining she would not agree to reduce the previously agreed commission as specified in their listing contract.

Realtor® A then filed a complaint with the local Board charging Realtor® B with violating Article 16 as interpreted by Standard of Practice 16-16. In her complaint, Realtor® A stated Realtor® B had interfered in her agency relationship with the seller by encouraging the buyer to condition acceptance of his offer on the renegotiation of Realtor® A's commission arrangement with her client, the seller.

Realtor® B defended his action arguing Realtor® A's refusal to reduce her commission by an amount equal to what she had offered other brokers for subagency services would have placed the seller in the position of having to pay an excessive amount of commission if he had accepted the offer agreeing to contribute to the buyer broker's compensation. In addition, Realtor® B felt it was his duty to his client to get the best price for the property by encouraging the buyer to reduce the costs of sale wherever practical. The Hearing Panel concluded Realtor® B's actions to encourage his buyer-client to pressure the seller to try to modify the listing agreement with Realtor® A was an unwarranted interference in their contractual relationship.

The hearing panel noted that Article 16, as interpreted by Standard of Practice 16-16, required Realtor® B to determine, prior to presenting an offer to Realtor® A and her seller-client, whether Realtor® A was willing to contribute to Realtor® B's commission, either directly or by reducing the commission as agreed to in the listing contract and, if so, the terms and amount of such contributions. It was the decision of the Hearing panel that Realtor® B had violated Article 16.

Contact Jeff at 835-6191 or send him an email to jefftheisen@jtheisen.com Or contact Joan at joan@ranww.org if you'd like to become involved!

Committees are the building blocks of our Association. The programs and services we offer come from them. Not only does serving on a committee help you shape the direction of our Association, it also provides great networking opportunities. Transactions seem to go more smoothly when you have a working relationship with the lender, title insurance agent or fellow Realtors®. **Jeff Theisen**, 2010-11 President, is in the process of appointing committee chairs and members. Not sure where you'd like to be involved? Here's a list of our standing committees:



Christmas party (northern area)
Education
Elections
Foundation
Golf (northern area)
Golf (Chippewa area)
MLS (Brokers only)

Orientation
Public Relations
Professional Standards
RPAC
RPAC Trustees
Technology