

# REALTORS® Report

April, 2012

Fair

Housing

Month



## April is Fair Housing Month

April, 2012 marks the 44th anniversary of the 1968 landmark Fair Housing Act. Each year REALTORS® recognize the significance of this event and reconfirm our commitment to upholding fair housing law as well as our commitment to offering equal professional service to all in their search for real property.

The Fair Housing Act itself does not require the use of Equal Opportunity logo or slogan in any ad, however, using it regularly is good evidence of your commitment to fair housing compliance. Using only the words, "Equal Housing Opportunity" is acceptable, however, using only the picture without the words is not.

### The Fair Housing Act, makes it illegal to:

- ◆ Refuse to rent to you or sell you housing;
- ◆ Tell you housing is unavailable when in fact it is available;
- ◆ Show you homes or apartments in certain neighborhoods only;
- ◆ Advertise housing to preferred groups of people only;
- ◆ Refuse to provide you with information regarding mortgage loans, deny you a mortgage loan or impose different terms and conditions on a mortgage loan;
- ◆ Deny you property insurance;
- ◆ Conduct appraisals in a discriminatory manner;
- ◆ Refuse to make certain modifications or accommodations for persons with mental or physical disability, including persons recovering from alcohol and substance abuse, and HIV/AIDS-related illnesses;
- ◆ Fail to design and construct housing in an accessible manner;
- ◆ Harass, coerce, intimidate, or interfere with anyone exercising or assisting someone else with their fair housing rights.

### Based on these factors. . . .

- ◆ Race
- ◆ Color
- ◆ National Origin
- ◆ Religion
- ◆ Sex
- ◆ Familial status (families with children under the age of 18, or who are expecting a child)
- ◆ Handicap (if you or someone close to you has a disability)



### Wisconsin Fair Housing adds these factors. . . .

- ◆ Marital status
- ◆ Ancestry
- ◆ Source of income
- ◆ Sexual orientation
- ◆ Age

*Need more information on fair housing? Want to view a video on unintentional discrimination? Visit*

<http://www.realtor.org/library/library/fg705>

**REALTORS® ASSOCIATION OF NORTHWESTERN WISCONSIN**

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

*The Voice for Real Estate in Northwestern Wisconsin*

# MEMBERSHIP NEWS. . . . .



*Our two new Realtor® Emeritus members, Mike Ritsch and Dick Bezanson, reflected on changes in our business in the last 40 years while WRA Chairman Rob Keefe shared some of his military career experiences as a Navy SEAL and changes we may see in our business in the future.*



A big THANK YOU to the members who helped recognize our past presidents. About 30 of our past presidents, including 1961-62 president **BJ Farmer**, were in attendance and were treated with a presentation by **Marty Tauger** and WRA Chair **Rob Keefe**. Thanks, too, to our sponsors: Wells Fargo, E. O. Johnson and Sam's Club.



## "Why Join the REALTORS® Federal Credit Union?"

A virtual 24/7 credit union designed for the unique needs of REALTORS®!

- ⇒⇒Open 24/7!
- ⇒⇒FREE ATMs Nationwide
- ⇒⇒FREE Checking w/ FREE debit card
- ⇒⇒Scan check deposits using your computer
- ⇒⇒Transfer funds between financial institutions online
- ⇒⇒Flexible lending that understands a REALTOR®'s income
- ⇒⇒Earnings go back to benefit YOU and your fellow REALTORS®

**Join online! Takes just 10 minutes! Visit [www.RealtorsFCU.org](http://www.RealtorsFCU.org)**

## April Opportunities



3. . . **Spring Elections—Get out & Vote!**
5. . . CV Area Golf Committee meeting—noon
6. . . Good Friday/office closes at noon
11. . . Wednesday Wisdom, 9 AM, "Staging a Home"
19. . . Nominating Committee meeting, 2 PM
25. . . Administrative Professionals Day
27. . . Professional Standards training/Madison

*May opportunities include all 18 hours of continuing education (9-10 & 16) in Hayward sponsored by Johnson Bank. Look for a registration form in this newsletter!*

# COMMITTEE REPORTS

**EDUCATION.** . . Brian Dunham, Chairman

. . The March Wednesday Wisdom class on Rural Housing program was filled with helpful information for members working in the rural areas. If you didn't tune in, you missed a great opportunity to tap into a program that may help you increase your business. On April 11, **Marianne Rigby** will present a program on Staging a Home. Research, based on surveys of real estate agents, state home staging can reduce a listing time on the market by one-third to one half and could fetch as much as 10-15% more than an empty home or one not properly staged! Watch for an email on April 9 with a link to the meeting site and then take advantage of a program that may help you sell your listings faster and for more money!

. . On May 9, the Wednesday Wisdom program will feature Rob Uhrina of WRA staff presenting "Free or Nearly Free Killer Apps for Realtors®"

. . A **Legal Update** by WRA attorney Cori Lamont will be offered on June 20 at Turtleback Conference Center in Rice Lake. Hint: Brokers, because the information shared at this program may help limit your liability, you may want to consider making attendance mandatory! Please put April 11, May 9 and June 20 on your calendars now to take advantage of these offerings.

**PUBLIC RELATIONS** . . . Tina Bann, Chairman

You've our heard radio commercials informing buyers mortgages are available—now listen for this one: *"If you've been thinking a home is out of reach for you, **think again!** Right now banks are offering unbelievably low mortgage rates which means a mortgage is accessible to you. These historically low rates mean more home for you than ever before, and right now the banks have the money to lend to you. Come in, apply and find out all the loan programs available. You have many options—call your local Realtor® or lender today to see what they are. Do it before your dream home is sold to someone else!"* Free print ads will use the "**think again**" tagline—maybe you should include it in your ad! The Committee is also planning a repeat—in multiple locations—of the very successful recycling campaign introduced last year; more details will follow.

**MLS.** . . . Brett Moravitz, Chairman

After working on the concept since July of last year, the Committee voted to amend our rules to incorporate provisions for "Standby Offers". A "standby offer" is basically an offer from a buyer who has a property that must be sold before buying, however, the buyer has no right to be notified (zero hour bump clause) if another offer is accepted by the seller. Our rules require that the property with the offer on it must be changed in the MLS to "Active/Bump Clause" (A/BC), however, many agents and buyers are reluctant to consider those listings. **If a "Standby Offer" is accepted, using the special addendum that will be available on ZipForms, the status does not need to be changed in the MLS, however, the agent remarks must be amended to note the seller has accepted a standby offer;** other bump clauses must be reported as A/BC. This change in our rules should encourage agents and buyers to consider properties that previously may have been eliminated because of the bump clause. More information on this new practice will be shared with brokers and sales managers.

In other business, the MLS Committee:

√ Reaffirmed policy that auction properties cannot be entered in the MLS as \$1; the listing price must be entered

√ Approved quote of \$525 to add agent's cell phone and ability to search for county or owner's name on mobile application

√ Denied request to require restrictive covenants and plat maps (encourage agents to include them)

√ Denied allowing branded tours in the MLS

√ Voted to purchase SentiLock system and appointed subcommittee to investigate financing.

*Note: All actions of the Committee were approved by the Directors **except** purchase of SentiLock system.*

**GOLF.** . . Lenny Drescher, CV outing chairman

Want to be part of planning this popular event? Please contact Lenny Drescher at 715-832-2222. The CV outing is scheduled for August 7; the NW outing (chaired by **Shane Beck**) will be July 26. Watch for information on both these very fun outings!

**.....OFFICIAL ASSOCIATION BUSINESS.....**

In accordance with our bylaws, notice is hereby given that the following amendments to our bylaws will become effective May 1, 2012 unless a petition signed by 10% of the members eligible to vote is received at the Association office before that date. The underscored text shows revisions to our bylaws.

Article VII, Section 2: It shall be the duty and responsibility of every REALTOR® member of this association to abide by the Constitution and Bylaws and the rules and regulations of the Association, the Constitution and Bylaws of the State Association, the Constitution and Bylaws of the National Association of Realtors, and to abide by the Code of Ethics of the National Association of Realtors®, including the duty to mediate and arbitrate controversies arising out of real estate transactions as specified by Article 17 of the Code of Ethics, and as further defined and in accordance with the procedures set forth in the Code of Ethics and Arbitration Manual of this Association as from time to time amended.

*Rationale:* Our current policy is to offer mediation prior to arbitration, however, this amendment will require members to mediate first. Our last arbitration hearing was seven years ago, so this amendment to our bylaws may have very little impact. Articles IV, Section 1(a), Article V, Section 1(a) and Article VI, Section 5 will also be amended to require mediation before an arbitration hearing.



**Jeff Theisen** and his Nominating Committee will be meeting on April 19 to begin the process of preparing a slate of candidates to be presented to the members at the annual meeting on June 20 at Turtleback Conference Center. If you'd like to serve your Association and be part of the leadership team, or want to nominate another member, complete this application and return it to Jeff or the Association office.

**OFFICER/DIRECTOR NOMINATION FORM**

Nominee's name \_\_\_\_\_

Company \_\_\_\_\_

Phone number \_\_\_\_\_ Nominated for position of \_\_\_\_\_  
*(President-elect/Treasurer/Director)*

**Please provide some background information:**

Years in the real estate business \_\_\_\_\_ Professional designations earned \_\_\_\_\_

Please list involvement in the local, state or national associations. (Positions held, committees chaired or served on, task force appointments, attendance at Realtor® functions, etc.)

\_\_\_\_\_

Please provide background on any civic or service group involvement you have.

\_\_\_\_\_

What issues, if any, do you think the local Association should be working on? Do you have suggestions for additional membership services we can offer? Anything else you would like to share? \_\_\_\_\_

\_\_\_\_\_

*Please return this completed form to the Association office (835-4621, fax).  
Thank you for your interest in your Association!*



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**CONTINUING EDUCATION REQUIREMENT:** All licensees must complete six courses approved by the Department of Safety and Professional Services before December 14, 2012. Four of the classes are mandatory; licensees may choose two electives to complete the required 18 hours.

**Hayward classes**  
May 9, 10 & 16  
Flat Creek Inn  
10290 Hwy 27 South

**Rice Lake classes**  
October 10-11 & 18  
Turtleback  
West Allan Road

**May 9 & 10—Jon Sayas, instructor**

**Oct. 10 & 11—Rob Sayas, instructor**

- May 9: CE#1, Listing Contracts (8:30-11:30)
- May 9: CE#2, Offer to Purchase (1-4:00)
- May 10: CE#3, New Developments (8:30-11:30)
- May 10: CE#4, Business Ethics (1-4:00)

- Oct. 10: CE#1, Listing Contracts (8:30-11:30)
- Oct. 10: CE#2, Offer to Purchase (1-4:00)
- Oct. 11: CE#3, New Developments (8:30-11:30)
- Oct. 11: CE#4, Business Ethics (1-4:00)

**May 16 Electives—Jonathan Sayas**

**Oct. 18 Electives—Rob Sayas instructor**

- Elective A: Short Sales & Foreclosures (8:30-11:30)
- Elective B: Environmental Matters (1-4:00)

- Elective C: Other Approved Forms (8:30-11:30)
- Elective D: Financing (1-4:00)

**REGISTRATION FEES:**

Each full day of education (6 hours) is \$70 for members, \$80 for non-members, and includes morning and afternoon breaks and lunch buffet; each three hour class is \$35 for members, \$40 for non-members. No lunch included if attending only 3 hours. **NOTE:** Registration begins 30 minutes prior to class; late arrivals will not be allowed 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.



**These classes are made possible through the generous support of Johnson Bank—please be sure to thank them!**

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

Name \_\_\_\_\_ Email \_\_\_\_\_

- ( ) CE 1, May 9, Hayward
- ( ) CE 2, May 9, Hayward
- ( ) CE 3, May 10, Hayward
- ( ) CE 4, May 10, Hayward
- ( ) Elective A, May 16, Hayward
- ( ) Elective B, May 16, Hayward

**Send this registration form,  
With payment, to:  
RANWW, 1903 Keith Street  
Eau Claire, WI 54701**

- ( ) CE 1, Oct. 10, Rice Lake
- ( ) CE 2, Oct. 10, Rice Lake
- ( ) CE 3, Oct. 11, Rice Lake
- ( ) CE 4, Oct. 11, Rice Lake
- ( ) Elective C, Oct. 18, Rice Lake
- ( ) Elective D, Oct. 18, Rice Lake