



REALTORS® Report



December-January

Great endings to 2011 and a great beginning to 2012

Someone once said "An optimist stays up until midnight to see the New Year. A pessimist stays up to make sure the old year leaves." Whether you're an optimist or a pessimist, here are some opportunities for you to end 2011 and begin 2012!

- ♦WRA's **Management Conference** in Pewaukee on December 8 is a great ending for 2011. Through several great sessions, managers and brokers can learn about new technology, tips on marketing, and an update on regulatory and tax changes. More information is available at wra.org.
- ♦Celebrate the ending of 2011 in style at the "**Snowflake Christmas**" party on December 9 at the Avalon Hotel in Chippewa Falls. Details inside.
- ♦Get your business plan in place for 2012 in place as we end 2011! Evelyn Carlyle of Simple Office Solutions will be our guest speaker on our December 14 **Wednesday Wisdom** program and will offer advice to "operate your business like a business". Watch for an email on December 12 with your link to the online class.
- ♦The **Winter Convention** at Lake of the Torches January 25-27 is a great way to begin 2012! The convention offers an opening session by a nationally known speaker, continuing education classes, technology workshops plus networking opportunities. Register online at wra.org by January 10 for a discounted registration fee.

RANWW members awarded Realtor® Emeritus status

At the NAR convention in November, *Dick Bezanson* and *Mike Ritsch* were awarded Realtor® Emeritus membership, a status recognizing at least 40 years of membership. Mike and Dick join *Dave Donnellan*, *BJ Farmer*, *Rolf Kleven*, *Doug Lundholm*, *Howie Post*, and *LL Stewart* in this elite group.

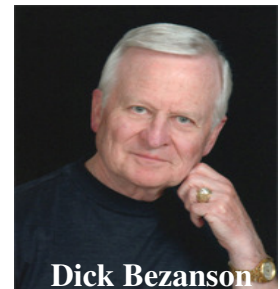
Congratulations, Dick and Mike!!



Mike Ritsch

Mike is one of the brokers of C21 Metro in Eau Claire and is a past president of our Association. In his 40 years of membership, Mike has served on virtually every committee of the Association and in 1989 was named as Realtor® of the year.

Dick's involvement hasn't been limited to the local Association, although he did serve as our President and received the Realtor® of the year award in 1980. In 1987 Dick was WRA President and received the state's Distinguished Service Award in 1998.



Dick Bezanson

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

MLS Update. . . Brett Moravitz, Chair

There's always a lot of business for the committee! The Committee voted recently to:

- ◆ Maintain December & January dues at \$37.00 per member
- ◆ Adopt a policy to report *net* taxes in the MLS
- ◆ Require completion of Above and Below Grade Square Footage during listing input
- ◆ Create IDX Public Comment field to allow/disallow consumer comment on sellers properties
- ◆ Adopt combined Data Access & License Agreement for IDX, VOWs and Broker Back-Office apps
- ◆ Approve Zero Bump Clause concept subject to review by WRA attorney (watch for more information)
- ◆ Create Task Force to review current Auction policy
- ◆ Amend MLS Rules Section 1 to read “.be delivered to the Multiple Listing Service within 72 hours after receipt of contract with all necessary signatures, excluding weekends and federal holidays.”
- ◆ Adopt new policy statement: “List date is defined as the date broker receives completed contract with all necessary signatures. Broker must be able to provide clear evidence of receipt of the completed contract (ie: date/time stamp of fax, postmarked envelope, email)

Members who attended the NAR Convention reported that the franchisor IDX policy was rescinded and the workgroup's proposed IDX policy was approved in concept subject to rules being written and approved. The committee was also updated about an MLS that has created an appraiser's database within the MLS. The database provides additional information needed by appraisers; more research is needed to determine if it's something we can implement.

REMINDERS:

Room Sizes & Location, Unfinished Square Footage: ALL room sizes and locations are required by the MLS. If there are more rooms than data fields, enter additional room sizes/location in Remarks, using Agent Remarks, if needed.

Showing Cancellations: If it becomes necessary to cancel a showing appointment (especially after business hours and/or on a weekend), make every effort to *directly* contact listing AGENT or BROKER. Weekend emails or phone messages to a listing OFFICE may not be seen until Monday morning, which may be too late. Sellers should be given the courtesy of knowing when an anticipated showing of their property will not be taking place.

Lights On, Doors Left Unlocked: Take a few extra moments to turn out lights and secure a property you've just shown to prospective buyers - unless instructed otherwise by the listing agent. Note any specific showing instructions from the listing agent either in the MLS or BookAShowing. Should you have questions about showing the property, contact the listing agent directly.

All Data Fields in CMA Subject Property: Need all data fields in the CMA Manager Subject Property? Go to CMA Manager>Subject Property>Show (upper right)>RES CMA All Fields

*Merry Christmas and best wishes for
a healthy, prosperous New Year!*

Joan, Rhoda, Jane, Al, Bruce & Pattie





MEMBERSHIP NEWS



Notice is hereby given that **Andraya Albrecht** of First Realty Builder Services, **Chase Collins** of Live in Eau Claire and **Cristina Masterjohn** of CB East-West have applied for Realtor® membership. In accordance with our bylaws, written comment, which shall be kept confidential, is invited. . . . Welcome to our newest affiliate member, **Tino Martinez** of Wells Fargo. . . . A big THANK YOU to **Chris Wolff** for sponsoring the Negotiating Seminar last month. Our Association is fortunate to have so many generous affiliate members who support the Association financially, serve on committees and share their knowledge by teaching at classes and sales meetings. Their commitment to the Association makes us stronger. Visit ranww.org for a complete list of affiliate and show them your appreciation by making them your first business contact whenever possible. . . . Congratulations to **Lenny Drescher** on winning the Winter Convention registration compliments of **All Title Services!** Another registration will be awarded at the Christmas party. . . . Hats off to **Brett Moravitz, David Masterjohn, David FitzGerald, John Flor** and **Ben Rivard** for making time in their schedules to represent the Association and the MLS at the NAR convention. They shared highlights of the meetings with the Board of Directors and MLS Committee. . . . Kudos to all the members who generously supported the Salvation Army and other food pantries. The workers from the Salvation Army had tears in their eyes as they repeatedly stated our help was critical to their ability to help so many needy families. **Eau Claire Realty** claimed the Traveling Turkey Trophy and **Vinopal Title and Abstract** took the Top Can Award back to their office again this year. Years ago a member of the Public Relations Committee said there were no losers at the food drive, only winners. That statement is true today, especially since members are also generously supporting our local Foundation!

ATTENTION BROKERS!

Did you know a member of the Association staff and/or an elected leader will attend one of your office meetings? Choose from topics like:

- * Recall elections, redistricting issues
- * Frac sand mining proposed legislation
- * Shoreland zoning/short term rentals updates
- * Taconite mining in northern Wisconsin
- * Realtor® party initiatives
- * Limited technology apps (QR codes, smart phones, mobile MLS, using social media, etc.)
- * Professional Standards hearing process
- * MLS issues including Wirex, RPR

If you'd like to schedule a visit, contact Joan@ranww.org, then put on the coffee—we'll bring the donuts!

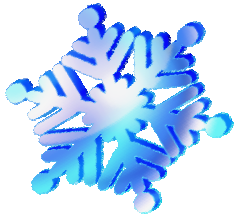
DECEMBER OPPORTUNITIES

- 9 . . . Christmas party, Avalon, Chippewa Falls
- 14. . . Wednesday Wisdom, 9 AM:
"Running your business like a business"
- 14. . . Education Committee meeting 10:30—12
- 23-26 RANWW/MLS office closed for Christmas
- 31 . . Dues must be postmarked today!

JANUARY OPPORTUNITIES

- 2 . . . RANWW/MLS office closed for New Year's Day
- 6. . . .MLS Committee meeting, 8:30
- 13. . . Directors meeting, 9 AM
- 20. . . WRA BOD meeting, Madison
- 25-27. . Winter Convention, Lac du Flambeau

Reminder: add \$25 to the amount on the invoice when paying dues in December. If not postmarked by Dec. 31, a new member fee of \$265 must be paid.



You are cordially invited to

**The Realtors® Association
of Northwestern Wisconsin**

2011

“A SNOWFLAKE CHRISTMAS”

When: Friday, December 9th

Place: Avalon Hotel, Chippewa Falls

Time: 5:30 Social Hour

6:30 Dinner Buffet

7:30-11:30 Music and Dancing

Cost: \$25 per person*

Music and Games: "Beckfield Entertainment"

GREAT FOOD, GAMES, PRIZES, MUSIC, DANCING AND FUN FOR ALL!

Number Attending: _____

Names of attendees (First and Last):

RSVP with payment by Monday, December 5th to:

RANWW, 1903 Keith Street, #3, Eau Claire, WI 54701

*\$15 administration fee for refunds * NO cancellation refunds after noon on December 2*

*ROOMS ARE AVAILABLE FOR \$69 * REFERENCE “REALTORS® ASSOCIATION WHEN CALLING*

Call 888-727-5288 for Reservations

**\$2.00 of each registration will be donated to the RANWW Foundation*

