

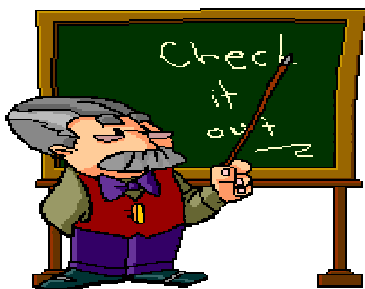
# REALTORS® Report

February, 2012

## FEBRUARY OPPORTUNITIES. . . . .

February is a short month, but fortunately an extra day was added this year to accommodate everything available to you through the Association! Check these out and include them on your calendar.

- ♦ . . . . . **February 6-7**, CRS 202 will be offered in Eau Claire! Take advantage of this training to join the elite group of professionals who enjoy significant larger earnings than those without the designation. Not only will you be able to increase your income, you'll save money by not having to travel to the eastern side of the state. . . . A win-win!! For complete details or to register, contact WRA.
- ♦ . . . . . **February 8**, 9-10, Wednesday Wisdom; **Josh Briggs** of Valuation Specialists will present an informative program on appraisal issues from 9-10. Take advantage of the program in the convenience of your home or office or join us in our conference center. More details are inside.
- ♦ . . . . . **February 14**, 9-12. Lockbox demos will be presented by both Sentrilock and Supra Lockbox Systems. This is an opportunity for interested members to learn about the systems and help us make a decision on our next step. If you'd like to attend, contact Joan. . . . please remember, this is information gathering only. **No decisions have been made on changes in our system!**
- ♦ . . . . . **February 16**, Broker and sales managers are invited to attend a meeting in either Rice Lake (Johnson Bank, 9-10:30) or at RANWW (1-2:30). DSPS Secretary Dave Ross will be our guest and will share information on changes taking place in his agency. It's your opportunity to share common concerns and issues with fellow brokers as well as be more educated on possible changes in the regulatory area. If you have a topic you'd like to add to the agenda, please let Joan know. A registration form is inside so we can be better prepared. . . . please complete it and join us!
- ♦ . . . . . **February 29**, Realtor® & Government Day, Madison. Again this year the Association will be organizing travel plans leaving from the Association office and will treat members to a breakfast at the Cracker Barrel in Wisconsin Dells. The event, which is free, is limited to the first 500 members (statewide), so if you'd like to attend, don't delay! Contact either Al Arnold or Bruce King to register.



The selection process is now under way for 2012 Wisconsin Realtors® Foundation Children's Scholarship program. This program awards ten scholarships of \$750 each to children of WRA members. Several of our members have taken advantage of this program to help fund their son or daughter's college education. . . . it's a membership benefit, so take advantage of it! Contact Sandy Bohlgrin at WRA (or apply online at [www.wra.org](http://www.wra.org)) before the March 9, 2012 deadline.

**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.....

- ◆ . . . Notice is given that **Bonnie Brunner** of JumpRiver Realty and **Eric Sutherland** of WESTconsin Realty have made application for Realtor® membership. In accordance with our bylaws, written comment, which shall be kept confidential, is invited. . . A new member orientation for Bonnie, Eric and other new applicants is scheduled for March 29 in the Association office.
- ◆ . . . . Congratulations to lucky **Linda Wiese** and **Lenny Drescher!** Both won winter convention registrations compliments of **All Title Services**.
- ◆ . . . . First RANWW, then WRA & now NAR recognize **John Flor's** strong leadership. John was approved by the NAR Board of Directors in November to represent Region 7, which includes Illinois, Indiana and Wisconsin, as regional vice president. In addition, he will serve on NAR's Executive committee. His term ends 12/31/2013.
- ◆ . . . . **Ray VanGilder** has a new reason to be proud of his son, Jeff. Jeff was recognized by the American Red Cross for saving a disabled fisherman who fell overboard during a fishing trip to Canada. His award was presented at the annual Brave Hearts and Real Heroes Award banquet.
- ◆ . . . . **Phil Kaiser, Jeri Bitney** and **Pete Wiese** have truly practiced the portion of the Realtor's® pledge that reads. . . "to guard . . . the free enterprise system through political involvement". Phil and Jeri are retiring from their positions on the Rusk County Board and the Shell Lake City Council; Pete will continue serving on the Dunn County Board of Supervisors.
- ◆ . . . . The question in January for our office seemed to be "*How many members did we lose?*" Now that we have a final tally, the answer is: 89% of our members renewed! Good news since our budget was based on 85% renewal rate. Our membership decreased from 873 last June to our current 783.



## Sam's Club® Membership Certificate

Enjoy the value of Membership! Receive a \$25 Sam's Club Gift Card when you join or renew as a Plus Member. Or, receive a \$10 Sam's Club Gift Card when you join or renew as an Advantage or Business Member.

This certificate is valid for employees or members of  
**REALTORS® Association of Northwestern Wisconsin**  
Offer good through April 30, 2012.

A \$100 Advantage Plus Membership and \$40 Advantage Membership include one primary card and one spouse (or other household member over the age of 18) card. A \$100 Business Plus Membership and \$35 Business Membership include one primary card, one company card and one spouse (or other household member over the age of 18) card. Primary Memberships are valid for one year from the date of issue. The certificate may be redeemed for a new or renewed Membership. The Gift Card with this offer cannot be used toward Membership fees. Certificates and special promotions are not valid on [SamsClub.com](http://SamsClub.com) or by mail. Primary Membership fee (\$100 for Plus, \$40 for Advantage, \$35 for Business - plus tax in some places) will apply at the time of renewal. This offer cannot be combined with any other offer. To view our privacy policy, visit [SamsClub.com/privacy](http://SamsClub.com/privacy). Only original certificates accepted. One-time use only. Offer not valid in Puerto Rico.

<b>Advantage Plus</b>  4 06397 05049 7	<b>Advantage</b>  4 06326 33969 3	<b>Business Plus</b>  4 06397 05119 7	<b>Business</b>  4 06326 34109 2
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**To take advantage of this offer**, present the certificate along with proof of affiliation at the Member Services Desk of your local Club.

# PAST PRESIDENTS MEETING SCHEDULED. . . .

## WRA Chairman Rob Keefe, special guest



Please reserve noon, March 15 to attend our annual Past Presidents Appreciation lunch at the beautiful Florian Gardens in Eau Claire. This meeting is a highlight for many of our past leaders and serves to inspire future leaders, so don't miss it!

WRA Chairman of the Board, **Rob Keefe**, will join us to help

pay tribute to these members who have made this such a strong Association. While Rob is certainly versed on current market conditions and the political arena, he'll share some of his very interesting background as a Naval officer for nine years instead. **Marty Tauger** has also been tapped to pay a humorous homage to our past leaders, so between Rob and Marty, you can count on a program you'll enjoy! Finally, both **Mike Ritsch** and

**Dick Bezanson** will be presented with their Realtor® Emeritus awards. . . .fitting tributes recognizing their 40 years of membership in the Association! Because of the very generous support of **Wells Fargo, E. O. Johnson** and **Sam's Club**, the cost is only \$13. Watch next month's newsletter for a registration form, but please plan to join us.



### ATTENTION BROKERS!



Don't miss the opportunity to learn from your fellow brokers and from the Secretary of the DSPS on February 16. Two meetings are scheduled—

fill out the form below to register; let Joan know about topics you'd like covered. These are your meetings and we need your input!

. . . .On a different issue, brokers are invited to attend a demonstration Feb. 14 on two different lockbox systems. The MLS Committee and Directors are getting information on our options when our current contract expires at the end of this year, and you're welcome to attend. No decisions have been made—this is informational only!

Please register me to attend:

\_\_\_\_\_ Johnson Bank, Rice Lake (9-10:30)

\_\_\_\_\_ RANWW office, (1-2:30)

\_\_\_\_\_ Lockbox demos  
(Feb. 14, 9 to noon), RANWW office)

Name \_\_\_\_\_

(Fax to 835-4621 or email Joan@RANWW.org)

### WEDNESDAY WISDOM—

February 8, 9 to 10 AM

Changing appraisal regulations are creating some challenges for our members, and **Josh Briggs** of Appraisal Specialists will help members better understand the role of an appraiser in a transaction and what members can do to help close the transaction. His presentation will include:

- ◆ Changing Appraisal Management Companies (AMC's)
- ◆ Understanding new law about value pressure and communication between parties
- ◆ Comparable Sale (underwriting) guidelines (client, AMC, and investor guidelines)
- ◆ Comparable Selection
- ◆ Reconciliation of an appraisal (adjusted value range, adjustment ratios, weighting of comparable sales)
- ◆ Impact of inaccurate/incomplete MLS data on appraisal
- ◆ How to measure gross living area quickly
- ◆ Sources for public data
- ◆ Briefly will touch on acreage, outbuildings, REO's, short sales and manufactured homes (the difficult ones)

Watch for an email on February 6 with a link to the meeting site and take advantage of the class in the convenience of your home or office. *Hint: Some offices have made the Wednesday Wisdom part of their sales meeting agenda—great idea!* If you prefer, you can attend it in our classroom, but please let us know if you plan to do that.

# A PICTURE'S WORTH A THOUSAND WORDS...

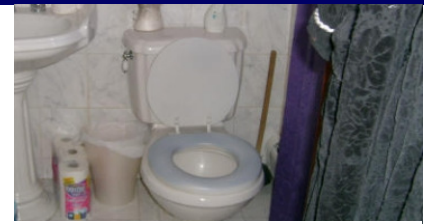


*All the clutter doesn't help sell the property!*



... But what do they say ????

Please remember the photos you enter in the MLS appear on hundreds of sites on the internet and use good judgment. It can be a touchy situation to ask a seller to "declutter", but if you can't see the counter or floor, the property isn't being marketed to its best advantage.



*Do these toilets help sell the house?*



*Laundry room?*



*Rust stains not a plus!*



*Trash in the yard won't help sell the property*



*Clean off table & put chairs back for a better photo!*



*Really... a picture from the car?*



Remember this rule when submitting MLS photos:

*"If it's not a selling point, don't take a picture of it!"*



REALTOR® & Government Day

February 29, 2012

REALTOR® & Government Day is your opportunity to help shape laws that affect you. Through lobbying efforts at the Capitol, you'll meet state lawmakers and have a unique opportunity to advocate for issues like property taxes, land use, property rights, regulations & more. Our success as an industry requires active advocacy by every REALTOR®. In 2011, we demonstrated an impressive show of strength by bringing over 600 REALTORS® from every corner of the state to Madison. With your support and advocacy, 2012 will be a day well remembered at the Capitol. We'll be leaving from RANWW at 8 AM and will stop at the Cracker Barrel in Wisconsin Dells. The day will end around 5 PM with a panel discussion and then we'll travel home. Travel plans are being coordinated by GADs Bruce King and Al Arnold... please contact one of them to join us!

RANWW is looking for an Executive Vice President

Candidate must be:

- ▶ Principled
- ▶ Self-motivated
- ▶ Have a commitment to teamwork
- ▶ Administrative
- ▶ Managerial
- ▶ Able to coordinate meetings/events

Interested in this position?

Visit [ranww.org](http://ranww.org) for online application and complete job description



Because of the very generous support of **Johnson Bank**, continuing education classes will be offered in both Hayward and Rice Lake! Classes will be at the Flat Creek Inn in Hayward on May 9-10 & 16 and in Rice Lake sometime in October. Watch for a registration form in the next newsletter for the May classes, but put the dates on your calendar now.