Kathy & Neil Haselwander, Bill McKinney and Bob Wing Achieve Emeritus Status!

Kathy and Neil Haselwander of Haselwander Real Estate, together with Bill McKinney of McKinney Realty and Bob Wing of Kleven Real Estate, have been awarded the prestigious Realtor® Emeritus membership; a status recognizing at least 40 years of continuous membership! Kathy, Neil, Bill and Bob join BJ Farmer, Doug Lundholm, Nick Rassbach, Vern Stewart, Dick Bezanson, Mike Ritsch, Ralph Halvorsen, Phil Kaiser, Jim Theisen, Wayne Peters, Rod LaRose and Mike Tainter in this elite group!

Kathy Haselwander, a founder of Haselwander Inc., served as Chairperson to the Scholarship Committee for the Association, and on the MAB, Legislative and Christmas Committees.

Neil Haselwander, also a founder of Haselwander Inc., was selected as Builder of the Year and served as Builders Liaison for the Realtors® Association.

Bill McKinney served two terms as President of the former Hayward Association of Realtors®, was a State Director for WRA and served on numerous Association committee assignments.

Bob Wing has served on the Association Board of Directors and on many committees including Education, Professional Standards, Nominating, PR, the Foundation and RPAC, to name just a few!

Thank you Kathy, Neil, Bill and Bob, for your years of hard work, dedication and many contributions to the Association! CONGRATULATIONS!!

Annual Meeting Scheduled

Notice is hereby given that the Annual Meeting of the Realtors® Association of Northwestern Wisconsin will be held on June 25th Noon, at Turtleback Conference Center, Rice Lake. The slate of candidates for the RANWW Officer and Director position will be presented at the meeting. In addition to candidates submitted by the Nominating Committee, members will be able to nominate someone from the floor. After nomination is seconded, his/her name will be added to the ballot. Electronic Voting will take place from July 13th - 24th, on the RANWW Association website main page, at http://www.ranww.org/

Education concerning the August 1st changes will be presented; August 1st it Affects YOU!! Know Before You Owe for all member’s on June 25th from 10:15am - 11:30am, with lunch to follow. Lunch will be FREE to all members attending! Thank you to Johnson Bank, Hometown Title Co., RCU and WESTconsin Realty for sponsoring this event! See page 8 of this newsletter for registration information. Hope to see you there!
Welcome New Members!

In accordance with our bylaws, notice is hereby given that the following individuals have applied for RANWW membership; written comment, which shall be kept confidential, is invited.

Julie Bahnub - Bahnub Realty LLC
Sabrina Boettcher - Timber Ghost Realty
Gretchen Cunningham - Re/Max Affiliates
Michael Furtak - King Realty
Terry Lambert - AgStar Financial Services
Renee Marozi - The Title Company
Kimberly Nelson - Heike Realty
Casey Mensing - WESTconsin Title Services
Charles Prince - Pest Control & Wildlife Solutions
Heather Sand - Asher Realty Group

5 Tips for Better Real Estate Photos

We’ve all heard that phrase “a picture is worth a thousand words”. That phrase is most appropriate in the world of real estate. Photos of a sellers homes on internet sites might just make or break the attraction of potential buyers. Here are five tips from Point2 Homes as printed in the May 2015 edition of RISMedia’s Real Estate Magazine:

1. Plan the Shots—Create a shot list by writing down every room in the house. Be sure to include exterior shots of front and back yards. Round out your list by adding features you intend to emphasize in the listing description. Print and take your list with you (or give to the photographer you may hire) so it can be checked off as photos are taken.

2. Move the Furniture—If you step back to take a better angle of the room and the couch is in the way, move the couch! You might not want to inconvenience the seller by moving their things but they may not mind when you get a quicker, higher offer. Put back whatever you move.

3. Check the Details—Look through the camera lens and ask yourself the following: A) is the toilet lid up? B) are cabinets and drawers closed? C) are the TV and monitors turned off? D) Are pillows and blankets straightened? E) Can you remove additional clutter from counters or tables? F) Can you put away seasonal items that might date your photos?

4. Avoid Blank Walls—How many photos have you seen in the MLS of a blank wall, corner or floor? Find more visually appealing shots to take.

5. Watch Out for Reflections—Is your shadow or reflection in the shot? Be sure to move yourself out of the light and away from mirrors or monitors that might include you in the photos.

Better photos = attractive properties = potential buyers = happy sellers. Take the time to look through the lens!
On May 18, Realist Tax Data became available to MLS members.

To access Realist from the Home Page of MLXchange/Fusion, click on Smartlinks>Realist.

If you missed the webinars offered during the last two weeks of May you'll find lots of help, from manuals to pre-recorded videos to help you navigate the software. Click Help on the top left of the Realist screen.

Realist currently contains the 8 counties within RANWW's jurisdiction. The remaining counties will be added this month. Please watch for updates on the MLS Message of the Day.

“To Display Or Not to Display” – Listings on Internet Sites

The MLS office often receives calls regarding how a listing is entered for display, or no display, on internet sites. The following data field descriptions may help you with that process:

A VOW (virtual office website) is an online brokerage service only, requiring consumers to create an account and establish a broker-consumer relationship prior searching for MLS information. If a seller directs the listing broker not to advertise the listing anywhere on the Internet, answer N (No) in the VOW field. This ensures a seller's listing will not appear anywhere on the internet (not on the broker’s website, other broker websites, Realtor.com, Zillow, Trulia, etc.) If a seller wants their listing to appear on internet sites, answer Y (Yes).

Internet Address Display – if a seller wants their property address displayed on internet sites, answer Y (Yes). If not, answer N (No).

VOW Blog - if a seller does not want the ability of consumers to publicly comment on their property on a VOW blog, answer N (No). If a seller has no objections, answer Y (Yes).

VOW AVM – If a seller does not want their property publicly compared to other properties on a VOW AVM (automated valuation marketing) answer N (No). If a seller has no objections, answer Y (Yes).

Realtor.com – should listing appear on http://realtor.com? Answer Y (Yes) or N (No)

Syndication – to send listing data to any portal on this list (currently Homes.com and Zillow Group which includes Trulia), click to select (highlight) each option desired

IDX – should listing appear on other broker web sites as part of IDX? Answer Y (Yes) or N (No)

IDX Public Comments – will the seller allow consumers to publicly post comment about their property on a broker IDX site, if broker allows public comment? Answer Y (Yes) or N (No).

Virtual Y/N – is there a virtual tour available of the property? Answer Y (Yes) or N (No)

Virtual Tour URL – if Yes was entered in above field, you must enter the web address (http://______) of the virtual tour only. Virtual tours must be unbranded (no contact information, no agent photos, etc.). Note: YouTube virtual tours/videos are prohibited from being published through the MLS. Channel creation and/or surrounding ads violate the no-self-promotion rule of the MLS.

MARK YOUR CALENDAR! MLS Conversion Jan-Feb, 2016. Watch this newsletter, MLS Message of the Day, Facebook, Twitter and emails for further information as the time approaches!
Do you have a property listed that has the necessary features for someone with limited physical ability or is confined to a wheelchair? If so, you are encouraged to complete the Accessibility Features Report available in ZipForm.

From MLXchange to Matrix

How often have you been in the field with your Smartphone or tablet and wished you could access the entire MLS? With Matrix, you can! No matter where you are, or on what device, —PC, laptop, tablet or Smartphone— the MLS will be available to you 24/7.

The move from MLXchange/Fusion to Matrix is scheduled for January 2016. Training will be held in December of this year. Please watch the Message of the Day, your email inbox, newsletters, and social media sites for further information! Check this out for a sneak preview: https://www.youtube.com/watch?v=sjZGWFeQjAN0

“Hope for Homes” 4 & 2 Mile Run/Walk

Please consider joining us on Thursday August 6th at the Lake Hallie Golf course, for an evening of exercise, camaraderie, family fun and food! New this year is a 2 mile run or walk, bikes, dogs, strollers and young children are welcome! We also have the 4 mile run for the seasoned runner looking for a challenge. This course offers scenic views of the golf course, some cross country terrain and the challenge of a hill in mid course. Also after the run we have an opportunity to dunk a celebrity or bid on silent auction items.

There is something for everyone, come join us!

Sponsorship opportunities are still available!
What does Fair housing mean to you? In April the RANWW Public Relations committee asked that very question to several area middle school 7th graders! In an effort to provide Fair Housing education to middle school students within our association the PR committee created an essay contest. The contest had several rules; minimum 1,000 words, must be original work, must have an intro, body and conclusion. However the most important rule was the answer to the question: “What does Fair Housing mean to you?” The answer needed to be original not something canned from a website. The answer needed to be insightful and understand the bigger picture...a lot to ask from a 7th grade middle school student, as it turns out no it was not. Seventeen area students from the Chetek-Weyerhaeuser and Prairie Farm school districts stepped up to the challenge! Each district would be awarded 1st, 2nd & 3rd place prizes and from those entries a grand prize winner would be chosen.

On May 21st & 22nd a few members from the PR committee and myself had the pleasure of awarding prizes to the winners of each district.

The grand prize winner is from the Chetek-Weyerhaeuser school district, here is an exert from his essay:

"Before we were told about this essay competition we were asked the question, “What does the Fair Housing Act mean to you?” At first, all I could think of was the basics: happy families and a fair chance. Throughout my time writing this paper, I realized that it’s so much more than that. The Fair Housing Act is about giving children a chance to not have to worry about where they were going to live in a month or whether they were going to get a home or not because of their race or if the didn’t have tow parents in the home. Neither children nor adults should have to worry about these things. I know that my life would be completely different if I did not have a definitive home, that safe space I call my own. I am very grateful to have everything that I have and realize now that many people aren’t as fortunate. I guess my answer to “What does the Fair Housing Act mean to you?” is simple really….The Fair housing Act means giving every child in every family an equal fighting chance to be happy, healthy and own their own home.

To see the full essay, please click on or copy and paste this link: http://ranww.org/documents/resources/20150529151505537.pdf
# Dates to Remember

## June

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<tr>
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<tr>
<td>3rd</td>
<td>Professional Standards Training (remote)</td>
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<td>16th</td>
<td>Golf Committee Mtg</td>
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<td>25th</td>
<td>RANWW BOD Meeting</td>
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<td>25th</td>
<td>RANWW Annual Membership Meeting</td>
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## July

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<tr>
<td>3rd</td>
<td>RANWW &amp; NWWMLS office closed</td>
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<tr>
<td>9th</td>
<td>MLS BOD Meeting</td>
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<tr>
<td>13th</td>
<td>24th Online Voting</td>
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<td>27th</td>
<td>Elections Committee conference call</td>
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<td>30th</td>
<td>Nominating Committee meeting</td>
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<td>30th &amp; 31st</td>
<td>WRA BOD Meeting</td>
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## August

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<tr>
<td>6th</td>
<td>RANWW BOD Meeting</td>
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<tr>
<td>6th</td>
<td>“Hope for Homes” 4mile/2Mile Family Fun Run/Walk</td>
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<td>10th</td>
<td>11th Leadership Training/Chicago</td>
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<td>18th</td>
<td>RANWW Golf Outing/Wild Ridge</td>
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<td>20th</td>
<td>New Member Orientation</td>
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## September

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<td>10th</td>
<td>RANWW Foundation Meeting</td>
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<td>11th</td>
<td>MLS BOD Meeting</td>
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<td>14th</td>
<td>RANWW BOD Meeting</td>
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<td>22nd</td>
<td>Installation Banquet</td>
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**Realtor® Recommendation** – “Always tell the truth even if it’s NOT what the client wants to hear.” Katrini B., Payette, ID

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![Navigating Excellence](image-url)
**Distinguished Service Award**

The Distinguished Service Award (DSA) is RANWW’s most prestigious award. While intended to recognize high-quality service to RANWW on a long-term basis, it should not be viewed as an "end of career" or "lifetime achievement" award. Recipients shall have demonstrated a high level of commitment to the RANWW; contributed a substantial amount of time, effort and creative imagination; and established a record of effective participation in RANWW affairs. Recipients' association activities shall have set a high standard and be worthy of emulation. The DSA will be awarded only once to each recipient.

The DSA may be awarded to Members or Staff based on the following criteria:

- Active participation in RANWW activities
- Extraordinary dedication to the RANWW through volunteer work
- Leadership, expertise and teamwork
- Commitment to RANWW objectives and ideals
- Work ethics far exceeding expectations (RANWW employee)

**DISTINGUISHED SERVICE AWARD NOMINATION FORM**

2015

Nominee’s Name ____________________________

Company ____________________________ Phone + area code ______

Please provide background information:

Number of years in Real Estate _______ Number of years as RANWW member _______

RANWW leadership:

Office or position held_________________________ Date of Service________

Office or position held_________________________ Date of Service________

Committee involvement (committees, task forces, PAGs)

Type of Involvement_________________________ Date of Service________

Type of Involvement_________________________ Date of Service________

Educational activities (class/workshop instructor)

Educational Activities________________________ Date of Activity________

Educational Activities________________________ Date of Activity________

Governmental activities (political work)

Governmental Activities______________________ Date of Activity________

Governmental Activities______________________ Date of Activity________

Other Comments on Candidate (attach additional pages, if necessary)

__________________________________________

__________________________________________

Complete and email this form to Brenda at brenda@ranww.org NO LATER than July 17!
Aug 1st—It Affects YOU!! Know Before You Owe

Lunch

THURSDAY, JUNE 25, 2015

August 1st—It Affects YOU!! Know Before You Owe

Please join fellow Association members for a quick-paced, information-packed session on the upcoming TILA-RESPA Integrated Disclosure (TRID) rule set to take effect for all mortgage applications submitted on or after August 1st, 2015. Find out how these upcoming changes will affect YOU and your business.

TIME: 10:15am - 11:30am August 1st it affects YOU!! Know Before You Owe
Location: Turtleback Convention Center, Rice Lake, WI

Lunch

Please join us for lunch at 11:30!
If you are unable to join us for the morning program, please come and join us for lunch!

Thanks to our sponsors:
HomeTown Title Co., Johnson Bank, RCU and WESTconsin Realty

lunch is FREE for all attendees!

RANWW Annual Meeting

TIME: 12:00pm (check-in begins at 11:30)
LOCATION: Turtleback Convention Center, Rice Lake, WI

Following the education program and lunch, plan to attend the RANWW Annual Meeting! Hear about Association updates and meet the 2015-2016 slate of candidates for the open Officer and Director positions. In addition to the presented slate of candidates, nominations can be taken from the floor for open positions.

THERE IS NO CHARGE TO ATTEND, but in order to prepare materials, food and beverages, Please RSVP to kim@ranww.org or complete below and return to RANWW by June 19th!

I will attend the Education Program

I will attend the Annual Luncheon and Membership Meeting

Name________________________________________
Email Address________________________________________
Realtors® Association of Northwestern Wisconsin

2015 Dinner, Networking and Golf!
Tuesday, August 18, 2015 at Wild Ridge 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 8:30 a.m. Morning golf tees off at 9:30 a.m. Afternoon registration begins at 11:30 a.m.. Shotgun start will be at 12:30 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 11:30 a.m. - 12:30 p.m.

Refreshments
Refreshments will be available throughout the day and each player will receive two complimentary beverage tickets. Complimentary soft drinks and snacks will be available on the course during the afternoon.

Networking
Networking and socializing will continue from 3:30-5:00 p.m. This is a great time for non-golfers to get together and mingle!

Dinner
A buffet style dinner including two entrée choices, potato and salad, will be served at 5:00 p.m.

Sign-up
All golf and dinner fees MUST be paid with your reservation by 4:00 p.m. on Monday, August 12.

Cancellations
All cancellations must be received on or before August 12 for a refund, minus a $15 surcharge.

2015 RANWW DINNER, NETWORKING AND GOLF RESERVATION FORM

Choose One of the Following: *FIRST TIME ATTENDEE? Take $10.00 off!!!

INDIVIDUAL (will be placed with team) OR TEAM

Name__________________________ Captain__________________________
Players__________________________

Choose One of the Following: (optional) __________________________

_____ Morning and Afternoon golf (18 Holes), cart, lunch and dinner, prizes - $65.00* per person ($55.00 for first timers!)
_____ Afternoon golf (9 Holes), lunch, cart, dinner and prizes - $45.00* per person ($35.00 for first timers)

******************************************************************************

_____ Lunch only - $10.00 per person (FREE for first timers)
_____ Dinner and networking only - $20.00 per person ($10.00 for first timers)
_____ Lunch, dinner, and networking only - $30.00 per person ($20.00 for first timers)

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

*$2.00 of each golf registration will be donated to the RANWW Foundation
“Hope for Homes” Foundation 4 & 2 mile Run Walk
Thursday August 6th, 2015

RANWW Foundation Mission…. The mission of the Realtors® Association of Northwestern Wisconsin Foundation is to assist residents of Northwestern Wisconsin with housing-related needs. The Foundation provides financial assistance for necessary home repairs to individuals and families to enhance the quality of their lives and help them stay in their homes.

REGISTRATION FORM

Name ____________________________
Address: __________________________
City_____________ State______ Zip____
Email ____________________________

☐ 4 Mile Run   ☐ 2 Mile Run/Walk

Make checks payable to RANNW Foundation
Mail and send all fees to:
RANNW, 1903 Keith St, Eau Claire, WI 54701

WAIVER AND RELEASE

I understand that participating in the “Hope for Homes” Foundation 4 mile/2 mile run walk is voluntary and involves an element of risk or danger for participants and may cause serious injury, death or property loss. I acknowledge these risks and release the Realtors® Association, Hallie Golf Course and the Township of Hallie from any liability for injuries or damages sustained while participating in the above referenced activity. I also grant permission for photos to be taken of me and/or my children during the “Hope for Homes” Foundation 4 mile/2 mile run walk that may be used by the Realtors® Association for educational or public relations purposes.

Signature ________________________ Date __________

Parent/Guardian Signature (if under 18) ____________________ Date __________

Post race refreshments, food, and family activities will be available.

WHO: People of all ages are welcome
WHEN: Thursday, August 6th, 2015
WHERE: Race starts at the Hallie Golf course, and ends at Hallie Golf Course.

RACE SCHEDULE:
5:00pm Check-in & same day registration
6:00pm 4 Mile Run begins
6:15pm 2 Mile Run/Walk begins

ENTRY FEE: $20.00 per person
$50.00 max per family
Day of Race: $25.00 per person
$50 max per family

Family Registration: Family must consist of 3 or more people (immediate family members only) Please print head of household’s information above for family registration.

REGISTER ONLINE AT:
www.ranww.org

☐ I will NOT be participating in the “Hope for Homes” Foundation 4 mile or 2 mile run/walk on August 6th but would like to make a donation to the RANWW Foundation.