

REALTORS® Report

May, 2011

MAY IS REALTOR® PRIDE MONTH.



Think of it as a new business magnet.

Walter Grewe, of the Roanoke Real Estate Team with Long & Foster Companies in Daleville, Va., knows there's big value in wearing his little "R" pin. He was out with a friend for a cup of coffee when he was approached by a man his friend knew. "Are you a real estate agent?" the man asked after noticing the REALTOR® pin on Grewe's lapel. The man was relocating to the area and needed a real estate practitioner's help. Grewe was ready and willing to take on the new client.

"This is a massive return on investment for the purchase of my pin," says Grewe, who now wears his pin everywhere. Be sure you wear your pin every day, especially during REALTOR® Pride month in May. Contact Jane at the

◆67% of consumers said their salesperson identified himself as a Realtor®.

◆70% of respondents said they would likely use a Realtor® again.

Association office for your free pin, and then **show your pride. . .wear your pin!**



Thank you so much for the grant money to replace our rotting patio doors. Your help makes such a difference in our lives and we would not be able to do this without your help. Our family thanks you for allowing us to take care of and preserve our precious home. We hope to have many years here.

I hope you know how much you're appreciated.

Thank you so much!

Thanks again!!
William,
Brenda,
Deanna,
Jonah

The Foundation recently received this thank you note from a family who received a grant. In the application, it was disclosed that the father of two children had significant health issues and his wife had just had hip surgery and was also unable to work. Their patio door was rotting and causing the kitchen floor to deteriorate. With the grant, the family will be able to replace the door, making the home safer and more energy efficient.

This was one of ten grants awarded last month. . . .all of them made possible because of your generous support! To raise Foundation funds, members can purchase a chance on a \$150 prepaid Visa card (compliments

of **Sue Sutor**) at the June 16 membership meeting or can show support for the Foundation by displaying a decal on their car or office window. A \$5 contribution is recognized with the decal and lets others know you're a

Realtor® Making a Difference!

REALTORS® ASSOCIATION OF NORTHWESTERN WISCONSIN

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The Voice for Real Estate in Northwestern Wisconsin

MEMBERSHIP NEWS. . . .

.. **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.

Jacob Anderson
Lance Brunkow
Marla Ellis
David French
Rick Gottschalk
Cameron Henkel

CB Johnson & Johnson
Kleven Real Estate
C21 Woods to Water
Weiss Realty
Masterjohn Realty
Lakeplace.com

Brady Jenneman
Derek Johnson
Thomas Krob
Shane North
Jessa Lahner-Peterson
Patrick Rebman

Real Estate One
C21 Premier Group/Menomonie
Masterjohn Realty
Why USA/MidAmerica
Edina Realty/Eau Claire
Donnellan Real Estate



The preamble of our Code of Ethics states. . .”(Realtors®) willingly share the fruit of their experience and study with others.”. . . **Paul Canfield, Brian Dunham** and **Ben Rivard** fulfilled that charge by presenting a seminar on April 13 as part of our Wednesday Wisdom series. The information shared was relevant and well received - particularly because members could view it from their home or office!. . . A big THANK YOU to **Johnson Bank** for providing meeting space for two meetings—not only was the site convenient and well-equipped, it even came with freshly baked cookies! . . . Congratulations to former member and past WRA President **David Bugher** on being awarded membership in the Eau Claire Area Chamber of Commerce Business Hall of Fame! This is the third year the Chamber has recognized outstanding Eau Claire area business leaders and the third year one of our members has been inducted—he joins **David Donnellan** and **BJ Farmer** in this prestigious group! Dave will be recognized at the Chamber’s meeting on June 16.



KNOW THE CODE. . . Stop complaints cold

“Realtors® shall not engage in any practice or take any action inconsistent with exclusive representation or exclusive brokerage relationship agreements other Realtors® have with clients.” (Article 16, Code of Ethics)

Realtor® X had recently listed a home. Realtor® X’s marketing campaign included “open houses” on several consecutive weekends. One Sunday afternoon, Buyer B came to the open house. Realtor® X introduced herself to Buyer B and asked whether Buyer B was working with another broker. Buyer B responded he was, in fact, exclusively represented but went on to add he was quite familiar with the property as it had been previously owned by a close personal friend. Realtor® X told Buyer B she would be happy to show Buyer B through the home and answer any questions he might have, but added that she represented the seller and not Buyer B.

After viewing the home, Buyer B indicated he was seriously interested in the property and intended to discuss a possible offer with his buyer rep. Realtor® X responded there were several other buyers interested in the property and it would likely sell quickly. “I can’t tell you what to do, but if it were me, I would make an offer today,” Realtor® X told Buyer B. “You can go back and discuss this with your broker if you like or I can help you write an offer. It’s your choice.” With Realtor® X’s words in mind, Buyer B decided to make an offer. Realtor® X assisted Buyer B in filling out a standard form purchase contract which was accepted by the seller later that day.

Realtor® X was subsequently charged with violating Article 16 for dealing and negotiating with a party who had an exclusive relationship with another Realtor®.

At the hearing, Realtor® X defended her actions noting she had told Buyer B she was the seller’s exclusive agent and, as such, would not and could not represent Buyer B’s interests. She pointed out that Buyer B had asked for her help in writing an offer and had not sought the counsel and assistance of his exclusive representative. She concluded her defense noting that Standard of Practice 16-13 authorizes dealings with the client of another broker when those dealings are initiated by the client. The hearing panel disagreed with Realtor® X’s reasoning. They concluded Realtor® X’s inducement of Buyer B by emphasizing the property might sell quickly (which might have been true), coupled with her offer to prepare an offer on Buyer B’s behalf, constituted an initiation of dealings on the property by Realtor® X, not by Buyer B. As a result, Realtor® X was found in violation of Article 16.

If you’d like to be considered to serve on the professional standards committee, plan to attend the training offered May 18. Members must take PS training at least every three years to serve on the committee. Contact Joan with questions or to register.

The Education Committee proudly presents. . . .
**TERRY WATSON'S Avoiding road kill—top 10 stupid things
 really smart Realtors® do to mess up their lives!**

You may have heard him at a national convention. . . maybe it was at the state convention. . . or maybe you even remember when he was our guest speaker many years ago. Or maybe you've never had the good fortune to hear Terry Watson, the most sought-after instructor in the country! Whether you've heard him before or it's the first time, we guarantee you'll come away smiling at what Terry has to say!

Please plan to join us on **June 16 at Turtleback Conference Center in Rice Lake** for a program that promises to be filled with practical suggestions presented in a fast-paced, entertaining environment. The course examines the "real world" professional and personal liability issues that can sabotage the work of committed, ambitious Realtors® and demonstrates why good people consistently fail. Discover why new, seasoned and top producers can burn out prematurely.

Discover how to avoid "road kill" and how to serve your clients, customers, and your own profession in the best, most efficient manner possible. Geared towards broker-owners, managers, top producers and agents of all skill levels, this course provides information about how to improve relationships with clients, customers, and consumers in general, how to elevate production, how to close transactions more efficiently and how to work smarter, not harder. Participants will learn to identify and list:

- ◆ Major issues that cause dissention with clients
- ◆ Components of a timely risk management program
- ◆ The unique needs of the public and what they demand from your website
- ◆ Simple, but critical issues that make Realtors® less effective to the public and themselves
- ◆ The top 10 things Realtors® should avoid doing



WHAT: Avoiding road kill by Terry Watson

WHEN: June 16, 2011

WHERE: Turtleback Conference Center, Rice Lake

TIME: 8:30 –9:00, registration, coffee; 9-12 program; 12—1:30, lunch, annual meeting

COST: \$12.50 for lunch and program (same price if attending only the program or lunch)

Name _____ Company _____

Email address _____ Phone _____

Send this form by June 9, with check payable to RANWW, to: 1903 Keith Street, Eau Claire, WI 54701

Sorry. . . no refunds

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 The Real Estate Institute

The Nominating Committee, under the direction of David FitzGerald, will be meeting on May 26 to prepare a slate of candidates. If you're interested in being involved in your Association's leadership team, please complete this form and send it to Joan by May 19.

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 your 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!



Did you know. . . .

RPAC contributes to the campaigns of political candidates who support the causes and issues of Realtors®? The money that goes into political campaigns is distributed between both Republican and Democrat candidates.

RPAC supports you, so please support it! Remember. . . Investments in RPAC are investments in your career.

Wednesday Wisdom

There's nothing worse than getting a few days away from closing and finding out your "deal" suddenly is not a deal, especially when you have to call the Seller and relay there are problems with the buyer's financing! **Jenny Ebert**, a mortgage loan originator for 20 years, will present "**Increase your Success with Credit Savvy Buyers**" on **May 11 at 9 AM**. Her practical approach gives buyers hands-on advice on improving their credit situation and may help you save a deal. By knowing what to look for, you may be able to help your customers and clients repair their credit **BEFORE** they have an accepted offer and have 30 days to closing. You'll learn:

- ◆ What is credit scoring
- ◆ Why do I care?
- ◆ How do we "fix" what's broken
- ◆ When to give up
- ◆ More!

Watch your email for a link to LiveMeeting and then learn how you may be able to help buyers repair their credit in the convenience of your home or office!



The **June 8** WW program will feature WRA's Tom Larson speaking on pier regulations, flood plains and other DNR regulations impacting waterfront property. If you have specific questions you'd like addressed, please send them to joan@ranww.org in advance so Tom can be prepared. Mark your calendar now!

Thank you to those who responded to the questionnaire sent after last month's program—we got some very positive comments on that program and suggestions for future classes. If you have topics you'd like to have covered, please contact our Education Committee chairman, **Brian Dunham**.



May Calendar of Events...

- ◆ ... 6 WRA BOD meeting, Madison
- ◆ ... 7-14, NAR midyear meetings, Washington, DC
- ◆ ... 11 Wednesday Wisdom—9 AM
- ◆ ... 17 Education Committee meeting—3:30
- ◆ ... 18 Professional Standards training—8:30 to noon, Association office
- ◆ ... 20 MLS Committee meeting—8 AM
- ◆ ... 26 Nominating Committee conference call—2 PM
- ◆ ... 30 Memorial Day- Association/MLS office closed

June Opportunities

- ◆ ... 2 New member orientation, Association office
- ◆ ... 4-5 National open house weekend
- ◆ ... 8 Wednesday Wisdom—9 AM
- ◆ ... 8 Strat plan review, 1-4
- ◆ ... 16 PAG meeting—8 AM, Rice Lake
- ◆ ... 16 Terry Watson seminar—8:30 to noon, Turtleback, Rice Lake
- ◆ ... 16 Annual meeting—noon, Turtleback, Rice Lake
- ◆ ... 16 Board of Directors meeting, 1:30, Turtleback, Rice Lake

Looking ahead... Reserve time for some R&R by golfing! The northern outing will be on July 28, the southern event is scheduled for August 4. Plan to attend one—or both—of these fun events. Watch for more information.

The **Second Annual National Open House** weekend is scheduled for June 4-5. Again this year, the Association will have balloons for your open houses. We're also planning to have trees or plants members will be able to give to their guests—watch for more details in next month's newsletter and on the message of the day.

