



# REALTORS® Report

November, 2011



## ***NEGOTIATING THE TRANSACTION-***

***Jacci See***

### ***ANNUAL FOOD DRIVE***

***November 17, 8:30-11:30***

***Stout Ale House, Menomonie***



**W**hether you're new to real estate or long-time established, negotiating is a vital component to your success. This 3 hour session will be a hands-on course to help you understand the negotiating process as well as provide you with skill tips to help you win at the game of real estate! Jacci's approach is fun, casual and memorable! Although the presentation will focus on the real estate transaction, you'll learn techniques you can apply in other areas, so the presentation will have practical application for all members, regardless of real estate specialty. The \$15 registration fee includes the lunch buffet of roast chicken and all the trimmings. **This great price is possible because of the generous financial support of Chris Wolff of Wells Fargo—please be sure to thank him for his support!**

**About the instructor:** Jacci, an instructor and Associate VP of First Weber Group, has been selling real estate since 1981. Her team, The See Team, is a top producer in the Madison area.

**I**mmediately following the seminar, we'll have our annual food drive for the Salvation Army and other area food pantries. Last year we were able to contribute almost \$11,000 to food pantries, and **Tina Bann** and her committee would like to meet or exceed that goal. As the single largest contributor to the Salvation Army in our area, the organization really depends on our support—please read inside this newsletter about families who have been helped because of your support. Again this year members will be able to compete for the coveted John Kleven Traveling Turkey Trophy and the Top Can Award—complete details for this friendly competition are inside this newsletter. You won't want to miss Jacci's presentation or the opportunity to give back to our community through the food drive - complete the form below to register.



\_\_\_\_\_ **YES, I WANT TO LEARN MORE ABOUT NEGOTIATING** and will attend the seminar and lunch buffet (\$15)

\_\_\_\_\_ **SORRY, I CANNOT ATTEND** the seminar but I will attend the lunch buffet. (\$15)

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

Mail this form by Nov. 10, with payment, to: RANWW, 1903 Keith St., Eau Claire, WI 54701  
*(Your reservation is your commitment to pay even if you are unable to attend unless you cancel by noon, Nov. 10)*

**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***



## Ethically Speaking. . . .

The Code of Ethics' preamble states "Realtors® . . . share the fruit of their experience and study with others." The preamble is aspirational but many of our members, including **Chris Wolff**, **Dave FitzGerald**, **Carolyn Poepping** and **Terry Weld**, adhere to it. Dave, Carolyn and Chris shared their knowledge by teaching classes for the Association; **Terry** agreed to serve on the City of Eau Claire's Plan Commission. They've all lived up to the preamble by sharing their knowledge with others and by staying informed on issues affecting real estate. A big thank you to them and so many other members who share their expertise with fellow members and their communities!



Jane, 43, was a resident in a nursing home due to an amputation above the knee and was unable to find a handicap accessible place of her own she could afford on her disability income. The Salvation Army paid the first month's rent and security deposit on an apartment—Jane's monthly income allows her to make rent payments herself and enjoy her new independence.

. . . A family who lost their belongings in a fire was able to get help with food and household items to put their lives back together.

A family had been getting help from the food pantry for a couple of years due to unemployment. Now, gainfully employed, the family can stand on their own two feet.

. . . A couple who had just started new jobs, had no shelter or food. The Salvation Army provided those for a brief time and now they are self-sufficient.

These are only some of the real-life stories of individuals and families who have been helped by the Salvation Army right here in northwestern Wisconsin. Whether you give to the Salvation Army at our food drive on November 17 or give to a local food pantry, please be generous and help show we really are

*Realtors® Making a Difference*

## Wednesday Wisdom

**Reduce costs, save time and better serve your customers throughout the document signing process with zipLogix Digital Ink™ . . . QR Codes: What are they? How can I use them in my business? Where can I get one? How do I get a QR Reader?**

These questions—plus a demonstration of zipLogix, the newest membership benefit for digital signatures— will be covered by **Brian Dunham** on November 9 at 9 AM. Save the time and date now and look for an email on November 7 with the link to the site.

**Take advantage of these free, timely programs from the convenience of your home or office to help you increase your bottom line. It's a membership benefit—use it!**

◆ **If you're a manager or broker,** the Management Conference on Dec. 7-8 in Pewaukee is just for you! With several great sessions, you'll gain insight into the economy and your practice – relevant for today and tomorrow.



***Reminder: Pay dues in November for the face amount on the statement; in December, add \$25 to the amount on the invoice.***



If you're in real estate, politics is your business!



Sean Duffy, Congressman for the seventh district, will participate in a Town Hall meeting with members on November 8 from 2:30 to 3:30 at the Association office. This is your opportunity to learn more about the issues facing our

industry and ask questions. Members can participate in the meeting virtually as well as in person—watch for a link to the meeting site and then take advantage of this opportunity to share your concerns with one of your elected officials.

Since 1969 RPAC has been promoting the election of pro-REALTOR® candidates across the United States. During the last federal election cycle alone, RPAC contributed over \$12 million to pro-REALTOR® candidates to Congress, making it the number one trade association political action committee in the nation. Why has RPAC been successful? Because RPAC is not a charity. RPAC is a business. Chairmen *Dan Lawler* and *Pete Wiese* need help—our goal is \$16,000; we've collected \$13,615. Please remember how important RPAC is and invest in your business with a contribution to RPAC. If you made a pledge, please send your check (or credit card information) today to help us conclude a successful campaign.

## NOVEMBER - DESIGNATION MONTH



The Proven Path TO SUCCESS

Education is your best way to stay ahead of the competition.



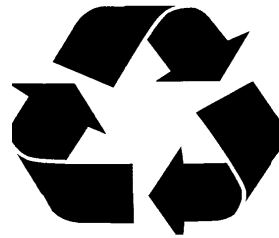
Realtors® who pursue professional designations have a distinct competitive edge as a result of their increased expertise and marketability. Based on



the 2010 NAR Member Profile survey, the median income of Realtors® with no designations was \$29,700; the median income of those with at least one designation was \$51,500. For information on earning one of these designations



and increasing your income, visit [realtor.org](http://realtor.org)



**Realtor®**  
RECYCLING  
**Round-Up**

The second Recycling Round-Up was a big success, thanks to the hard work of *Martha DeLong, Amanda Mavis & Marie Zellmer* in organizing and promoting it. The members who unloaded the recyclables helped make it an efficient operation, so thanks also to *Ben Rivard, Sue Ross, Jim Dahlby, Courtney Johnson* and *Jerry Smith*. The event gave us an opportunity to show we do more than list and sell real estate—we're concerned about our communities.

*Realtors® Making a Difference!*

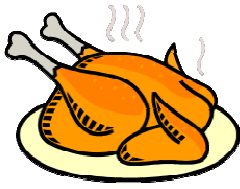
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\* SNOWFLAKES is the theme of this year's Christmas party. Just as every snowflake is unique, *Ronna Beck* and her committee are planning an event different from every other one! The party will begin at 5:30 with a social hour followed by a delicious buffet dinner at 6:30 (with champagne) and concluding with music for your dancing enjoyment. The committee is also planning some challenging, fun table games with prizes for lucky winners. Watch for your invitation but save the date now!  
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**WHEN:** December 9, 2011, 5:30 to 11:30

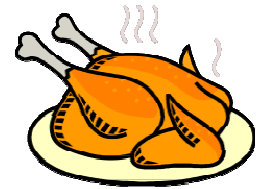
**WHERE:** Avalon Hotel, Chippewa Falls

*Hint: Make this your office party and save the time and work of planning your own; rooms are available for only \$69 a night.*

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**Annual Turkey Drive is Here Again!**  
**WE CAN MAKE A DIFFERENCE**



Due to the market changes this year with economic instability, you know many families are facing tough times. That is why this year's annual food drive is so important. Last year our Association helped to feed over 1100 families in northwestern Wisconsin; the need will be even greater this year. The Public Relations Committee is challenging you to beat last year's totals and help feed more families. Please fill out the coupon below with your contribution to the Salvation Army or contribute directly to a food pantry of your choice and send a receipt for the contribution to the Association. The receipts will be added to the total collected at the meeting.

**Realtors® “John Kleven Traveling Turkey Trophy Award”**

I am contributing \_\_\_\_\_ turkeys to the annual Realtors® Association of Northwestern Wisconsin food drive

\_\_\_\_\_

Member's Signature

Complete this form and bring in to the membership meeting on Thursday, November 17th at Stout Ale House, 1501 Broadway St N, Menomonie **OR** attach a receipt for a contribution to a local food pantry to this coupon. Please include your check, **payable to The Salvation Army**, for \$10 for each turkey donated or mail this coupon and check to RANWW, 1903 Keith Street, Eau Claire 54701

**Affiliates “TOP CAN AWARD”**

I am contributing \$\_\_\_\_\_ in non-perishable food items to the annual Realtors® Association of Northwestern Wisconsin food drive!

Complete this form and bring it to the membership meeting on Thursday, November 17th at Stout Ale House, 1501 Broadway St N, Menomonie **OR** contribute to a local food pantry and attach the receipt for that contribution to this coupon.

\_\_\_\_\_

Signature of Affiliate Member

**The coveted traveling Turkey Trophy will be awarded to the broker contributing the most turkeys per agent based on a \$10 per turkey ratio. Affiliates are encouraged to donate to the food drive (or write a check to The Salvation Army or a local food pantry) to claim the “Top Can” award by contributing the most money per affiliate. The calculations for the top prizes will be based upon cash donations. All food and other donations to local pantries are encouraged but will not count towards the awards. The calculation of money per agent is to recognize contributions to local pantries throughout the RANWW jurisdiction and not just the Salvation Army. Please be generous.**