

REALTORS® Report

September, 2012

Association Announces Special Award Recipients. . . .



Butch Flor

Butch Flor has been SELLING all his life . . . from pumping gas as a teen-ager to SELLING baby pictures in CA in his young wild years to driving a tanker in Montana. 1964 found him back in Chetek as owner of the B & B Bar, SELLING drinks. He SOLD theater advertising for his own company until he became a stock broker and SOLD for Blunt, Ellis & Loewi. After becoming a real estate broker, he bought, fixed up and SOLD small cottages with the help of his son, John. In 1990 he bought Six Lakes Realty and continued SELLING. Butch has always believed in service work and real estate provided many ways he could serve. He chaired the Barron-Washburn MLS Committee from 1991 to 1994 and then served as a member of the NW WI MLS from 1996-2000. In 1996 Butch was elected President of the Northern Waters Board of Realtors® and was recognized as their Realtor® of the Year in 1998. Butch has been active on the state level by serving on both the fall and winter convention committees. He has also served on several NAR committees and as a national director from 2006 to 2010. He has been an active member of the Chetek Chamber of Commerce for 50 years as well as other local clubs.

It wasn't long after John joined the company in 2001 that Butch walked into his office and mentioned he had signed John up to run for the Board of Directors. Little did Butch realize what he had started. John has not only followed in his father's footsteps but continues to blaze a trail of his own!

The most life changing SALE Butch ever made was the proposal of marriage to Barb 47 years ago. The benefits of that SALE were son John and daughter Kitty plus daughter-in-law Julie and four grandchildren. Today Butch continues to dabble in real estate, buy and SELL coins, precious metals and collectibles, and never misses his daily mail route to the Six Lakes Realty office. Life is good!

Butch is being recognized for his service to organized real estate with the Distinguished Service Award, the highest recognition given to a member.



This year's Realtor® of the Year is David FitzGerald, who is ending his third term as our President. When Dave became the first member to serve a second term as our President, he did it because of his concern John Flor would not be able to serve as both WRA chairman-elect and RANWW President. He wanted John to have an experienced person on his executive committee, and since he had been our president in 1998, he volunteered. In 2011, when our President-elect was unable to serve as our President, Dave again volunteered because he thought the challenge of finding a successor to the EVP position again required an experienced leader. Dave has spent many hours this past year as part of the committee searching for a new EVP and has also been involved on the MLS Committee by researching financing options for the new lockbox system. Dave's volunteerism isn't limited to our association—he's been a member of the City's Plan Commission for many years. His knowledge of local issues and background in economics have made him an excellent spokesperson for our Association this past year. His high ethics and service to the Association and our community make him a worthy recipient of this award. Congratulations Dave!



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

From the President....Dave FitzGerald

The end of my year as RANWW President is fast approaching and what a year it has been! As I write this, the Association has two major changes that are moving forward. First, **Brenda Barnhardt** has been hired as our new Association Executive Vice President, and that transition is going seamlessly. Thanks to **Jeff Theisen** and his committee including **Ben Rivard, Krag Blomberg, John Flor and myself**, RANWW has an excellent leader moving forward. With that change, we will also be sad to say goodbye to **Joan Englert**, who has skillfully guided our Association for over 20 years. Joan will be missed by us all, and you have an opportunity to thank her, say goodbye and wish her well in her retirement, at a reception in her honor, at the Association office on September 20th from 12:00 to 5:00.

The other big change that we are moving forward with is the purchase of an Association owned lock box system and the transition from our leased system in December. Thanks to **Brett Moravitz and the MLS committee** for all their time and effort. The Association will benefit from this decision for years to come.

There are many more people I would like to thank and I am sure I will miss some. First, I would like to thank the Association staff for the great job that they do in making it possible for us to do what we do. Second, I would like to thank all of the members who volunteered their time and talents to the Association. Without those members who volunteer and give countless hours of their time, this organization simply could not exist. With that, don't forget to register and attend the RANWW Awards and Installation Banquet on September 27th at Turtleback in Rice Lake. The annual banquet is our chance to recognize the time and commitment of our volunteers, and to install our new leadership.

I finish my third term as President knowing our Association is in great hands with our new leadership team composed of **President Ben Rivard, President Elect Krag Blomberg, Treasurer Tina Bann, and an exceptional Board of Directors**. They, together with a very dedicated and talented staff, will serve you well in the year ahead. Thank you for the opportunity to serve as your President and I wish all the best to all of you in real estate as together we make home ownership dreams a reality.

Dave FitzGerald - President

Come Join Us!!

September is Realtor® Safety Month....Safety is for EVERYONE!

During a recent orientation class we had some good discussion on Realtor® safety. The topic is worth revisiting for our more senior members too. We tend to be most at risk while on showings, let's focus on safety during a showing.

Don't meet new clients at the property -- screen them with an appointment at your office. You can collect I.D. information phone numbers and address information as contact info. You'll also touch on other items like pre approval status. All the while you will be deciding if you feel safe with that particular client.

Be the driver if you are taking one car.

Park at the street or back in if you must get off the street.

While in the home be conscious of the exits and allow consumers to proceed ahead of you.

Make sure your brokerage has a distress signal. Some way to call in and let staff know you may need help is very important.

Stay safe out there!

Submitted by - **Carolyn Poepping**

For more information on REALTOR Safety visit <http://www.realtor.org/topics/realtor-safety>



MARK YOUR CALENDAR

September 20th

Retirement Celebration

For

Joan Englert

You're invited!

What: Retirement Celebration for RANWW
Executive Officer **Joan Englert**

When: Sept 20, 12-5 pm

**Where: RANWW Office, 1903 Keith St,
Eau Claire, WI 54701**

PLEASE RSVP no later than Mon, Sept 10 to the RANWW office at 715-835-0923/888-221-0112 **OR** by email to staff@ranww.org

(We want to be sure we have enough cake! ☺)

Upcoming Events

September 2012.....

9/9 - 9/11 WRA Convention/Appleton
9/12 DNR workshop, Spooner
9/17 RCU Take 5 for Realtors®
9/18 DNR workshop, Lake Hallie
9/20 Joan's Retirement Party/RANWW 12 -5pm
9/21 Education Committee mtg - 9:00am/RANWW
9/22 Recycling Round Up/Eau Claire
9/27 Awards & Installation Banquet/Rice Lake

Looking Ahead.....

10/3 RPAC Trustees mtg, 10:00am @ TBD
10/3 PR Committee mtg, 11:00 @ RANWW
10/10 - 10/11 CE, Rice Lake
10/12 Foundation Directors mtg 9:00am, Rice Lake
10/18 CE, Rice Lake
10/19 MLS Committee mtg, 8:30am @ TBD
11/1 BOD mtg 12:00/RANWW
11/1 Turkey Drive, 3pm @ Green Mill/Eau Claire
11/22 & 11/23 RANWW Office Closed

*“Education is the most powerful weapon which you can use to change the world.”
Nelson Mandela*



NAR Leadership Summit 2012

Well, we all made it back from this year's leadership summit and our heads are freshly filled with knowledge from experts as well as insights from fellow agents & AE's from around the country!

One of my big "take-a-ways" from the two day event is that change is inevitable whether we embrace it or not. We have all been offered the tools & knowledge to stay on the cutting edge of our industry and now it's up to us what we do with them! Today's consumer is evolving in its needs and expectations of us as agents, brokers, associations and an industry. It is now upon our shoulders to not only recognize the shift in trends, but to evolve with the consumer in an ever changing environment. As Will Rogers once said, "Even if you're on the right track you'll be run over if you just sit there." As individuals or as an association, it's critical to our success that we continue moving forward.

NAR is committed to staying on top of trends by "utilizing" members, they are seeking input from those of us out in the field in an effort to get a true picture of the wants and needs of us as agents, as well as our observations of what consumers are looking for. This initiative is called "REThink" and will be continuing through the year. I for one am excited to see the results!

The overall outlook from those in attendance appeared to be one of optimism. There seems to be a buzz of excitement about the future for all of us in this industry.

Change is often a hard pill to swallow. However, it is the medicine that we rely on for a healthy and vibrant future in Real Estate. I started to think back about changes I've seen since I first began and realized that it would simply not be possible for me to compete today if I hadn't made significant changes along the way. Here are a few things to ponder; we would "fax over" showing requests & feedback forms, we had

to update our MLS programs daily (remember voyager?), many agents didn't use a computer often or may have shared one, texting was unheard of and smart phones didn't exist. While these were all significant changes that happened in the past decade, hold on to your hats during this next decade as the rate of change is going to be incredible!

Ben Rivard - President Elect

And the winner is.....



Congratulations to **Dawn Sonnentag** with Woods & Water Realty Inc., Eau Claire! Dawn was the winner of a **FREE** conference registration. She will be attending for the first time, if you see her be sure to introduce yourself!

*Education Committee needs your **HELP!!***

Our education format has been changed...no longer held on Wednesdays. Our new format is on demand YouTube presentations. If you would like to help **RENAME** our Wednesday Wisdom program, you could be eligible to win a \$20 Kwik Trip card. It's simple....e-mail or text your suggestion to Brenda@ranww.org or text 715-829-6065. When texting please include your name along with suggested change.

All entries need to be submitted by **September 15th**, Good luck and have fun!



Fusion

Technology....

Kurio

Fusion, Fusion Experience and Kurio.....Oh, my!

If you've been reading recent newsletters, emails and MLS Messages of the Day, you've undoubtedly read those words.....and they all sound like the SAME thing! The differences in each of these products is defined below:

Fusion is:

- The next generation of MLS software from our vendor, CoreLogic/MarketLinx
- Being built, component by component and currently contains Search, Add/Edit, Contacts, Hotsheet, Reports (not yet available: CMAs, Agent Webpages)
- A web-based application that uses Flash technology (*cannot be used on iPads since they do not support Flash- see Fusion Experience below*)
- A complete MLS, accessible online any time with your MLS Username and Password at <http://ranww.fusionmls.com/>
- NOT** a conversion - it's another way for you to access the MLS
- Is accessible from several internet browsers: Internet Explorer, Firefox, Safari, Chrome
- NOTE: Whatever you do in Fusion (save search, add/edit listings, add/edit contacts, etc) is visible in MLXchange immediately and vice versa

Fusion Experience is:

- An APP that must be downloaded from iTunes
- Currently available only for iPads; an Android app is being beta-tested
- An app that operates with a virtual mouse and keyboard built into the app
- Continually being upgraded and improved from user feedback; CoreLogic/MarketLinx advise that Fusion Experience has some bugs, slowness is an issue and it requires patience as click-response/drag times may cause users to think it is non-responsive.
- Note:** If you have an iPad and would like to use Fusion Experience, support documents can be located at <http://ranww.org/mlsinfo.php> or MLXchange HomePage>Resources>Fusion/Fusion for iPads or Fusion Resources gadget>Fusion/Fusion [for](#) iPads

Kurio is:

- An upgrade to *MLXchange Wireless*
- Currently being tested and should be available to members mid-Sept
- Is designed to be used in the field when showing properties to get quick access to listings that may not have been included in the appointments you've scheduled for your clients/customers
- Accessible on Smartphones and tablets
- Not a full-blown MLS (does not include listing input/maintenance, CMAs, etc)



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.

Stephanie A. Zielke of The Ellefson Group LLC
Harm A. Weber of Voyager Village Realty
Mark D. Cattanach of Homestead Realty, Inc.

Heidi L. Steffen of Haselwander Real Estate
Karleen A. Moen of Haselwander Real Estate

mem·ber/□membər/

Noun: An individual belonging to a group such as a society or team

- ◆ ...Congratulations to **Mark Fouts** for his appointment to the 2012/2013 WRA Nominating Committee.
- ◆ ...Congratulations to **Dan Lawler** for his election to the 2012/2013 WRA Board of Directors as the Regional Representative for Region Six.
- ◆ ...Thank You to **Jeff Theisen** and **Krag Blomberg** for their past service to the WRA Board of Directors, they are both retiring this year.
- ◆ ...Thank You to retiring director **Brian Dunham** for his service to the Association, his time, dedication and leadership was a great asset for our members.
- ◆ ...Thank You to **Mark Fouts** for his service to the Board of Directors as our past president representative.
- ◆ ...Congratulations to **Jeff Theisen**, he will be representing the past presidents on the Board of Directors.
- ◆ ...Thank You to **Shane Beck, Lenny Drescher** and their committee members for organizing two VERY successful golf outings! Please take a second to thank this years sponsors, without them the outings would not be possible.

All Title Services
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 Citizens Community Federal
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 Cumberland Federal Bank

Dairy State Bank
 Gibson's Water Care
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 Jarvis Home Services
 M&I a part of BMO Financial
 Opelt's Home Inspection
 Peoples Bank
 Royal Credit Union

Saltness Home Inspections
 Sterling Bank
 TM Title
 United Bank
 US Bank
 Vinopal Title & Abstract
 Well & Sanitary Evaluations
 Wells Fargo
 Western Wisconsin Title





&



CONTINUING EDUCATION REQUIREMENT: *All licensees must complete six courses approved by the Department of Safety and Professional Services before December 14, 2012. Four of the classes are mandatory; licensees may choose two electives to complete the required 18 hours.*

Rice Lake classes
October 10-11 & 18
Turtleback
West Allan Road

Oct. 10 & 11—Rob Sayas, instructor

- Oct. 10: CE#1, Listing Contracts (8:30-11:30)
- Oct. 10: CE#2, Offer to Purchase (1-4:00)
- Oct. 11: CE#3, New Developments (8:30-11:30)
- Oct. 11: CE#4, Business Ethics (1-4:00)

Oct. 18 Electives—Rob Sayas instructor

- Elective C: Other Approved Forms (8:30-11:30)
- Elective D: Financing (1-4:00)

ABOUT THE INSTRUCTOR



Attorney Robert Sayas is an attorney with the law offices of Sayas, Schmuki, Rondini & Plum. Rob is a Legal Hotline attorney for the WRA, answering member questions about real estate related matters and has been teaching continuing education

classes for the Wisconsin Realtors® Association since 2010. He received his Juris Doctor from Valparaiso University in Indiana.

REGISTRATION FEES:

Each full day of education (6 hours) is \$70 for members, \$80 for non-members, and includes morning and afternoon breaks and lunch buffet; each three hour class is \$35 for members, \$40 for non-members. No lunch included if attending only 3 hours. **NOTE:** Registration begins 30 minutes prior to class; late arrivals will not be allowed into the class and will forfeit their registration fee. Refunds (less \$15 admin fee) will be issued only if cancellations are made at least 3 days before the class.



These classes are made possible through the generous support of Johnson Bank—please be sure to thank them!

Please register me for the indicated classes; my check for \$ _____, payable to RANWW, is enclosed:

Name _____ Email _____

- () CE 1, Oct. 10, Rice Lake
- () CE 2, Oct. 10, Rice Lake
- () CE 3, Oct. 11, Rice Lake
- () CE 4, Oct. 11, Rice Lake
- () Elective C, Oct. 18, Rice Lake
- () Elective D, Oct. 18, Rice Lake

Send this registration form, with payment, to:
RANWW, 1903 Keith Street
Eau Claire, WI 54701

*The Realtors® Association of Northwestern Wisconsin
Cordially invites you to the
Awards & Installation Banquet for the installation of
Ben Rivard as President
And recognition of
David Fitzgerald as Realtor® of the Year,
And
Butch Flor
As the Distinguished Service Award Recipient*

*Thursday, September 27, 2012
Five-thirty social, dinner following at 6:30
Turtleback Conference Center
1985 1/2 Street, Rice Lake, WI*

*Name _____
Guest _____*

*RSVP by September 20, 2012
To RANWW, 1903 Keith Street, #3, Eau Claire, WI 54701
Price Per Person \$22 (members pay only for guest)*

*Note: Members who register and do not attend or cancel by noon, September 20 will be
invoiced \$22 per reservation.*



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Take **5** with the RCU Home Team

- 1** Enjoy a picnic lunch and conversation
- 2** Meet Rudy Pereira, RCU CEO
- 3** Learn how RCU is refining the home loan experience, so we all succeed
- 4** Play a 9-hole Scramble
Put together your office team or let us place you in a group
- 5** Support the RANWW Foundation
50-50 Raffle ~ half for winner, half donated to RANWW Foundation

Monday, September 17

12:00 – 4:00 pm

See back for Take 5 schedule

Mill Run Golf Course

3905 Kane Road • Eau Claire

RSVP by September 7, 2012

to 715-833-7272.

Can't stay for golf? Just RSVP for lunch.



www.rcu.org

