



# MEDIA TIP SHEET

## FOR REALTY-RELATED STORIES

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Hello! Thank you for your interest in covering real estate!

As the official representatives of area REALTORS®, the REALTORS® Association of Northwestern Wisconsin would like to share these helpful guidelines:

1. When covering a real estate story, please contact RANWW via our press contacts at Stokes+HERZOG: 715-450-4990 and they will line up an interview as soon as possible. If the story occurs on the weekend, please send a text to 715-450-4990.
2. We know you are on a tight timeline, so we'll help you find a REALTOR® who can do an interview.
3. If you need to get into a home that is for sale, please allow as much lead time as possible, as we have to coordinate via the Multiple Listing Service (MLS).
4. If you are covering a story about home sales in the region, home prices, or other general real estate topics, the REALTORS® need to identify themselves in your story and graphic supers or captions as a member of the REALTORS® Association of Northwestern Wisconsin, not their own real estate company.
5. We love working with you and look forward to many stories to come! If you have any questions, feel free to contact us at any time.

### What can you expect from RANWW?

We send monthly home sales reports for the region. Those can be expected on the third Monday of the month.

We give back to our community alongside the hundreds of REALTORS® who are members of RANWW. Watch for updates on community service from RANWW.

We are responsive to media inquiries and want to help you get accurate and timely information.