

REALTORS® Report

April, 2013

BROKERS: MLS dues are payable in full on or before April 1. Late payment may result in suspension of MLS access.

Past President's Social April 30



Please join us at the Holiday Inn, Eau Claire, Tuesday, April 30 to honor our Past Presidents. It is through their leadership that the RANWW is the active, vital organization it is today. You'll have the opportunity to visit, network and partake in the Holiday Inn's mashed potato and taco bars! The afternoon will begin at 4:00 and will include coffee, water and a cash bar. To register, see the registration form on Page 3 of this newsletter.

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NAR is pleased to present a **FREE PHARMACY PROGRAM** designed to lower the cost of prescription drugs. This card can be used at such nationwide pharmacies as Wal-Mart, Walgreens, Target, Kmart and more! **To get your free drug card today**, visit www.drugcardamerica.com/NAR

Professional Standards Training April 9

Professional Standards training will be held at the RANWW office in Eau Claire on Tuesday, April 9. The class will be taught remotely from Madison by WRA legal staff, Tracy Rucka. If you'd like to be part of the professional standards training process, evaluating ethics complaints, sitting on a hearing panel or just want to increase your knowledge of the Code of Ethics, join us! To register, contact Brenda at brenda@ranww.org

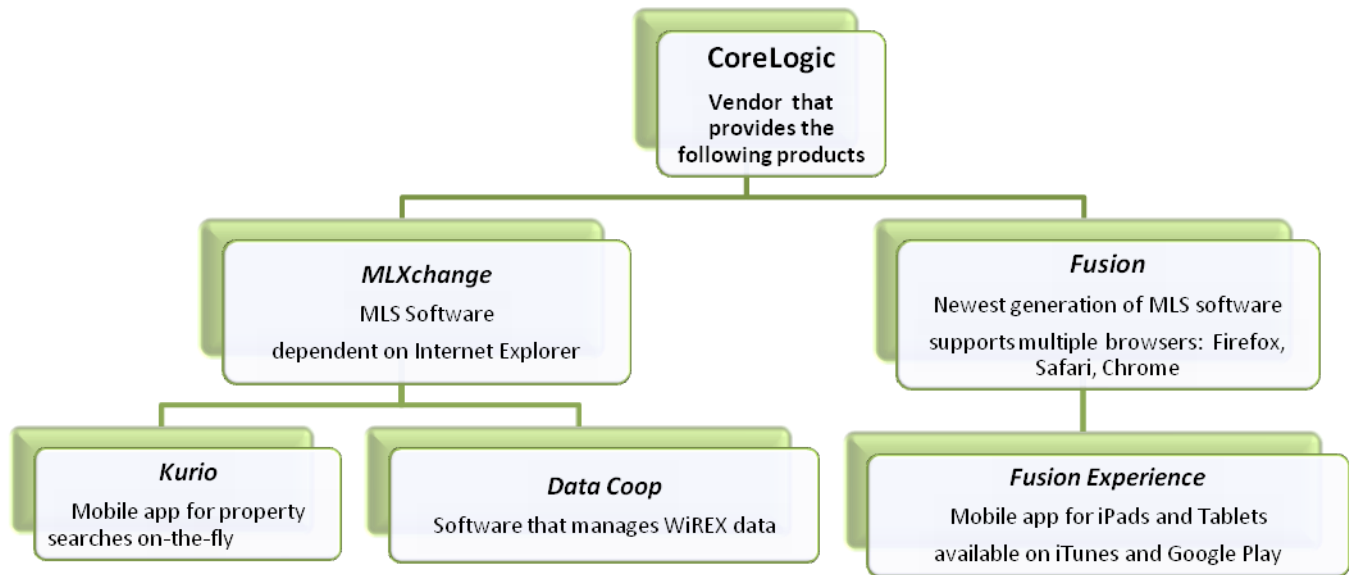
Welcome New Members

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.

Christine Conner, CB Ross' Frontier Realty
Jeffrey Iverson, Lakeplace.com/Birchwood
Judith Moseley, Re/Max Affiliates
John Post, Real Estate One
Mavis Schultz, CB Brenizer/Eau Claire



DON'T MISS THE GAD REPORT AVAILABLE AT <http://ranww.org/documents/resources/march-2013-gad-report.pdf>



To access *full* MLS data and input/maintain listings, do CMAs, run reports, etc you need either *MLXchange* or *Fusion*. If you like the option of working with an internet browser other than Internet Explorer, *Fusion* is the best option.

Need quick access to MLS listings when driving around with clients? *Kurio* allows you to access listing data quickly and your clients have access to *Kurio*, too.

Need to find properties for clients relocating to other areas of the state? Search Wisconsin listings (WiREX) through *Data Coop*, accessible from the home pages of *MLXchange* and *Fusion*.

APRIL IS FAIR HOUSING MONTH! Listing Comments, IDX and Fair Housing

IDX and the Fair Housing Act

NAR received a number of inquiries arising from a blog posting about the federal Fair Housing Act lawsuit brought against a Florida real estate licensee, based on discriminatory language appearing on his website via an Internet Data Exchange (IDX) feed. One of the listings from another broker stated “Adults Only, No Children Under 16 Allowed.” The complaint just recently was dismissed, but the thought that an agent could be liable for statements originating in other MLS participants’ listings is particularly disconcerting. A defense to such claims does exist under the Communications Decency Act of 1996 to protect those who merely publish content provided by others, as is the case with IDX feeds.

Visit www.realtor.org/articles/idx-and-the-fair-housing-act for a link to a podcast featuring Laurie Janik, NAR’s General Counsel, addressing the issues raised by the lawsuit and steps that members can take to avoid similar claims. Links are also provided for two case summaries that address the Communications Decency Act that protects website operators from allegations arising from postings by third parties on their website. (Source: *WRA Legal Hotline Tips March 18, 2013*)

Upcoming Events

Next Month



- April 4 GAD Strategic Planning Meeting
- April 9 WRA Professional Standards Training/EC
- April 18 Nomination Committee Conference Call
- April 30 Past Presidents Social

- May 3 MLS Committee Meeting
- May 13-18 NAR mid-year/Washington DC
- May 15 Foundation BOD Meeting
- May 16 Bradford & Company Tax Seminar
- May 24 Nominating Committee Conference Call

Things to Consider

Each committee is different. Some are large, others small. Some meet off-cycle (*not at Midyear or Annual Meetings*). Some require specific background to be considered for appointment. To determine which committee is right for you, review the committee structure which lists each committee's purpose statement, number of members, length of term you'd be expected to serve, and specific qualifications for consideration. Keep in mind that if appointed you will be expected to attend all of its meetings and serve the full length of your term. Forums are open to all members; so you need not recommend yourself for appointment to a forum unless seeking the position of chair or vice chair.

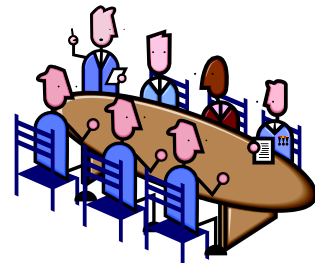
Individual committee structure* can be found by clicking "**View Committee Information**" on the committee recommendations homepage at <http://gms.realtor.org/comrecords.nsf/ComSelMbrHome?ReadForm> *Note: The 2014 committee structure will be approved at the Midyear Meetings in May, 2013.

Process for 2014 Committee Recommendations

All committee recommendations must be submitted via the Online Committee Recommendation Database on REALTOR.org by May 24, 2013. Using the database recommend yourself or other suitable candidates. You are encouraged to seek recommendations from colleagues with whom you've worked closely, and in particular members of leadership at the national, state and local level. When submitting a recommendation you'll be required to include relevant comments that highlight the candidate's skills and qualifications for consideration. **All comments are confidential**, so feel free to be candid.

Follow these steps to access the Committee Recommendation Database*:

1. Log-on to REALTOR.org
2. Click the "About NAR" tab at the top of the page
3. Click "Governance" in the left hand side of the page
4. Beneath that, select "Committees"
5. In the center screen click "Submit Recommendations for 2014 Committees"



Have You Completed/Updated Your Expertise Profiles?

Individuals interested in serving on NAR's committees are encouraged to create and/or update their expertise profiles. However, it's not required. **Note: Completing an expertise profile is NOT the same as submitting a recommendation for yourself!** If you wish to serve on a committee you still must submit a recommendation via the online Committee Recommendation Database on REALTOR.org.

NAR's Expertise Profile Database was designed to provide all levels of the REALTOR® family (*including Local, State and National Associations*) with key information about you and your professional experience. The information you provide in this profile will be used in a variety of ways, including identification of members with certain expertise to serve on committees, work groups, presidential advisory groups; also, to respond to surveys about association issues, products, services etc.

Follow these steps to access the Expertise Profile page*:

1. Click "**Enter Your Expertise Profile**" on the committee recommendations homepage (<http://gms.realtor.org/comrecords.nsf/comselMbrhome?readform>)

Turn to REALTOR.org for the Latest Information

Use of electronic mail and the NAR Governance page on REALTOR.org will serve as vehicles for promoting and publicizing information related to the Committee Recommendation/Selection process. **It is imperative that you adjust your email spam filter settings so you receive important emails from NAR.**

NAR Governance Webpage: <http://www.realtor.org/user/login?destination=/governance>

Committees Webpage: <http://www.realtor.org/governance/committees>

*Members need to have a REALTOR.org login and password to access these databases. Contact Info Central at (800) 874-6500 or InfoCentral@realtors.org for login and password assistance.

Dunn/Dunn-Pepin Board of Realtors®

- 1986 Zita Stewart
- 1987 & 88 Millie Halvorson
- 1990 & 97 Elizabeth Spader
- 1991 Karen Hofland
- 1992 Pat Sobota
- 1993 Elaine Lammer
- 1994 Bill Tice
- 1995 Bonnie Nelson
- 1996 Verl Carlstrom
- 1996 Emilie Wiese

Barron Washburn/Northern Waters Board of Realtors®

- 1978 Dick Kuula
- 1983 Steve Wickre
- 1984 Marlene Gargulak
- 1985 Curt Crane
- 1986 Tom Schaffer
- 1987 Gary Johnson
- 1988 Jim Gargulak
- 1989 Cathy Hansen
- 1990 Steve Jensen
- 1991 Linda Wiese
- 1994 Tom Hansen
- 1995 Roger Rivard
- 1996 Tom Nelson
- 1998 Geoff Pedersen
- 1999 Butch Flor
- 2000 Dave Thomas
- 2001 Margo Katterhagen
- 2002 Mary Hafenstein

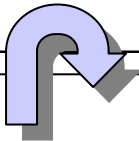
Realtors® Association of the Chippewa Valley, Eau Claire Board of Realtors® or Eau Claire-Chippewa Board of Realtors®

- 1961-62 BJ Farmer
- 1965-66 Howard Post
- 1969-70 C David Bugher
- 1973-74 David Donnellan
- 1975 Doug Lundholm
- 1978 L L Stewart
- 1980 Dick Bezanson
- 1982 & 83 Jim Theisen
- 1984 Rolf Kleven
- 1985 Wayne Peters
- 1986 Bob Janke
- 1987 Chick Feather
- 1989 Mike Ritsch
- 1991 Ned Donnellan
- 1992 Paulette Carlson
- 1993 Mike Benrud
- 1994 Ron Nyhus
- 1996 Carolyn Bugher
- 1997 Mike Tainter
- 1998 Dave FitzGerald
- 1999 Lenny Drescher
- 2000 Bruce Hayhoe, Jr
- 2001 Rod LaRose
- 2002 Pete Wiese

Realtors® Association of Northwestern Wisconsin

- 2003 Sue Hesketh
- 2004 Dave Mickelson
- 2005 Ray VanGilder
- 2006 Margo Katterha
- 2007 Mark Fouts
- 2008 Dave Dresel
- 2009 John Flor
- 2010 Dave FitzGerald
- 2011 Jeff Theisen
- 2012 Dave FitzGerald
- 2013 Ben Rivard

THANK YOU!
RCU for sponsoring the event
Sam's Club for dessert!



PLEASE JOIN US FOR THE PAST PRESIDENTS SOCIAL ON APRIL 30, 2013

This year we're changing up the recognition of our leadership, *past and present!* Join us on Tues, April 30, 4-6 pm, at the Holiday Inn, 2703 Craig Rd, Eau Claire. **Cost** is FREE for past presidents and **\$10** for all others! The event will feature a mashed potato bar, taco station, dessert and cash bar. There will be brief remarks from our current RANWW President, Ben Rivard, and a chance for everyone - past presidents, current leadership and members alike - to mingle and visit, share memories, and hopefully, some laughs! **Mail this reservation today to RANWW , 1903 Keith St. Eau Claire, 54701 by Friday, April 19.** *Your reservation is your commitment to pay the cost of \$10.00 if you do not attend or cancel.* Sorry, no refunds.

Name _____ Phone _____

Email address _____



Large Donor Council

2013 Membership Information Page 5

The Large Donor Council consists of an elite and passionate group of REALTORS® and real estate professionals who partner with WRA & NAR to shape the political future of the real estate industry. Members of the Large Donor Council are eligible to participate in the RPAC Recognition Program, with specific benefits and accolades that acknowledge their support of RPAC.

RPAC stands for the REALTORS® Political Action Committee. A PAC is a legal means by which interested individuals with common goals, like a trade association, can join together for the purposes of political action. The best way to positively impact issues such as property taxes, health care and protecting the rights of property owners is through RPAC, a real estate professional's vehicle for political action.

What Does RPAC Do?

As a real estate professional, RPAC is your PAC. It is also the real estate industry's vehicle for political success. REALTOR® volunteers raise contributions from other members across the state. These funds are then pooled together and contributed on a nonpartisan basis to public office candidates who support housing and real estate interests.

Seventy cents of every dollar raised stays in Wisconsin for state and local elections, and the remaining money is transferred to the National Association of REALTORS®' PAC for contributions to federal candidates.

RPAC Facts

All fundraising efforts and contributions to candidates are administered by a board of RPAC trustees, representing each local board and all areas of the state. Decisions made by the trustees are submitted to the WRA Board of Directors.

Join the 2013 Large Donor Council and receive added member benefits including recognition at the 2013 WRA State Convention

2013 Large Donors' Council:

Minimum Conduit Contribution: \$700

Minimum RPAC Contribution: \$300

(\$700 payable to RPAC-Direct Giver—\$300 payable to RPAC)

Funds are disbursed on a nonpartisan basis to Democrats and Republicans alike, based on issues and support of the REALTORS® legislative agenda.

RPAC is one of the largest trade association PACs in the world, and in Wisconsin.

Why Should RPAC Interest You?

RPAC is a very important business partner for REALTORS®. Up to 4,000 bills are introduced each session in the state Legislature, and elections determine who will be voting on these bills. RPAC helps to elect the people who write the laws with which you and your business must live. Through extensive research and ongoing monitoring, RPAC keeps real estate professionals informed, involved and influential regarding the legislative decisions that are important to the industry.

Complete this form, mail with payment to Bruce King, RANWW, 1903 Keith St, Eau Claire WI 54703

| | | | |
|---------------------------|--|---|--|
| NAME: | | | |
| COMPANY: | | | |
| ADDRESS: | | | |
| CITY: | STATE: | ZIP: | |
| EMAIL: | PHONE: | | |
| PAYMENT: | | | |
| CREDIT CARD (MC or VISA): | # _____ exp _____ | <i>Payment Plan Schedule</i> \$300 - March 1, 2013 \$350 - May 1, 2013 \$350 - September 1, 2013 | |
| CHECK: | \$ _____ amount enclosed | | |
| PAYMENT PLAN | by checking this option, I acknowledge future payments will be automatically deducted from by credit card. | | |



TIPS & TRICKS for Brokers: Choosing Your Publishers Wisely

Making choices about where to send listings used to be really easy... because most people just sent them everywhere! Remember that?

That was before some folks started to realize that not all sites are created equally, and some of them have business practices that don't necessarily mesh with our own.

Our industry has come a long way toward having tools and information at our fingertips that helps us to understand what all these websites do, and which ones might best "fit" our own company's business model.

A few years ago, ListHub launched [The Channel Scorecard](#). This was the first step toward making the features and practices of each site transparent to brokers. The Scorecard was presented in both an online flip-book format, as well as an enormous matrix in a spreadsheet. If brokers took the time, they could look up sites to find out dozens of important items, like whether they provided fast response times, or whether the site also powered a mobile app. The Scorecard resource is still maintained by ListHub and available in the ListHub dashboard.

Just last year, this concept was evolved to make it even easier. ListHub launched [the Preferred Publisher program](#) that now allows you to filter sites based on some of the most popular criteria that brokers were using to make their advertising choices. The criteria include things like, "Displays broker contact info" and "Doesn't re-syndicate your listings"; there are 9 filters available in all. So now, instead of sifting through a spreadsheet to evaluate the sites, all you have to do is click a button in your dashboard to see the list of sites that meet the criteria (or combination of criteria) that are meaningful to you. Then, [making your publisher choices](#) is just another click of the button.

You can even setup the option to add future publishers based on your selected criteria! That means that when new publisher are added to the network, ListHub will match them to your criteria, and subscribe you to the new site automatically as long as the site meets your business requirements.

Today, more and more buyers are using their mobile devices to search for homes. According to the NAR Profile of Home Buyers and Sellers about 1 in 10 buyers used mobile or tablet apps, websites, or search engines in their home search process in 2012. So how can you ensure your listings are being sent to publishers who have mobile applications? Now you can! In December ListHub added [three new filters](#) including; "Refreshes Daily", "No FSBOs", and "Mobile App Available."

Every company has a different philosophy when it comes to making advertising decisions. So regardless of whether your company wants to maximize all marketing online and prefers the widest possible distribution, or whether your company prefers to be selective, holding to certain standards, ListHub has tools for you to make it easy so that you can focus on what you do best... selling real estate.

Additional Lockboxes, Cardreaders, RADs

BROKERS ONLY: if you are in need of additional lockboxes, please complete the Additional Lockbox Request form found on ranww.org>MLS Information>ReaderKeys>Additional Lockbox Request Form.

ALL MEMBERS: should you want to order a RAD (remote access device) or additional cardreaders, submit the order form on ranww.org>MLS Information>ReaderKeys>Cardreader or RAD Order Form.