



# RANWW

Realtors® Association of  
Northwestern Wisconsin

Making Your Membership Work For You

## August Newsletter

### Mark your Calendar

#### August 21

Annual RANWW Golf Outing

#### August 28

RANWW Monthly Mixer at 1917

#### September

REALTOR® Safety Month

#### September 6

2nd Annual RANWW ATV/UTV Ride

#### September 29-October 1

WRA Annual Convention

### MLS

- How to Add a Photo to Your Agent Profile
- MLS Policy Reminder: Expiration, Extension & Renewal of Listings

### ADVOCACY

- Overview of 17-7-04 Tree Preservation Ordinance
- Do you know of something RANWW should be made aware of?

### PROFESSIONAL GROWTH

- Make professional growth a priority

### UPCOMING EVENTS

- RANWW Monthly Mixer August 28
- 2<sup>nd</sup> Annual RANWW ATV/UTV Ride September 6
- RPAC Cornhole Event, October 24
- New Member Orientation, October 28

### ASSOCIATION UPDATES

- Don't forget, September is REALTOR® Safety Month!

*EMPOWERING REALTORS®, BUILDING COMMUNITIES.*

# RANWW 2026 Board of Directors



**RANWW**

Realtors® Association of  
Northwestern Wisconsin

## Leadership Election Results



*Alex Hartung*

Treasurer



*Amber Steffel*

Director



*Max Perrenoud*

Director



*Sara Maas*

Alternate  
Director

**New Board members will be installed in January 2026.**

Interested in learning more about serving? Talk to your broker, a current Board member or someone at the Board Office today!

## Mark Your Calendars

- RANWW Golf Outing: August 21
- RANWW Monthly Mixer August 28
- REALTOR® Safety Month: September
- 2nd Annual RANWW ATV/UTV Ride: September 6
- RANWW Monthly Mixer: September 25
- RPAC Cornhole Event: October 24
- New Member Orientation: October 28

Visit our [EVENTS CALENDAR](#) to learn more and register.

## Get Ready for the 2nd Annual RANWW ATV/SXS Ride!

We had an absolute blast last year, and it's time to hit the trails again! Join us for the Second Annual RANWW ATV/SXS Ride in Rice Lake for a day full of adventure, fun, and camaraderie.

**New Date: Saturday, September 6th, 2025**

*(Previously scheduled for September 13th — mark your calendars!)*

### No ATV or SXS? No worries!

Rent a machine from Trailhead Adventures at 50% off and enjoy a late return at no extra charge on the day of the ride. Just use code HALFDAY2025 at [trailheadadventures.com](https://trailheadadventures.com) to reserve your ride.



Whether you're a seasoned rider or trying it for the first time, this event is all about having fun on the trails and making memories with your fellow REALTORS®!

Don't miss out — we can't wait to see everyone out there!

## Second Annual RANWW No Frills ATV/SXS Ride

September 6, 2025



No machine? No problem!  
**Get 50% off** your rental with code **HALFDAY2025**  
visit [www.trailheadadventures.com](http://www.trailheadadventures.com)

**TRAILHEAD**  
*Adventure*  
Off-Road Rentals

# RANWW 2025 GOLF OUTING

## Thank You to Our Totally Rad Sponsors!

We want to give a huge shoutout to all the incredible sponsors who made this year's Back to the 80s Golf Outing possible. Your support helps make this event one of the most anticipated of the year, and we're so grateful for your continued commitment to our REALTOR® community. Thank you!

### 2025 Golf Outing Sponsors:

Alerus Mortgage, All Title Services, All Western Mortgage, Coulee Tech, Kersten Family Junk Removal, Knight Barry Title Group, Legends Title Services, Nicolet National Bank, Prevail Bank, Royal Credit Union, Marine Credit Union, Fairway Independent Mortgage, Smith Funeral Chapel,



Security Financial Bank, REALTORS® Association of Northwestern Wisconsin, Sterling Culligan Water, and Functional Aesthetics.

□ Registration is now closed, and we're looking forward to seeing everyone on the course next week for a day full of fun, networking, and 80s nostalgia. Get ready to PAR-TEE!



### You're Invited: RANWW Monthly Mixer – August 28th

Mark your calendars! Our next RANWW Monthly Mixer is happening on Thursday, August 28th from 5:00 to 7:00 PM at 1917 in Chippewa Falls.

This casual after-hours event is the perfect way to connect with fellow REALTORS® and industry professionals in a relaxed, social setting.

Enjoy appetizers, networking, and the chance to win a gift card giveaway!

Thank you to our generous sponsors,  
**All Title Services, Inc & Security Financial Bank**

No registration is required—just stop by and say hello! We look forward to seeing you there.





## ☐ **Save the Date: 2025 WRA Annual Convention**

Sept. 29–Oct. 1

Kalahari Resort, WI Dells

Get ready for the largest REALTOR® event in Wisconsin! The 2024 WRA Annual Convention is happening September 29–October 1 at the Kalahari Resort in Wisconsin Dells—and you're invited to join REALTORS® from across the state for three unforgettable days of learning, networking, and fun.

### ☐ **Why Attend?**

- Top-notch speakers & CE sessions
- Industry insights & professional development
- Inspiring keynotes and energizing events
- Connection with fellow REALTORS®
- And, of course... the famous convention party!

Don't wait—secure your spot today!

☐ Rooms at the Kalahari fill fast, so book your stay early!

☐ Learn more and register at [wra.org/convention](https://wra.org/convention)

## **Win a FREE Registration to the 2025 WRA Annual Convention!**

The Wisconsin REALTORS® Association is awarding one FREE registration to the 2025 WRA Annual Convention, taking place September 29–October 1, 2025, at the Kalahari Resort in Wisconsin Dells!

Are you a full RANWW Affiliate or REALTOR® member? **Want to attend for FREE?** Enter the drawing by contacting Laura at [715-835-0923](tel:715-835-0923), or [laura@ranww.org](mailto:laura@ranww.org).

**Deadline to enter is 4:30 p.m. on Friday, September 5, 2025.**

The winner will receive complimentary convention registration. (Ticketed add-ons are not included and can be purchased separately.)

Go to [WRA.org](https://wra.org) for more all the details about this year's incredible convention!

Don't miss out on the networking, education, and fun—enter today!

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*Save the Date, October 24th*

# RPAC Cornhole Event

Buck N' Beams in Cameron, WI

Starting at 5pm, Cornhole, Contests, Silent Auction, and so much more!



**MLS**

recent updates & info

**Paying MLS dues? Please include your invoice #**

## **MLS Policy Reminder – Expiration, Extension & Renewal of Listings**

We've been seeing an increase in incorrect re-entry of expired or withdrawn listings. Please review **Section 1.8 of the NWWMLS Rules** to ensure your listings stay in compliance.

### **The Rule:**

If a listing is re-listed by the **same broker within 30 days** of expiring or being withdrawn, it **must be reactivated under the original MLS number** by:

- **Updating the expiration date**
- **Changing the status back to Active (which will display as *Back on Market*)**

**A new listing may only be created** if there is a **change in property ownership**.

### **Fines for non-compliance:**

- 1st Offense – \$500
- 2nd Offense – \$750
- 3rd Offense – \$1,000

**Tip:** Always check the 30-day rule before re-entering a property. When in doubt, contact MLS staff for guidance.

## **Be Seen. Be Known. Be Professional. Add Your Photo Now!**

### ☐ **How to Add a Photo to Your Agent Profile**

Keeping your profile photo up to date helps clients and colleagues recognize you. Follow these simple steps to upload your photo:

#### **Step 1:**

Log in to the MLS system.



**Step 2:**

Navigate to **Input – Add/Edit** section.

In the **Modify Agent** box under **Roster**, enter your **Agent ID (Username)** and click **Edit**.

**Step 3:**

In the **Other Options** section, click **Manage Photos**

**Step 4:**

Click **Browse** to locate your photo file, then select it.

Once uploaded, be sure to click **Certify and Save** to apply the changes.

☐ **Tip:** Use a professional, high-resolution headshot for best results.



This past month RANWW had a Call for Action to REALTORS® in Eau Claire for the City of Eau Claire Ordinance 17-7-04 Tree Preservation Ordinance. I would like to thank those who took the time to participate in the Call for Action and reached out to me with any questions and concerns they had. The Call for Action was sent out to those who are residents in Eau Claire.

**Our concerns and reason for the Call for Action were:****1. High Costs:**

Charging \$400 per inch for the removal of 30 percent of the caliper can lead to costs in the thousands for routine projects.

**2. Infringement on Property Autonomy:**

Except for a narrow exemption for lots of 10,000 square feet or less with up to four units, almost every property owner will be affected. This process effectively transfers control of private land management decisions to the city, undermining the fundamental rights of property owners to manage their own lots.

**3. Impact on Housing Supply and Infill:**

The combination of high fees and complex approval processes makes infill projects, accessory units, and small-scale developments financially and logistically unfeasible. When it is more expensive to clear two or three trees than to build the unit itself, both developers and owner-occupants will likely withdraw from these projects, restricting new inventory and exacerbating the affordability crisis the city aims to address.

The Eau Claire City Council took our message into consideration and passed an exemption for existing lots of single-family homes and twin homes/duplexes, regardless of lot size, from the tree preservation ordinance. The tree preservation ordinance will also not apply to projects containing at least 25% affordable housing units at or less than 60% County Median Income (CMI) rent and are deed restricted for 30 years.

The \$400 fee was not amended, but with removing the 10,000 square foot requirement and removing single family homes and twin homes/duplexes it was a big win for property owners and REALTORS® in Eau Claire.

If you have any questions or concerns with this Call of Action or know of something in your area

that RANWW should be made aware of please contact Ian at [ian@ranww.org](mailto:ian@ranww.org).

Thank you,

*Ian Gauger*

Ian Gauger  
RANWW Advocacy Coordinator

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Donate to RPAC



Do you invest in  
RPAC?



Donate to Direct Giver



When you invest in **RPAC**, your money is pooled together and contributed on a nonpartisan basis to candidates who support housing and real estate interests. If you wish to designate which candidate **receives** your investment, invest in the **Direct Giver program**

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## Professional Growth

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### For the Early Birds... Self-Study CE Now Available!

Why wait? Get a head start on the 2025-26 CE biennium with the Wisconsin REALTORS® Association's Self-Study CE course!

The printed book is available now—and when you order, you'll also receive a complimentary electronic PDF version so you can study anytime, anywhere.

Wisconsin licensees are required to complete 18 one-hour CE courses to renew their real estate license. Don't wait until 2026—knock it out early with content that's fresh, relevant, and tailored to today's market.



□ [Click here to learn more and order your materials.](#)





## Association Updates

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### Earn Your Fair Housing Challenge Emblem!

Take the lead in building a more inclusive and equitable real estate industry. By completing the Fair Housing Challenge, you'll expand your knowledge of fair housing history, laws, and ongoing issues — benefiting your clients, communities, and the profession.

#### Complete all three steps to earn your emblem:

1. Fairhaven 2.0
2. Commitment to Excellence (C2EX)
3. One course of your choice: At Home with Diversity (AHWD) or Bias Override: Overcoming Barriers to Fair Housing



**Fair Housing Challenge**

Display your emblem proudly next to your name in emails, online profiles, and marketing materials — a visible mark of your leadership and commitment to fairness in every transaction.

[Take the Challenge & Learn More](#)

## Stay Informed with NAR's Consumer Guide Series

### Empowering Homebuyers & Sellers

The Consumer Guide Series offered by NAR, is a valuable resource designed to help homebuyers and sellers navigate key real estate topics with confidence. Each guide provides expert insights from REALTORS® and industry professionals, ensuring consumers have the knowledge they need to make informed decisions.

The latest guide in the series focuses on [planning and packing tips](#) to make moving homes less stressful and more strategic.

These guides are free and available to the public, making them a great tool for REALTORS® to share with clients.

Check out the full series [HERE](#)

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## Upcoming FOREWARN Safety *Online* Training Sessions

Agent safety is always a priority! To support increased activations and usage of FOREWARN, we're offering monthly **online** training sessions to help agents get the most out of this valuable tool.

#### August Online Training Session:

- August 20 at 1 p.m. CST

Join us as we demonstrate how to effectively use FOREWARN, share insider tips and tricks, and hold a live Q&A session.

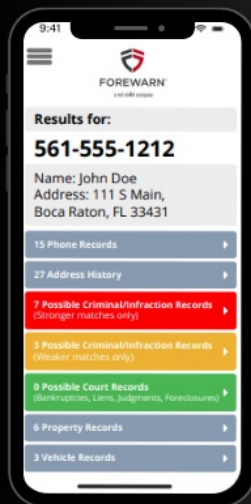
Registration: To sign up, please visit our [registration page](#).



**SAFER SHOWINGS.**  
**SMARTER ENGAGEMENTS.**

## Register for a live training of FOREWARN

Know your prospect...*in seconds*



1

Receive a call



2

Enter phone #  
in FOREWARN app



3

Get instant prospect info  
(Identity verification, criminal history, and more)



## Introducing: WRA's Partnership for Success Program?

If you're a new or aspiring REALTOR® in Wisconsin and a member of a minority group, the WRA's Partnership for Success Program may be a perfect fit. This program is designed to promote diversity within the real estate industry and offers scholarships to help cover startup costs like licensing, dues, and education.

This is a powerful opportunity to jumpstart your real estate career with financial support and mentorship—right here in Wisconsin!

□ Learn more and apply [HERE](#)

Let's help shape a more inclusive future for our profession!



## Affiliate Connection

# NEW FEDERAL REPORTING RULES ARE COMING ARE YOU PREPARED?

Starting December 1st, 2025, new reporting requirements from the US Department of Treasury, Financial Crimes Enforcement Network (FinCEN) will impact real estate transactions in your market — especially for brokerages and agents working with legal entities.

## WHAT YOU'LL LEARN:

- Which transactions are affected
- Who is responsible for reporting
- What information must be collected
- Penalties for non-compliance
- How Knight Barry can help you stay compliant

## LET'S TALK

Get your office ready for these sweeping changes. Contact your local Knight Barry office to schedule a session today.

[www.KnightBarry.com](http://www.KnightBarry.com)

## FORMATS AVAILABLE



**Zoom Mini-Session**  
15-30 minutesession.  
Perfect for quick team meetings.



**In-Person Seminar**  
Tailored presentationsfor  
law firms, larger brokerag  
offices, and lenders.



Locally owned and operated right here in Eau Claire, **Legends Title Services, LLC** brings 300+ years of combined experience in title insurance and settlement services to agents, lenders, buyers and sellers. Don't let the location fool you - our team is equipped with tools to assist in areas far beyond

We are committed to ensuring smooth real estate transactions through personalized service, fast/responsive communication and a deep understanding of the industry.

Whether you're representing a first-time home buyer or coordinating a complex commercial transaction, our team is ready to help your clients close with confidence. Connect with us at [legendstitle-service.com](http://legendstitle-service.com) or call **715-514-5748**. We look forward to





Are you an RANWW Affiliate who wants to shine a little brighter? We'd love to feature you in an upcoming Affiliate Spotlight!

If you're interested, just email me at [kristyn@ranww.org](mailto:kristyn@ranww.org). I'll get you on the schedule and follow up with the details on what I'll need and when you'll be featured.

We love showing off the amazing businesses that support our Association—don't miss your chance to be in the spotlight!

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Benefits**

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Benefits**

**Stay Up to Date with the State and National  
REALTOR® News**

[WRA Website](#)

[NAR Website](#)

**WRA**



**August  
Magazine**



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**Todd Schwartz- Imm. Past President**

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**Top Notch Support is Just a Phone Call Away**

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**REALTORS® Association of Northwestern Wisconsin || (715) 835-0923**



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