



RANWW

Realtors® Association of
Northwestern Wisconsin

Making Your Membership Work For You

December Newsletter

Mark your Calendar

December 24 & 25

RANWW Office Closed for holiday

January 1

RANWW Office Closed for holiday

January 8

Installation & Awards Banquet

January 27

CVHBA/RANWW Mixer-Four Corners
Chippewa

January 28

Economic Update with Lawrence Yun

MLS

- New Matrix Feature: Media Privacy Launching December 9

ADVOCACY

- Save the Date: RGD February 10
- Tax Increment Financing (TIF)

PROFESSIONAL GROWTH

- Make professional growth a priority

UPCOMING EVENTS

- RANWW Office Closed: December 24 & 25
- 2026 Installation & Awards Banquet: January 8

ASSOCIATION UPDATES

- Have you paid your annual dues?

EMPOWERING REALTORS®, BUILDING COMMUNITIES.



Welcome Our Newest Members

Joshua Stanley

Keller Williams Premier

Jefferson Kent

Property Executives

Dennis Fehr

Keller Williams Premier Realty

Mason Bauer

Elite Realty Group

Ellie Nystuen

Chippewa Valley Real Estate

Yancy Perkins

eXp Realty

Mark Your Calendars

- **2026 Installation & Awards Banquet:** January 8
- CVHBA/RANWW January Mixer: January 27 at Four Corners in Chippewa Falls
- REALTOR® and Government Day 2026: February 10

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

2026 INSTALLATION & AWARDS BANQUET

Huge THANK YOU to our sponsors:



5:30-6:30 - Cocktail hour
6:30-7:15 - Dinner
7:15-8:00 - Installation Banquet
8:00-9:00 - Social

We are collecting socks for charity, so don't forget to bring a pair to donate.

Guests are \$25

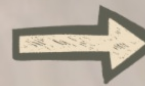
Please mail check to:
RANWW
3460 Mall Drive, Suite 5A
Eau Claire, WI 54701

January 8th 2026

Florian Gardens

2340 Lorch Ave,
Eau Claire, WI 54701

There's still
time to
register



It's *Business After Hours* time



RANWW
Realtors® Association of
Northwestern Wisconsin

TUESDAY JANUARY 27TH

5PM —→ 7PM

FOUR CORNERS 14982 COUNTY HWY S, CHIPPEWA FALLS, WI 54729



Sponsors



UNIONHOME
MORTGAGE



MLS

recent updates & info

Paying MLS dues? Please include your invoice #

New Matrix Feature: Media Privacy Launching December 9

Matrix is introducing a new **Media Privacy** tool designed to support homeowner privacy by allowing agents to manage which listing media remains visible after a property is off-market. This enhancement applies to both **listing photos and supplements** stored in Matrix.

☐ Photos

Agents will now have an **optional setting** that allows them to:

- Designate **one "permanent" photo** to remain public after closing.
- Mark additional photos as private once the listing is off-market, if desired.
- Leave all photos public if no changes are made — the system will continue to function as it does today.

❑ If an agent chooses to designate only one permanent photo, it must still comply with existing photo requirements:

- Residential & Multi-Family: the permanent photo must be an exterior elevation image of the property.
- Vacant Land: the permanent photo must be an actual photo of the parcel — **not** a GIS image, aerial outline, plat, or map graphic.

Important: Even when photos are marked private, **MLS users will still have access** to them. The setting only affects **public display**, including consumer-facing portals and IDX feeds.

❑ **Supplements / Documents**

Media Privacy also extends to listing supplements, allowing agents to classify each document as:

- Public – visible to consumers (e.g., OneHome/Client Portal).
- Private – visible only to MLS users
- Conditional – public while active, automatically private once off-market

As with photos, marking supplements as Private or Conditional does not remove MLS user access; it only restricts public-facing display. Agents may adjust these settings at any time.

❑ **Watch the short overview video here:**

https://www.youtube.com/watch?v=i8jBrQ_stdQ



Stay in the Know

Download the NAR REALTOR Party Mobile Alerts (RPMA)

REALTOR® Party Mobile Alerts, NAR's advocacy texting platform, offers REALTOR® associations and REALTORS® a way to stay connected directly from their cell phone or tablet. When a national or state legislative call for action is launched, or an important advocacy update needs to be communicated, subscribers will receive a short text message with more information.

Use the QR code to sign up today!





Join us for one of the most important advocacy events of the year—REALTOR® & Government Day! This is your chance to make your voice heard on critical issues affecting real estate and property rights in Wisconsin.

- When: February 10, 2026
- Where: Monona Terrace and the State Capitol, Madison
- What's Included: RANWW is organizing bus transportation and providing a yummy lunch for attendees, making it easy and fun to participate!

Don't miss this incredible opportunity to connect with fellow REALTORS®, meet with legislators, and advocate for our industry.

Important: You MUST register in two places to attend.

To keep everything running smoothly, please be sure to complete both registrations:

- ① Register with WRA to attend the event: [HERE](#)
- ② Register with RANWW if you plan to ride the RANWW bus: [HERE](#)
RANWW bus will be leaving from the Eau Claire Wal-Mart parking lot.

Secure your spot early — we can't wait to advocate alongside you!



Tax Increment Financing (TIF)

Tax Increment Financing (TIF) is being used by cities across the U.S. to fund affordable housing, downtown revitalization, transit, and walkable urban development, with notable successes in places like Muskegon, Milwaukee, Carmel, and Washington, D.C.. While TIF can spur economic growth and community improvements, its use for large-scale projects like data centers has drawn criticism for potential risks, lack of transparency, and questionable public benefit. When applied responsibly, TIF and related value capture tools can transform blighted areas, support mixed-use development, and generate lasting fiscal benefits for municipalities.

Check out the full fall edition of [On Common Ground](#) discussing financing of the Future Fall 2025: Financing the Future

Ian Gauger

Ian Gauger
RANWW Advocacy Coordinator

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**



Professional Growth

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.](#)

On-Demand CE options coming soon—stay tuned!



Association Updates

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 offers tips to those [selling a home during the winter months](#). The guide also points out advantages to seasonal sales, including motivated buyers and fewer homes on the market, and encourages buyers to work with an agent who's a REALTOR®.

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](#)

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.

December Online Training Session:

- December 17 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.

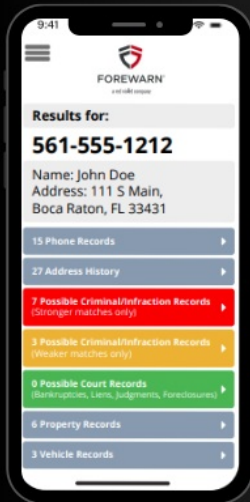
Registration: To sign up, please visit our [registration page](#).



**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)



Affiliate Connection



Whether you're welcoming new homeowners or preparing a property for market, **Pioneer Painting LLC** helps elevate the value, comfort, and visual appeal of every home.

Serving the Chippewa Valley and beyond since 2010, our team specializes in high-quality residential and commercial painting, drywall repair, and move-in refresh services that ensure your listings look their best from day one.

For REALTORS®, we understand the difference that clean walls, modern colors, and professional finishes make during showings — and for new buyers, we make the transition effortless by handling all painting and drywall needs before they move in. Fast scheduling, clear communication, and premium craftsmanship are the hallmarks of our work.

How We Support REALTORS® & New Homeowners and Businesses

- Fresh interior or exterior paint to increase curb appeal and sale readiness
- Drywall repairs, patching, and finishing completed quickly and cleanly

- Priority scheduling for tight closing timelines
- Professional color consultation for modern, buyer-preferred palettes
- Commercial refresh services for offices or investment properties

Whether your clients need a full-home repaint, touchups before photos, or a fresh start after moving in, Pioneer Painting is here to help you deliver an exceptional, seamless experience.

Call or text: [715-419-6514](tel:715-419-6514)

Email: PioneerPaintingLLC@gmail.com



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. 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!

**WRA Member
Benefits**

**NAR Member
Benefits**

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

[WRA Website](#)

[NAR Website](#)

WRA



November 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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Try email marketing for free today!