

REALTORS® Report

February, 2013

BROKERS: MLS dues are payable in full on/before Feb 1. If unpaid by Feb 8, MLS access will be suspended.

GRI Classes Come to Eau Claire—Remotely

We are pleased to be partnering with WRA to bring GRI classes to this *neck-of-the-woods*.

GRI Course 2-Part One will be offered remotely from WRA headquarters in Madison. RANWW will serve as a remote location for anyone wanting to take this course closer to home. Students can come to the RANWW office, view the class remotely and be able to interact with the instructor during the class. This course discusses skills needed for successful listing presentations; how to price a home to sell, close the transaction; market and promote yourself effectively, as well as business ethics, social media, environmental issues, digital imaging and internet marketing, and CRS 201—Listing Strategies for the Residential Specialist.

Classes will be held **Feb 12 & 13, 8:15 am to 5 pm** at the RANWW office, 1903 Keith St, Eau Claire. **For Registration/Information:** go to wra.org/GRICourses. Scholarships are also available. Check it out at wra.org/GRIScholarship Don't delay! **Registration deadline is January 31.**

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New Member Orientation—February 21

New member orientation will be held at the RANWW office on **Feb 21 from 8:15-12:00 noon**. This is our opportunity to help new members understand how important cooperation with fellow Realtors® can be to their new business, introduce them to MLS policies and concerns, guide them in professional courtesies and welcome them to the association. If you are a new member and have not received information about this event from Jane, please contact her at 715.835.0923 or email her at jane@ranww.org



Welcome New Members

In accordance with our bylaws, notice is hereby given that the following individuals have applied for Realtor® membership; written comment, which shall be kept confidential, is invited.

Scott Bahnum, Bahnum Realty

William Glass, Discount Realty Works

Mike Knopps, Coldwell Banker Brenizer

Kim Kolashinski, Edina Realty

Becky Kurschner, Agstar Home Mortgage Services

Douglas Martin, Real Estate One

Terrance Opprieht, American Edge Real Estate

Alan Prueher, Kleven Real Estate

Thane Page, Woods & Water

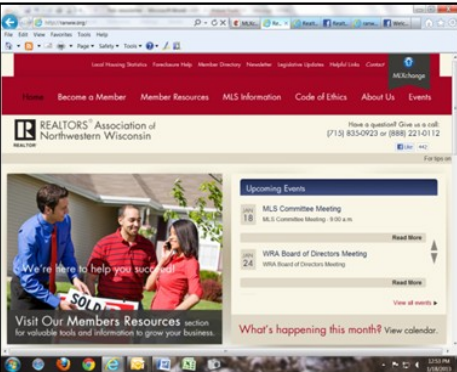
Steve Polzin, Classic Radon Services

Tim Schnacky, Northwest Home Inspection Services

Danielle VanBuskirk, Coldwell Banker East West

Communication is Key

The RANWW and MLS makes every attempt to reach you - **our Members** - to keep you informed about RANWW activities, MLS updates and new products, membership/license renewals, legal issues, software updates, scams, land use issues and much, much more! With the variety of communication tools available today, you choose how you want to receive that information - through **RANWW's website, Facebook page, Twitter, Realtors® Report, MLS Message of the Day**, and/or **email**. We also communicate with you **face-to-face**, at golf outings, Christmas parties, Realtor® Recycling Round-Ups, membership meetings, and other events throughout the year. Hope we see you soon!



Membership Meetings

MLS **Message of the Day** pops up for viewing anytime a new post occurs since *the last time you logged in*. It is always available for view/print from **Message of the Day** link on the MLXchange Home Page, just above Resources on the right side of the screen.



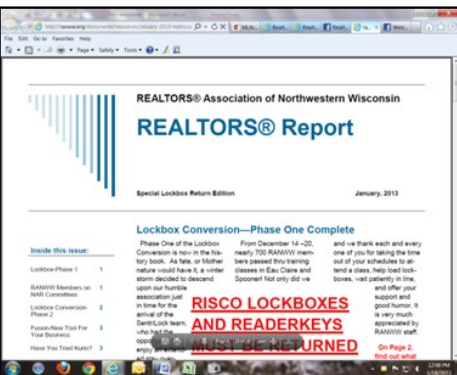
Find us on **Facebook**, either by searching Facebook for Realtors® Association of Northwestern WI OR from the Facebook icon on the ranww.org home page.

ranww.org is available online 24/7 and contains links to monthly newsletters, local statistics, member look-up, bylaws, MLS rules and regulations, listing input/maintenance manuals, data forms, links to other real estate sites and so much more!

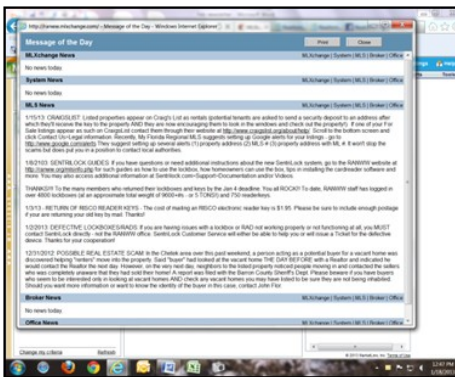
Christmas Parties



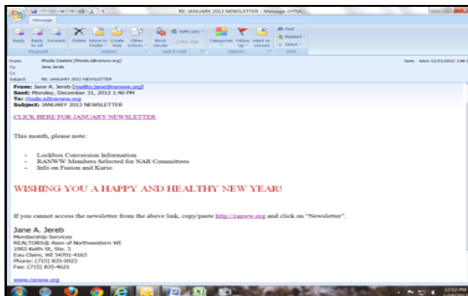
Is *tweeting* your preference for keeping up to date and informed? If so, you can find us by searching **Twitter** for Realtors® Association @RANWW or from the icon.



An emailed link to the **Realtors® Report** is sent to members monthly; it contains upcoming events, policy changes, professional standards tips, changes in policies, tips from Legal Hotline and other real estate issues to keep you informed; it can be accessed at ranww.org>newsletters any time—day OR night!



Emails are sent to members on a regular basis. If you are not receiving them, be sure the 1) the RANWW or MLS has your current email address, 2) check your Junk-mail folder, 3) add RANWW staff email addresses to your address book. RANWW or MLS will almost always appear in the Subject line for easy identification.



Golf Outings

Electronic Signature - person's intent to sign a document by making their mark or signature to "sign" an electronic document. If paper document is signed, scanned and saved on a computer, the scanned/digitized image of signature on the electronic document is an electronic signature. **Source: WRA Legal Update Feb 2008**

Electronic Delivery - email delivery of documents and use of electronic documents as well as electronic signatures in transactions. Consent must be obtained electronically and demonstrated the person 1) can receive, save, send documents electronically and 2) consent to use of electronic documents, electronic signatures and e-mail delivery. **Source: WRA Real Estate Magazine, Nov 2008**

MLS Update

The **Lockbox Conversion** is history and after 2 full months of long, sometimes dirty days (12 accumulated years of dust, dirt, wind, bugs, etc makes for some pretty filthy equipment, as you well know) RANWW/MLS staff can truly say they are a “little tired of lockboxes!” We thank each of you for your cooperation, patience and kind words during the conversion process!

The MLS Committee recommends the use of an **Electronic Lockbox** on all properties to ensure security of the seller’s property.

Members are reminded that any **Virtual Tour** published through the MLS must be “unbranded.” Present policy allows for the company logo only—no name, contact information, agent photo, etc.

Two new data fields, **Electronic Signature Y/N** and **Electronic Delivery Y/N** will soon appear in the MLS, both under listing/maintenance and on the full display. Watch for further details in upcoming MLS Messages of the Day, emails, newsletters, etc. (see Pg 2 for brief description)

Appraisers and Realtors® alike will be pleased to know the **Seller Concession text field** will soon be on the Full Display making that information more readily available to all members relying on MLS data for comparable purposes.

Realtorcomplaints.com Scam

NAR has received several inquiries about the website <http://www.realtor-complaints.com/>. NAR quickly responded with this blog <http://speakingofrealestate.blogs.realtor.org/2013/01/10/don%E2%80%99t-let-your-reputation%E2%80%94your-wallet%E2%80%94fall-prey-to-scam-complaint-site/>

NAR sent a cease and desist letter to the site operator regarding their unauthorized use of the Realtor® trademarks. Since the site operators are likely located in Africa, obtaining their compliance may be challenging. NAR also initiated complaints with PayPal regarding the site and sent a note to PayPal’s fraud division.

If you receive emails from alleged consumers telling you there is a complaint about you on this site, NAR would like to collect those emails. If you have such emails please send them to Debbi Conrad @ dconrad@wsra.org WRA will compile them and forward the information to NAR.

Then & Now

We’ve all felt the pinch of our current economy—from the gas pumps to the grocery stores and beyond. The RANWW and MLS also feels the pinch with a decline in revenue and an increase in costs. Not so long ago, the RANWW and MLS each had approximately 1200 members. Today, the RANWW has 776 members, the MLS 788 members.

Several changes have been made in-house to reduce operating costs and we continue to research ways to bring services to you at reduced/no cost options, while continuing to provide the same level of service you have come to expect.

If you have an idea for a program, an event, a place to hold meetings, a membership need you’d like to see RANWW offer or address, please let us know. Together we can move mountains!

Upcoming Events

Feb 1	MLS Dues must be paid in full	Mar 1	MLS Committee Meeting
Feb 6	WRA Strat Plan Meeting	Mar 6	Board of Directors Meeting
Feb 7	Education Committee Meeting	Mar 12-13	GRI Class –watch Mar newsletter for details
Feb 12-13	GRI Class—see pg 1	Mar 20	Realtor® & Government Day
Feb 21	New Member Orientation		





Join your fellow REALTORS® for a day of advocacy in Madison, when you meet face to face with your legislators who will have a direct impact on your business and your customers!!

WRA Members only: \$10 **The Association will cover this cost**

Contact Bruce King (bruce@ranww.org) to register, or text to 715-828-1976

March 20, 2013 at Monona Terrace in Madison

Take a stand on issues that impact you! REALTOR® & Government Day is your opportunity to help shape laws that affect you. Through lobbying efforts at the Capitol, you'll meet state lawmakers and have a unique opportunity to advocate for issues like property taxes, land use, property rights, regulations and more.

Our success as an industry requires active advocacy by every REALTOR®. In 2012, we demonstrated an impressive show of REALTOR® strength by bringing to Madison over 500 REALTORS® from every corner of the state. With your support and advocacy, 2013 will be a day well remembered at the Capitol.

Downloadable [Flyer](#)

Agenda

- 12:00 – 1:00 p.m. — Registration
- 1:00 – 1:15 p.m. — Welcome
- 1:15 – 1:45 p.m. — Gov. Scott Walker
- 1:45 – 2:30 p.m. — Issues Briefing
- 2:30 – 2:45 p.m. — Justice Roggensack
- 2:45 – 3:00 p.m. — Move to Capitol
- 3:00 – 4:30 p.m. — Capitol Hill Visits
- 4:30 – 6:30 p.m. — Reception at Monona Terrace

Realtors® University **Social Media Summit** back by popular demand on **Feb 20!**
Register today at [NAR Social Media Webinar](#)



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 WalMart, Walgreens, Target, Kmart and more!
To get your free drug card today, visit [Free NAR Benefit Drug Card](#)

