



RANWW

Realtors® Association of Northwestern Wisconsin
Northwestern Wisconsin Multiple Listing Service, Inc
Realtors® Association of Northwestern Wisconsin Foundation

UPDATES

News and Current Events

"We are the trusted voice in real estate, united in providing value to the members and communities we serve."

February 2019

WIRE FRAUD IS ON THE RISE!

Accepting wire and disbursement instructions by email is dangerous, especially changes to those instructions. Verify by calling the originator of the email using previously known contact information prior to sending funds.

Please make sure you are using our new address and include invoice # on check.

3460 Mall Drive #5A
Eau Claire, WI 54701

Thank you!

In this Edition

- Customer Service.....1
- A Note from our Treasurer.....2
- New Members.....3
- Education Corner.....4
- Foundation.....5
- REALTOR Safety.....6
- NWWMLS Updates.....7
- Calendar Updates.....8
- RPAC Report.....9
- Affiliate Member Minute.....10

7 Ways to Keep Customer Service a Priority

The relationships your agents build with their client base are arguably the most important to the future health of your company. Learn how to win the loyalty of more clients in the long term.

December 20, 2018 –REALTOR® Magazine by Lee Nelson

Everyone at [Expert Real Estate Partners](#) in Appleton, Wis., cleared their schedules and showed up with ladders, rollers, and paint brushes to repaint an entire two-story home, garage, and shed days before a closing for an out-of-state seller. A botched paint job started by a previous buyer who had fallen out of contract had left the property half yellow. "We didn't have to do this. But when I had talked to the company about it at our weekly meeting, everyone agreed that it was the right thing to do," says Duane Murphy, CRS, SFR, broker-owner.

Murphy believes you have to live your customer service mantra day to day and always exceed expectations. Today's clients are looking for fast responses to questions and someone who cares, so if you manage to achieve both at your brokerage, then you're also building a strong referral base.

San Diego-based real estate investor and educator Than Merrill believes that customer service is the most important element of any business because it builds brand loyalty. "The majority of buyers in today's market want to work with a professional who can offer peace of mind, as the real estate industry can confuse even the most seasoned of veterans," says Merrill, founder of CT Homes LLC and [FortuneBuilders.com](#).

[Micah Solomon](#), a customer service consultant, speaker, and trainer, agrees that the most direct route to build and sustain business comes from delivering world-class customer service. A single satisfied client can spread the word to hundreds or thousands of their contacts online, he adds. And due to the emotional and stressful nature of dealing with such an important transition, achieving high-level customer service in real estate is more essential than in most industries, Solomon says.

To help improve or transform the customer service at your brokerage, experts offer seven tips to start implementing in the new year.

[Click here for the rest of the story.](#)



RANWW

Realtors® Association of
Northwestern Wisconsin

A Message from Brenda

RANWW Officers

Stacey McKinney - President
715-580-0126
stacey@mckinneyrealty.net

Gary Brenizer - President -Elect
715-215-0666
garybrenizer@gmail.com

Deb Hanson - Treasurer
715-456-0499
debhanson1@charter.net

Dan Lawler - Imm Past President
715-234-2948
Dan@DanLawler.com

RANWW Directors

- Sherry Stabenow 715-838-2800
- Mary Jo Bowe 715-456-2014
- David Fitzgerald 715-577-6444
- John Flor 715-924-4806
- Julie Flor 715-790-0564
- Dana DeCambaliza 715-579-8400
- Amber Linhart 715-579-8351
- Judy Nichols 715-821-4765
- Shannyn Pinkert 715-379-3574
- Scott Rohde 715-651-8575
- John Sobota 715-505-8888

The purpose of this publication is to inform Members of events, issues and accomplishments pertaining to the REALTORS® Association of Northwestern Wisconsin.

*If you would like to submit information, ideas or articles to this publication please contact **Brenda Barnhardt** at:*
brenda@ranww.org

At the January 16th, 2019 RANWW BOD meeting the board approved a motion to continue with forward movement on the research and possible implementation of an association health care plan. This health care plan if implemented would be available to **all** RANWW members and their families; the next step in this process is to get a complete membership census. Please take a few minutes to watch the informational video explaining the census and its importance.

<https://www.youtube.com/watch?v=7EY24aS9DIA>

https://www.ranww.org/documents/resources/ranww_2019_healthinsurancecensusform-3.pdf

As we continue to move forward in this process I will do my best to provide regular status updates. Please understand that we are still in the beginning stages and we by no means have an affirmative yes on the ability to make this happen.

Feel free to contact me directly if you have any questions!

Thank you in advance for your time and attention to the census!

Brenda



Wanda Johnson from Coldwell Banker-Brenizer
Steve Swoboda from Lakeplace.com

Welcome New Members!

Aaron Accola

Woods & Water Realty

Nicole Moore

All title Services

Nikki Nielsen

Keller Williams Integrity

Kelton Olson

Keller Williams Integrity

Sam Steinke

Keller Williams Integrity

Caroline Swanson

Edina Realty~Chippewa Valley



Have You Looked for Your Agent Code in this Issue?

If you find your Agent Code in the newsletter, call Kim at the Association Office at 715-835-0923 to claim your gift certificate!

RANWW Broker BS Sessions

Brokers; These sessions are for you! We want to hear from you! These sessions will be informal in nature, kept to an hour time frame (we know your time is valuable) and will allow you to let leadership know what we can do for you!

March 7th - Flat Creek Inn - Hayward at 12pm.

Lunch will be served

March 14th - RANWW Conference Center at 12:30pm.

Lunch will be served.

Please RSVP to Kim (kim@ranww.org)

Please join us for our Affiliate Round Table Meeting

Wednesday April 10th, 2019

RANWW Conference Center 10:00 a.m.-11:00 a.m.

3460 Mall Dr. Eau Claire

OR

Don Johnson Motors 2:00p.m. – 3:00p.m.

734 West Ave. Rice Lake

Let's Chat About:

- What RANWW does for you
- What RANWW doesn't do for you
- What RANWW needs to do for you

Our plans are to keep the meeting to approximately one hour in length. Please come prepared to have an open, honest discussion about your needs, concerns and suggestions. There is no agenda, no prepared script; this is your time to let us know what you would like from the Association. Please RSVP to the RANWW office by phone at 715-835-0923 OR email kim@ranww.org no later than Tuesday, April 9.

Thank You!



n

ε

R



March 11-12

Wisconsin Dells

Join Wisconsin-wide fellow appraisers to complete CE and pick up new skills for the industry. You'll enjoy networking opportunities while listening and learning from the appraisal industry's top experts. And relax! ... you won't face the pressure of quizzes and exams at the Appraisal Conference!
If interested in sponsoring or exhibiting at the 2019 Appraisal Conference, contact [Carter Angelo](#) for more information.

Two-day ABR Core Course

February 26-27, 2019 | 8:30 a.m. – 4:30 p.m. both days

The ABR two-day core course will provide you with the tools and know-how to represent buyer-clients in real estate transactions and provide them the same level of service that sellers typically enjoy. This course also offers ideas and methods for building a buyer-representation business, forming buyer relationships, winning repeat business and referrals, and more.

[Click here to register.](#)

CRS One-day Course: Power Up on Smart Home Technologies

April 9, 2019 | 8:30 a.m. - 5:00 p.m.

What qualifies as a "smart home," and do you have the knowledge and skills to advise your clients on the proper valuation of smart home technologies? What are the common security and legal considerations with buying and selling smart homes? In this CRS course, you'll find out the answers to those questions and dive deep into the topics of smart home technology in relation to real estate marketing strategy, security considerations and more.

[Click here to register.](#)

REALTOR® Children Scholarship

A membership benefit of the Wisconsin REALTORS® Association is the REALTOR® children's college scholarship. In 2019, the Wisconsin REALTORS® Foundation board of directors of the association will award 20 scholarships in the amount of \$750 each to sons or daughters of association members. Please read and complete the information below, and return the application by **March 8, 2019**, to the Wisconsin REALTORS® Foundation Inc., 4801 Forest Run Road, Suite 201, Madison, WI 53704. [Click here for application form.](#)



RANWW
Foundation

REALTOR® Owned/REALTOR® Referred
Who We Are And What We Do

Foundation History

It all began in 2004 with a simple idea “helping our neighbors in need.” REALTORS® across the country help people obtain the ultimate goal of home ownership.

Once realized, home maintenance becomes an on-going process and can create heavy financial burdens. It is the realization the area residents may be unable to afford necessary home repairs, that the RANWW Foundation was born.

The Foundation is funded by generous donations from members of the REALTORS® Association of Northwestern Wisconsin.

The REALTORS® Association of Northwestern Wisconsin Foundation, awards grants to neighbors in need. Grants fund projects for homeowners who are experiencing financial strain.

What we can help fix through grants

- Bathroom Repairs
- Roof Repairs
- Garage Door Installation
- Electrical Upgrades
- Window Replacements
- Plumbing
- Handicap Access
- Replacing Dangerous Flooring

How To Apply For A Grant

- Contact a local clergy member, the County Health and Human Services Department or a RANWW member.
- Identify repair needed and submit an application. Include two repair bids and photos of the identified area for repair.
- Grants are awarded in \$1000 increments. If repairs are beyond this, applicant is responsible for the remaining balance.
- Grants are awarded twice a year - typically May and September.
- Grant recipients will be alerted by mail to the submitting clergy, Human Services employee or RANWW member.
- All applications are kept confidential.



THERE'S NO TIME LIKE THE PRESENT FOR

REALTOR® SAFETY

Knowledge | Awareness | Empowerment

Keep Safety Top of Mind for Office, Home & Electronically

Knowledge
Awareness
Empowerment

Builder Rep's Murder Thrusts Safety Back Into Spotlight

The Anne Arundel County Association of REALTORS® in Maryland is weighing new safety measures for its members after a [sales representative for a homebuilder was found dead](#) inside a model home last week. Dillon Augustyniak, 18, has been arrested and charged with first-degree murder in the death of Steven B. Wilson, 33, a sales rep for Ryan Homes. The local REALTOR® association had alerted its members to take precautions after news of the crime, but “we have no indication that other model homes or real estate offices are going to be targeted,” Anne Arundel Police Chief Timothy J. Altomare told *The Washington Post*.

However, the real estate industry—which is susceptible to criminals who seek to attack people working alone—is no stranger to such tragedies. Robert Johnston, CEO of the Anne Arundel association, says it is considering adopting an available safety app for its members to use as standard business practice, among other possible measures. The app under consideration would be activated at a predetermined time, say, when a scheduled showing begins. The app will then run a countdown clock for a set period of time, and if the “all clear” button is not pushed, it would automatically contact 911, Johnston says.

Wilson had called 911 from the model home at the time of his attack, but emergency operators said they could hear only heavy breathing by someone in distress and a voice in the background asking, “Where is the money? Who are you talking to?” Johnston told the *Post* he thought it was peculiar that a robber would target a model home because there's typically no cash inside.

[Several smartphone apps specific to real estate safety](#) have sprouted up to improve agents' access to emergency personnel when showing properties to prospective buyers. More pros also have been taking self-defense training, according to the National Association of REALTORS®' [2018 Member Safety Report](#). For additional safety resources, visit nar.realtor/safety, and glean tips from REALTOR® Magazine coverage below.

[‘Safety Lessons That Saved My Life...’](#)

[4 Safety Essentials Every Agent Needs to Know](#)

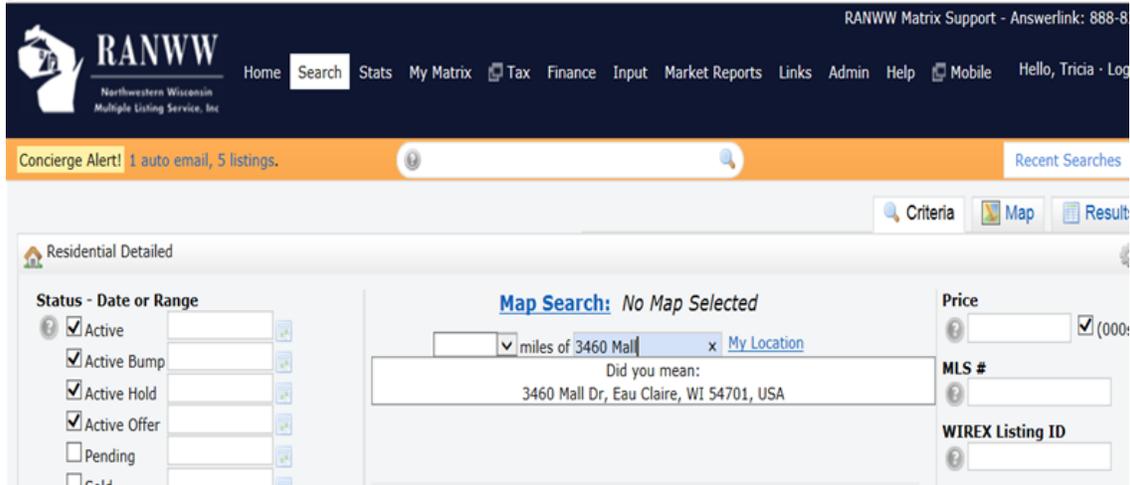
[8 Ways to Beef Up Your Safety Knowledge](#)

[Use Your Sixth Sense](#)

[How to Find the Right Safety Trainer](#)

[Should Agents Wear Body Cams?](#)

New to Matrix



New Map Searching feature in Matrix, start typing the address you are looking for and Matrix will now search for the address you are looking for. You can use this to locate a specific address or properties within chosen miles of address.



Refresh Button on Market Watch.



RANWW
Northwestern Wisconsin
Multiple Listing Service, Inc

Updates & Changes

February 2019

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28		

1st - Professional Standards Training
7th - New Member Orientation
21st - RANWW Foundation Meeting
26th - 27th [ABR Course 2-day](#)

March 2019

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

7th - Broker BS at Flat Creek in Hayward 12pm
8th - NWWMLS BOD Meeting
14th - RANWW BOD Meeting
14th - Broker BS at RANWW Conf Center 1230pm
29th - Apr 1st - AE Institute in Austin, TX

April 2019

Sun	Mon	Tue	Wed	Thu	Fri	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

9th - [CRS Course 1-day](#)
10th - Affiliate Round Table
19th - RANWW/NWWMLS Closes at Noon
24th - R & G Day
25th - New Member Orientation

May 2019

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

2nd - RANWW Foundation Meeting
2nd - RPAC Auction at Eagles Club
8th - [PSA Course 1-day](#)
10th - NWWMLS BOD Meeting in Rice Lake
23rd - RANWW BOD Meeting
27th - RANWW/NWWMLS Office Closed



41849

RPAC Report &

Legislative Updates



Hello! My name is LeeAnn Przybylski and I am from Stevens Point, Wisconsin. I currently attend the University of Wisconsin Eau Claire and am majoring in Political Science with an emphasis in Legal Studies. My goal is to attend law school. I am on the UWEC Synchronized Figure Skating Team and have been skating for 17 years! I am a member of the Pre-Law club on campus and this past semester, helped students vote in the midterm elections at Davies Student Center. As a sophomore I studied abroad in England and fell in love with the country. I hope to one day do something in the international relations/law field. I am so excited to take on the role of Government Affairs Intern for RANWW this semester!



50th Anniversary of RPAC

The REALTOR® Party works hand-in-hand with the REALTORS® Political Action Committee (RPAC); however, RPAC is a voluntary program and provides the “hard” dollars the association uses to make direct contributions to national, state and local candidates. This partnership is what makes us a force to be reckoned with at the local, state and national levels...

[LEARN MORE](#)

RPAC Auction - May 2nd, 2019

Mark your calendars for the annual RPAC Auction! Thursday, May 2nd, at the Eagles Club Banquet Hall in Chippewa Falls. Join us for a fun filled evening with a live auctioneer! Support RPAC and have fun doing it!



Affiliate Member Minute

Furnace Efficiency

Helping your furnace last longer and saving money at the same time

Keep heat registers and cold air returns clean of dust and pet hair

Set ceiling fans to flow air down from ceilings

Change and clean furnace filters

- Filters help prevent dust and debris from entering furnace
- Typical 1 inch type filter should last 2 months
- Check filters monthly

Use a programmable thermostat

- Setting a weekly heating program can be helpful
- Set for constant temps. weekdays when not at home
- Warmer temps. evenings and weekends

Regular furnace service

- A yearly service of a homes furnace can assure it is operating in peak condition

Carbon monoxide detectors

- Recommended on each level of home
- Test monthly

Al Pabich Home Inspections, LLC

4944 181st Street
Chippewa Falls, WI 54729
715-577-2449

alpabich@charter.net



Al Pabich Home Inspections, LLC