LIVE CE Scheduled in Hayward for March 24, 25 & April 1, 2020
Mark your calendars for LIVE CE with Jonathan Sayas! For more information please contact Kim at kim@ranww.org or Click here for registration.

Please write your MLS invoice # on your check when submitting payment. Thank you!

In this Edition
What the ‘R’ Stands For.....................1
Make Your iPhone Work for You.......2
New Members...........................3
Education Corner.....................4
REALTOR® Safety.......................5
NWWMLS Updates......................6
NWWMLS Updates......................7
Foundation.............................8
Calendar Updates.....................9
RPAC Report...........................10
Affiliate Member Minute..............11
CE Registration.......................12

Show Consumers What the ‘R’ Stands For

Now at Photofy.com/NAR, download a members-only app with a selection of social media assets ready to personalize and share.

January 2, 2020 by REALTOR® Magazine Staff

Sharing your REALTOR® pride has just gotten a whole lot easier.

A new app lets you quickly and easily personalize a selection of content from the National Association of REALTORS®’ popular “That’s Who We R” advertising campaign to share on social media. The campaign uses the iconic block R logo, representing membership in the National Association of REALTORS®, to differentiate REALTORS® from non-member agents.

NAR partnered with the content creation app Photofy, to create a custom version of the app that is already pre-loaded with “That’s Who We R” social media graphics and videos, and will be updated as new content becomes available for REALTORS® to share.

“The app is a game changer,” says Jay Mitchell, managing broker of Berkshire Hathaway HomeServices Towne Realty in Norfolk, Va., and 2020 chair of NAR’s Consumer Communications Committee for the National Association of REALTORS®. With it, you can add your photo, logo, or contact information and share assets to your social media accounts, all in just a few taps. “It takes literally seconds to personalize and post,” Mitchell says, “making it easy for all our members to be a part of the campaign.”

Get the app: Sign up at Photofy.com/NAR. Use your NRDS ID to sign up for this free, members-only benefit.
**RANWW Officers**

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

**Deb Hanson** - President-Elect 715-456-0499
debhanson1@charter.net

**Scott Rohde** - Treasurer 715-651-8575
scott@1111sold.com

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

**RANWW Directors**

Lisa Stelter Graf 715-839-6308
Mary Jo Bowe 715-456-2014
Ben Rivard 715-205-1519
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
Martha Delong 715-790-5468
John Sobota 715-505-8888
Dan Lawler 715-790-3877

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

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**Make Your iPhone Work for You**

January - February 2020 - REALTOR® Magazine by John N. Frank

When Apple’s iOS 13 was released in September, one feature of the operating system upgrade which initially captured a lot of attention was the ability to silence unknown callers. iPhone users who activate the feature can now easily send intrusive robocalls straight to voicemail. The phone essentially blocks calls from any numbers that don’t appear in a user’s emails, text messages, or contact list.

While the tool is considered a win for consumers, real estate professionals have reason to be wary. Some view it as a potential obstacle for their outreach to new prospects. Now, after months of acclimating to the new iOS—and a couple of subsequent updates to eliminate bugs—practitioners’ skepticism has proven largely unwarranted. In fact, other iOS 13 features offer a slew of ways to help practitioners improve productivity.

Indeed, the call blocker tool may be prompting pros to adjust their prospecting strategies for the better, says Nobu Hata, director of member engagement at the National Association of REALTORS®. Professionals should consider moving away from older methods, such as buying large numbers of leads for cold calling, and embrace making first contact with people at open houses or through social media, Hata adds. “People’s contact information is almost sacred now, and the only way I’m going to freely give it to someone is if I trust them,” he explains.

Once you’ve initiated contact with prospects through other channels, ask them to enter your phone number into their contact list, says B.J. Levitt, a sales associate with NV Realty Group in Delray Beach, Fla. This is particularly important if you target younger clients who prefer text messaging because texts can be blocked as well.

Because callers can still leave a voicemail even when the blocker is engaged, pros need to be ready to offer a perfect sales pitch, says Joe Sheehan, managing partner with Century 21 Advantage Gold in Collegeville, Pa. “It’s a matter of having a good, 30-second elevator speech” that will prompt someone to call you back and then add you to their contacts, Sheehan says.

Click here for more.
Welcome New Members

Megan Bresina
Coldwell Banker Brenizer/EC
Max Pertenell
Bruner Realty & Management
Ty Sennett
Bruner Realty & Management
Ben Waniger
Swanson Realty
Kari Willers
CB Brenizer-Rice Lake
Bill Cutsforth
Cuts Home Inspections LLC
Alison Kempen
CB Northern Escape

Keep Your Clients in the Loop with My Home by ShowingTime

We launched My Home by ShowingTime last year as a tool for buyers and sellers* to utilize throughout their real estate journey. My Home empowers your sellers to automatically receive showing requests, confirm appointments, view feedback from showings and stay up to date on all activity on their home. Buyers are able to view upcoming tours complete with appointment details, driving directions and more.

To begin, add your seller to the listing worksheet for their property in your ShowingTime account. They’ll then be sent an email prompting them to create a My Home login. To provide your buyer access to My Home, schedule an appointment for a property you want to show them and add them as a buyer, including their email, during the process. They will then receive an email to create a login.

As the agent, you’re in control of what is available and shared with your sellers. If you’d like them to confirm showing appointments, that option is available in the listing worksheet. They’ll receive a notification via their preferred method, and you won’t have to worry about handling these requests. You also have the option to set feedback to automatically send to your seller* when it’s received after a showing. To do this, create a new feedback form under “Feedback – My Form Design” and set it to “Publish Automatically.” Then, add this feedback form to your listing worksheet for that property.

Click here for more.

CONTRATULATIONS Stacey

A C2EX endorsement shows you have made a commitment to excellence as a REALTOR®.

090172581
Scratching your head with tech questions? The WRA Tech Helpline can answer your questions, and the service is completely free with your WRA membership.

Free support on PC/MAC, Tablets, Phones, Printers, Networking, Outlook, Virus Removal & More!

WRA Tech Helpline: Call toll-free at 866-610-7997
Email: support@techhelpline.com
Chat: chat.techhelpline.com
Don’t Gamble with Your Safety

Recent news reports serve as a sobering reminder that real estate agents face unique safety issues while performing their jobs. Meeting potential buyers, some of them unfamiliar, presents an inherent potential for danger.

As a valued SentriLock customer, you have access to our SentriKey® Real Estate app with its built-in Agent Safety feature. It’s an extra layer of protection to help you feel safe.

When activated, the Agent Safety feature:
- Allows you to select emergency contacts to be alerted in an emergency
- Periodically sends a message to your phone to see if you’re safe
- Automatically sends an alert to emergency contacts if you do not or can’t confirm that you’re safe
- Offers a record of your location and when you arrived

Check out this short video on how to enable the Agent Safety feature in your SentriKey Real Estate app. You can also take a look at this informative article on agent safety that discusses some of the steps the industry has taken to make your job safer.

Don’t gamble with your safety!

For more information, call our Customer Service Team at 877-736-8745, or visit our website at sentrilock.com.
New to NWWMLS Policy

**Incomplete/Inaccurate/Late listing** – Change to Automatic fine with a letter; will give chance to appeal

Change to a tiered fine structure:
- 1st Offense $100.00
- 2nd Offense $250.00
- 3rd Offense $500.00

**1.2.2 Co-Listed Properties** – Warning email to agent/Broker;

Tiered fine structure after warning
- 1st Offense $50.00
- 2nd Offense $100.00
- 3rd Offense $200.00

**1.2.2B Multiple Listings** - Warning email to agent/Broker;

Tiered fine structure after warning
- 1st Offense $50.00
- 2nd Offense $100.00
- 3rd Offense $200.00

**4.3 Solicitation of Listings Filed With The Service** – Leave alone, Falls under Ethics

**Auction Properties** – No fines at this time

**Audits** – Not complying with audit request within 24 hours will be $500.00 fine; Not complying with audit request within 72 hours will be $1,000.00 fine and temporary suspension of MLS Access.

**Personal Promotion** -

Tiered fine structure after warning
- 1st Offense $100.00
- 2nd Offense $150.00
- 3rd Offense $200.00

If Branded photo is re-entered, Participant will be fined $500.00 and the photos will be deleted by MLS Staff.

**WATERMARKS**

Photos, video, and other media content uploaded to the MLS may contain a watermark, subject to the following policy:

1. **Eligibility** - Watermarks may only be used by an individual or company that has first completed the NWWMLS Watermark Program Form. Participants and subscribers are not eligible for the Watermark Program.

2. **Format** – The watermark:
   a. Must not contain any Participant or Subscriber information, see Personal Promotion;
   b. May be a logo or company name;
   c. May be a copyright notice so long as it is compliant with 17 U.S.C. § 401 and the water marker owns the copyright of the content;
   d. Must be approved by NWWMLS staff (via the NWWMLS Watermark Program Form).
3. **Placement** – The watermark:
   a. Must be kept in a lower corner of the photo or video;
   b. Must be scaled down to 10% or smaller;
   c. Cannot be more than 50% opacity;
   d. May not be obtrusive to the overall image;
   e. Must be applied to an image of the listed property (cannot not be an additional photo of just the watermark or video content of just the watermark).

*Note*: NWWMLS staff has the right to remove or delete any watermarked content at any time for noncompliance with this policy.

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**New to Matrix**

**Vacant Land**

CRP Y/N

Managed Forest Program Y/N

Outbuildings

Section/Township/Range Mandatory – Vacant Land Only

**Residential Type** (Farm, Multi-Family, Residential)

Lake Association Y/N


**Commercial**

Year Built

Basement

---

**RANWW**

Northwestern Wisconsin Multiple Listing Service, Inc

**Updates & Changes**
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 that because the area residents may be unable to afford necessary home repairs, 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.
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6th - NWWMLS Board Meeting  
19th - RANWW Board Meeting  
24th - CE at Flat Creek in Hayward  
25th - CE at Flat Creek in Hayward

### April 2020

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1st - CE at Flat Creek in Hayward  
2nd - Professional Standards Training  
8th - Affiliate Round Table  
10th - RANWW/NWWMLS Office closed at 12pm  
23rd - New Member Orientation

### May 2020

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5th - RPAC Fundraiser at VFW  
7th - Foundation Meeting  
8th - NWWMLS Board Meeting  
20th - RANWW Board Meeting  
25th - RANWW/NWWMLS Office Closed

### June 2020

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4th - New Member Orientation  
16th - RANWW Annual Meeting at Wild Ridge
REALTOR® & Government Day

February 5, 2020 | Madison Concourse Hotel and Governor’s Club

It's time to lobby! The WRA's annual lobbying event, REALTOR® & Government Day, is your chance to shape the laws that affect you and your real estate business in Wisconsin.

The event kicks off with an issue briefing where you'll learn about pending laws and how they impact real estate. Next, you'll move to the Capitol for lawmaker visits. You'll have the unique opportunity to meet in person with your state lawmakers to lobby for or against these laws.

This is your chance to advocate for issues that impact the real estate industry, homeownership and property rights in Wisconsin. Your voice will be heard, and a better Wisconsin real estate market will follow.

2020 tentative discussion topics

At the event, you'll be briefed on current and pending laws as well as how they impact real estate. Afterward, you'll visit the Capitol building to lobby for these issues directly with your lawmakers. The issues on the agenda this year tentatively include:

- Workforce housing
- Home inspectors
- Chasing sales
- Presumption of riparian rights

2020 tentative event schedule

12:30 - 1:00 p.m. Registration
1:00 - 1:15 p.m. Welcome and overview
1:15 - 1:45 p.m. Keynote speaker
1:45 - 2:45 p.m. Issue briefing
2:45 - 3:00 p.m. Move to the Capitol
3:00 - 4:30 p.m. Capitol visits
4:30 - 5:30 p.m. Reception (Madison Concourse)

Register
Personalized mortgage options to fit your financial strategy

At U.S. Bank Wealth Management, we tailor the home financing experience to fit your unique needs and goals.

Your Wealth Management team can review your credit needs and create a plan that will complement your overall financial strategy.

**Customized mortgage options include:**
- Residential one to four units, fixed, adjustable or interest only mortgage options
- Mortgage priority process, products and scheduling to meet your loan closing date
- Primary, second home, condominium, co-op and investment one to four unit properties
- Residential single close construction, lot loan, renovation & expansion options
- Ability to hold title in an approved Trust, LLC, LLP, Corp or other non-operating entity
- Conforming, jumbo and super jumbo loan size availability
- Lending in all states (some loan types are limited to specific states)

Your mortgage is a critical piece of your personal balance sheet. Let your Mortgage Loan Officer at U.S. Bank help you manage and coordinate your assets and liabilities to get them working in concert to help you achieve your possible.

Loan approval is subject to credit approval and program guidelines. Not all loan programs are available in all states for all loan amounts. Interest rates and program terms are subject to change without notice. Visit usbank.com to learn more about U.S. Bank products and services. Mortgage, Home Equity and Credit products are offered by U.S. Bank National Association. Deposit products are offered by U.S. Bank National Association. Member FDIC. ©2019 U.S. Bank.
CONTINUING EDUCATION REQUIREMENT: All licensees MUST complete 18 hours of continuing education (CE) every two years. The 18 hours must include completion of 3 hours for each of the 6 required course topics listed below. There are no longer elective courses as part of the 18 required hours. 2019-20 CE courses (all six required)

Hayward Classes
March 24, 25 & April 1
Flat Creek Inn

March 24th & 25th & April 1

Mar 24: Course 1 Wis Listing Contracts (8:30-11:30) plus exam
Mar 24: Course 2 Wis Offers to Purchase (1:00-4:00) plus exam
Mar 25: Course 3 Wis New Developments (8:30-11:30) plus exam
Mar 25: Course 4 Wis Real Estate Ethics and Consumer Protection (1:00-4:00) plus exam (Fulfills NAR Code of Ethics)
Apr 1: Course 5 Wis Real Estate Law and Practice (8:30-11:30) plus exam
Apr 1: Course 6 Wis Real Estate Transactions (1:00-4:00) plus exam

REGISTRATION FEES:
Each full day of education (6 hours) is $70 for members, $80 for non-members, and includes morning and afternoon breaks and lunch buffet; each 3 hour class is $35 for members, $40 for non-members. No lunch included if attending only 3 hours. Note: Registration begins 30 minutes prior to class; late arrivals will not be allowed into the class and will forfeit their reservation fee. Refunds (less $15 admin fee) will be issued only if cancellations are made 3 days before the class.

Sponsored by:

Please register me for the indicated classes; my check for $_____________, payable to RANWW, is enclosed:
Name ________________________________ Email ________________________________
( ) Course 1, March 24 Hayward
( ) Course 2, March 24 Hayward
( ) Course 3, March 25 Hayward
( ) Course 4, March 25 Hayward
( ) Course 5, April 1 Hayward
( ) Course 6, April 1 Hayward

Send this registration form, with payment to:
RANWW, 3460 Mall Drive #5A
Eau Claire, WI 54701