



RANWW

Realtors® Association of
Northwestern Wisconsin

Making Your Membership Work For You

February Newsletter

Mark your Calendar

February 20-22

CVHBA Annual Home Show

February 26

RANWW February Mixer

April 14

New Member Orientation

MLS

- Matterport Tours on Zillow – FYI
- MLS Collaboration in Action

ADVOCACY

- FINCEN Changes in March
- RGD Recap
- Understanding Cooperation and Access to Property

PROFESSIONAL GROWTH

- Make professional growth a priority

UPCOMING EVENTS

- CVHBA Annual Home Show: February 20-22
- RANWW Mixer at the Sand Bar: February 26
- New Member Orientation: April 14

ASSOCIATION UPDATES

- Reminder: Please submit your Request to Withhold Listing forms to: staff@ranww.org

EMPOWERING REALTORS®, BUILDING COMMUNITIES.

Mark Your Calendars

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RANWW

FEBRUARY MIXER

Join us Thursday February 26th
5pm - 7pm
SandBar & Grill in Chippewa Falls

Sponsors:



MLS
recent updates & info

Reminder: Please submit your *Request to Withhold Listing* forms to: staff@ranww.org

MLS Collaboration in Action

Recently, **Ann Johnson**, NWWMLS Administrator, **Amanda Abrahamson**, LSAR MLS Administrator, met in the middle (Hayward, WI) to collaborate on important MLS Policy Risk Assessment updates. They were joined by **Brenda Barnhardt**, CEO of LSAR and EVP of RANWW, making it a truly unified leadership effort.

The result: An extremely productive face-to-face working session filled with thoughtful discussion and strategic problem-solving dedicated to strengthening our MLS policies and ensuring compliance, clarity, and consistency across both entities.

By combining expertise, aligning processes, and sharing insight, we are creating efficiencies that benefit not only our staff, but most importantly, our members. Strong partnerships lead to



Matterport Tours on Zillow – FYI

Zillow has shared an update regarding the display of **Matterport** tours on their platform. At this time, Zillow is not displaying Matterport tours due to unresolved terms between Zillow and Matterport. Zillow has indicated they are seeking clearer, publicly defined terms before allowing Matterport tours to be shown.

What this means for listings:

- Matterport tours may not appear on Zillow
- No action is required by agents
- Matterport tours may continue to display on other websites

Zillow has indicated that if the situation changes, partners will be notified directly. This is provided as an FYI in case you notice Matterport tours not appearing on Zillow. For additional details, [Zillow's announcement](#) is available on their website.



Government Affairs

RPAC

REALTORS® Political Action Committee



New Fin Cen Rules go into effect March 1, 2026

Starting March 1, 2026, a landmark rule issued by the FinCen expands anti-money-laundering oversight into the residential real estate sector.

For more information use the following link - <https://www.wra.org/WREM/Oct25/FinCEN/>



Thank you to the 50 plus REALTORS® from RANWW for taking time out of their day to attend REALTOR® and Government Day and make the REALTOR® presence known and learn the difference that REALTORS® are making in Madison.

A VERY SPECIAL THANK YOU, to Stacey McKinney of McKinney Realty LLC for sponsoring the auction items for the RGD RPAC bus auction on the way home from Madison.

We were able to raise over \$700 of Direct Giver funds in the auction.



Understanding Cooperation and Access to Property in the WB-1 Residential Listing Contract

One section of the WB-1 Residential Listing Contract often raises questions for both sellers and agents: Cooperation, Access to Property or Offer Presentation. While this section allows sellers to place certain limitations on cooperation, it can be misunderstood or misapplied. Used properly, it can clarify expectations. Used improperly, it can reduce market exposure and raise legal and ethical concerns.

Click on the link to break down what this section does, how it can be used, and what agents should *not* be doing when discussing it with sellers. ([Click here](#))

2026 Direct Giver Campaign

Why Become a Direct Giver?

- Make a personal impact.
- Invest in the future of your industry today!
- Retain full control of your Direct Giver investment.
- Contribute your Direct Giver investment to Local Elections.



Use the QR code to become a Direct Giver today!

Ian Gauger

Ian Gauger
RANWW Advocacy Coordinator



Professional Growth

Unlock the Power of RPR – A Valuable Member Benefit

Did you know that as a REALTOR®, you have access to the nation's largest property database?

Realtors Property Resource® (RPR) is an exclusive member benefit designed to put powerful data, tools, and customizable reports right at your fingertips. With comprehensive property information, market trends, neighborhood insights, and branded reports, RPR helps you respond to client questions quickly and confidently.

Whether you're preparing for a listing appointment, researching a property, or showcasing market data, RPR positions you as the knowledgeable, trusted expert in every transaction.

Take advantage of this powerful tool and elevate the value you bring to your clients.

What Do You Want To Learn Today?

Everyone has different learning styles. Some want to watch a quick video, others want to print out a guide and read every detail, step-by-step. Well, we've got you covered.



The RPR Learning Center lets you choose how and what you want to brush up on when it comes to RPR features and capabilities. Choose by time, skill level, topics and learning type.

Check out [this link](#) to view all the sessions RPR offers!



RPR

<----- Look for this link in Matrix



Association Updates

Missed the Economic Update with Lawrence Yun?

Check out the recap [here!](#)

Real Estate and Economic Outlook

Lawrence Yun, Ph.D.
Chief Economist
National Association of REALTORS®



!!Volunteers Needed!!

Our friends at the **Chippewa Valley Home Builders Association** are looking for volunteers for their Annual Home Show, happening February 20–22, 2026!

This is a great opportunity to support a local partner, connect with the community, and be part of a well-loved regional event. Whether you're a REALTOR® or an affiliate, your time and support are truly appreciated! 🏠🌟

Event Dates: 2/20/26 – 2/22/26

Event Details: [HERE](#)

Volunteer Sign-Up: [HERE](#)

Thank you for showing up and supporting our local housing community!



Affiliate Connection

In today's market, successful home purchases depend on more than rates—they depend on reliable partnerships and trusted guidance. **Security Financial Bank (SFB)** offers a local mortgage team that brings experience, responsiveness, and flexibility to every client relationship.



Because no two buyers are the same, Senior Mortgage Bankers Wendy Hollenbeck and Kim McNulty focus on helping clients identify the loan programs and features that best align with their financial goals. In addition to traditional loan options, SFB offers a variety of programs designed to expand opportunities for homebuyers, including:

- Downpayment Plus® grants of up to \$10,000.
- Portfolio loan options that provide flexibility beyond standard guidelines.
- VA loans for eligible veterans and service members.
- FHA and USDA loans with flexible qualifying features for eligible borrowers.
-

With local decision-making and a relationship-driven approach, SFB is committed to helping buyers and the Realtors® who support them move confidently from contract to closing.



Kim McNulty
kmcnulty@sfbank.com
715-670-0624



Wendy Hollenbeck
whollenbeck@sfbank.com 715-930-7028

Bankers Who Believe in you. Member FDIC. Equal Housing Lender. NMLS #409793.

Your Business HERE



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](#)



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Top Notch Support is Just a Phone Call Away
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