



# REALTORS® Report



January 2014

## ListHub Training for Brokers & Agents

Regardless of whether you are a **broker** who already has a ListHub account and uses it, a broker who has registered for an account and hasn't looked at it since the day you created the account, or a broker who has no idea what ListHub is—this training is for you!

As an agent, did you know that if your broker has a ListHub account, you can create a free account for yourself? Not sure if your broker has a ListHub account? - ask! If your broker doesn't have a ListHub account, come to the training anyway. You're bound to learn something and may even convince your broker to give ListHub a try!

As a broker, the benefits of a basic, free to you, ListHub account are many. Your listings can have exposure on more than 60 national websites; there are filters in place to help you select the right publishers (websites) for you; ListHub receives automatic updates directly from this MLS; you can re-direct consumer traffic to your website; free leads are generated via phone and email; you have online technical support; lead management control and so much more!

### On Jan 14, ListHub trainers will be at:

- RANWW office, Eau Claire from 9-11:30
- Johnson Bank, Rice Lake from 2-4:30

### On Jan 15 ListHub trainers will be at the:

- Steakhouse, Hayward from 9-11:30.

Seating in Eau Claire and Rice Lake will be limited so be sure to sign up early! See Page 3 for a registration form to sign up for the class of your choice. For further information about ListHub, visit <http://listhub.com>

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## RANWW Member Awarded Realtor® Emeritus Status

**Ralph Halvorson** was awarded REALTOR® Emeritus membership, a status recognizing at least 40 years of membership! Ralph joins an elite group of members, including Dick Bezanson, BJ Farmer, Phil Kaiser, Rolf Kleven, Dick Larson, Doug Lundholm, Howie Post, Nick Rassbach, Mike Ritsch, LL Stewart and Jim Theisen! RANWW wishes to congratulate Ralph on his selection as REALTOR® Emeritus and all of our REALTOR® Emeritus members!!!!

## Welcome New Members

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

Rick Bowe - Wells Fargo Mortgage  
Sara Haakenson - Northwest Land & Recreation



## Upcoming Events

Jan 3	MLS Board Meeting	Feb 5	Frac-sand Mining Seminar
Jan 8	New Member Orientation	Feb 20	Broker Mtg/Copyright & Data Distribution
Jan 9	RANWW BOD Meeting	Feb 26	Realtor® & Government Day
Jan 14-15	ListHub Training	Mar 7	MLS Board Meeting
Jan 21	RANWW Foundation Meeting	Mar 13	RANWW BOD Meeting



We wish you a safe, happy, peaceful and prosperous New Year!

*Al Brenda Bruce Rhoda Jane*

# BROKER MEETING "COPYRIGHT & DATA DISTRIBUTION" Feb 20, 9:00-11:00 am



**Matt Cohen, Clareity Consulting's Chief Technologist, will address brokers on "Copyright & Data Distribution", Feb 20.**

Matt joined Clareity in 1996 and has over seventeen years of extensive real estate technology and business experience. He has consulted for many of the top Associations, regional MLSs, MLS software vendors, and large brokerages, as well as a wide variety of information and technology companies that service the real estate industry, assisting clients with system selection, contract negotiation, strategic planning, market research and surveys, product planning, software design and usability, and security and risk audits.

In 2013, Matt was named to the *Inman 100* – The 100 Most Influential Real Estate Leaders. Matt has been instrumental in the recent formation of REDPLAN, an organization dedicated to the protection and promotion of MLS and real estate brokerage intellectual property rights.

**Please join us** on Feb 20 to learn how you, as a broker, can

- ◆ Protect yourself against possible copyright infringement
- ◆ Control where and how your listing data is displayed

**To RSVP complete the form on this page and email/fax it to RANWW no later than Thurs, Feb 13**

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**Sign Me Up! to attend "Copyright & Data Distribution"**

**Date/Time: Thurs, Feb 20, 9:00-11:00 am**

**Location: Horizons Lounge & Banquet Center**  
10764 County Hwy Q, Chippewa Falls, WI (Hwy 53, Exit 102)  
Ph: 715-724-1444  
Website: <http://www.horizonslounge.com/index.php>



Name \_\_\_\_\_

Phone number \_\_\_\_\_ Email address \_\_\_\_\_

Fax or email to RANWW at 715.835.4621 or [staff@ranww.org](mailto:staff@ranww.org)

## Bulk Image Uploads available in MLS

Members and staff with access to *input and maintain listings* now have the ability to upload photos to a listing ALL AT ONCE, rather than photo by photo. The **Bulk Image Upload** tool is available in both MLXchange and **Fusion**. To access the Bulk Image Upload in **MLXchange** go to **Tools>Images>Bulk Image Upload**. To access it in **Fusion**, go to **Add/Edit>Bulk Image Upload**. Instructions on using the Bulk Image Upload tool are available at [Bulk Image Upload Instructions](#) or from **Resources>Listing Information>Bulk Image Upload** Instructions on the home page of MLXchange or Fusion.

## Lockboxes Trouble-shooting

- ◆ Having an issue with a lockbox or SentiCard not working correctly? **Call SentiLock FIRST!**
- ◆ Does your office have a supply of lockboxes that don't work properly? **Call SentiLock FIRST!**
- ◆ Equipment is not warranted by SentiLock unless they deem it defective. **RANWW/MLS staff does not have the authority to defect equipment.** *Thanks for your cooperation!*

**"Sleeping Lockbox"** - ever picked up a lockbox that's been stored in the office for a while and it won't "wake up"? If so, insert your SentiCard or even a business card! The boxes are programmed to "sleep" in storage for extended periods to save battery life.





## LISTHUB IS COMING TO YOU!

**Don't miss a chance to attend a January training session presented to you directly by ListHub Staff!**

ListHub is a listing syndication service provided at no cost to brokers and/or agents.

ListHub allows brokers to create an account and select from several "channels" (websites) they would like to send their listing data sent to. ListHub eliminates the necessity to manually upload listing data to several different websites.

If the broker has created a ListHub account, agents can create an account—but **only if the broker has one first.**

**Each training session is one hour in length. Sessions are offered first for brokers, then for agents.**

The agenda is packed with timely information and useful tips that will directly and immediately benefit your business, and your clients.

### Brokers and Agents will learn:

- How to create an account
- How to determine which websites are best suited for your marketing needs
- About the latest trends in online marketing
- Simple tactics to leverage more value from online opportunities
- The latest Internet consumer trends and local market stats
- How to use simple tools to win listings and get referrals

**Seating is limited in Eau Claire and Rice Lake so be sure to sign up early! Thanks!!**

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Please register me to attend the ListHub Training Class (*click or copy/paste the URL for the session below for which you want to register*):

**Eau Claire:** ( ) **Tues, Jan 14** (Location: *RANWW office*):

9:00-10:00 **Brokers** <http://listhub.xert.net/event.cfm?eventID=311>  
10:30-11:30 **Agents** <http://listhub.xert.net/event.cfm?eventID=312>

**Rice Lake:** ( ) **Tues, Jan 14** (Location: *Johnson Bank*):

2:00-3:00 **Brokers** <http://listhub.xert.net/event.cfm?eventID=313>  
3:30-4:30 **Agents** <http://listhub.xert.net/event.cfm?eventID=314>

**Hayward:** ( ) **Weds, Jan 15** (Location: *The Steakhouse*):

9:00-10:00 **Brokers** <http://listhub.xert.net/event.cfm?eventID=315>  
10:30-11:30 **Agents** <http://listhub.xert.net/event.cfm?eventID=316>

Name \_\_\_\_\_

Phone number \_\_\_\_\_ Email address \_\_\_\_\_

# WRA Educational Opportunities



**Join us for the WRA's best-kept secret: winter convention!** Whether you're interested in continuing education courses, networking, browsing exhibits, or having fun – you'll find it all here! With something for everyone in this three-day event, you'll gain insight and learn new ideas about technology, Web marketing, time management and more. And, you'll have time for fun, too with the Welcome Party, DJ and Chili Cook-off!

## Convention highlights:

- Opening Session: "Bridging the Gap: Combining Yesterday's Practices with Today's Trends to Win in this Market" - Jared James
- "The New Negotiating Edge: A 5 Step Behavioral Model" *CRS elective*
- 2013-2014 real estate CE
- Informative workshops about how to grow your business, mobile apps, rental agreements and more!
- Networking with colleagues

Browsing exhibits for products and services to enhance your business

## Why YOU should attend:

- One-day CRS elective to fulfill your designation requirement
- You need to complete CE requirements before December 14, 2014 — Winter Convention is the perfect place!
- Build your network of other real estate professionals from around the state
- The information you receive will jump-start your year

Enjoy all that a Wisconsin Winter has to offer in the beautiful Northwoods!

## Featured Speaker — Verl Workman

## Exhibitors/Sponsors

[WRA Winter Convention Exhibitor Space Reservation Prospectus](#)

## Snowmobile rental

Looking for a little adventure while attending convention? Rent a snowmobile and check out what Northern Wisconsin has to offer in the winter. [Click here to download flyer.](#)

## Location

### The Waters of Minocqua Indoor Waterpark & Conference Center

8116 Highway 51 South, Minocqua, WI 54548

Phone: 715-358-4000 Toll-free: 877-992-8377

Room Rate: \$59/single and \$69/double occupancy

Release Date: January 7, 2014 Group Name: 140128WISC

Book online at [www.thewatersofminocqua.com](http://www.thewatersofminocqua.com)

***RANWW Cordially Invites You!!***

***to attend***

***Sand Mining-Frac Sand Forum***

***Wednesday, February 5***

***9am to 11:30am***

***Horizons Banquet Center-Tilden***

***FREE ADMISSION***

***(Reservations Required)***

***Coffee and Calories Provided***

***Hear from industry and regulatory leaders and learn what makes frac sand mining so big in Wisconsin and in our Association.***

***Already Confirmed:***

***Deb Dix, Department of Natural Resources***

***Jeff Plale, Wisconsin Railroad Commissioner***

***John Behling, Weld, Riley, Prenn & Ricci***

***Al Arnold, Government Affairs Director***

***\*\*More Speakers Will Be Announced Soon!!!***

***Contact Bruce King via email ([bruce@ranww.org](mailto:bruce@ranww.org)) to register for this event, there is NO CHARGE to attend, but we need a head count for seating and refreshments.***



## **REALTOR® & GOVERNMENT DAY**

February 26, 2014 | 11:00am-5:00pm | Madison, WI

### **What?**

*Realtor® & Government Day*

### **When?**

*February 26th, 2013*

### **Where?**

*Madison, WI*

### **Program**

REALTOR® & Government Day is your opportunity to help shape the laws that impact you and your real estate business in Wisconsin. Through lobbying efforts at the state Capitol, you'll meet with state lawmakers and have a unique opportunity to advocate for issues that impact the real estate industry in Wisconsin.

Industry success requires advocacy from every REALTOR® in the state. Wisconsin lawmakers saw an impressive demonstration of REALTOR® strength in 2013 with the WRA bringing more than 300 REALTORS® to Madison. With your support, REALTOR® & Government Day 2014 will be a day to remember.

### **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 – 3:00 p.m.	Move to Capitol
3:00 – 4:30 p.m.	Capitol Hill Visits
4:30 – 6:30 p.m.	Cocktail Reception

***Contact Bruce King ([bruce@ranww.org](mailto:bruce@ranww.org)) to register. REALTOR® and Government Day-Wednesday, February 26th in Madison!!***