



RANWW

Realtors® Association of
Northwestern Wisconsin

Making Your Membership Work For You

July Newsletter

Mark your Calendar

July 15-25

RANWW Online Voting

July 31

RANWW Monthly Mixer at Princeton
Valley Golf Club

August 21

Annual RANWW Golf Outing

September 29-October 1

WRA Annual Convention

MLS

- Be Seen. Be Known. Be Professional. Add Your Photo Now!
- Working with a Non-Member Agent? See tip below!
- MLS Reporting Reminder: Square Footage, Bedrooms & Bathrooms

ADVOCACY

- Do you invest in RPAC?

PROFESSIONAL GROWTH

- Make professional growth a priority

UPCOMING EVENTS

- Online Voting July 15-25
- July RANWW Mixer July 31
- RANWW Golf Outing August 21

ASSOCIATION UPDATES

- RANWW Welcomes Ian Gauger as our new Advocacy Coordinator

EMPOWERING REALTORS®, BUILDING COMMUNITIES.

2026

RANWW

Board of Directors Candidates

ONLINE VOTING

July 15 through July 25

RUNNING FOR TREASURER



Alex Hartung

Keller Williams Realty
Diversified

7.5 years in Real Estate

In which areas do you think you can contribute most to the RANWW Board?

"I feel I am very logical thinking and can make tough decisions that will impact our industry in a positive way. I'm great with connecting with others and being open to hearing out all options and ideas. I want to make an impact in our communities and highlight the good that our members do."

What are the top issues you believe the RANWW Board and its members need to address in the coming year?

"I feel we still need to work through the lawsuit and be knowledgeable on that. The new lockboxes may be a challenge as a learning curve, but continue to promote them and show the positive possibilities they have. I think being ahead of the industry and ready for changes that I see our industry having to face in the near future and keep our members calm and knowledgeable."

How do you think you can help the RANWW Board tackle those challenges?

"I am very patient and a big thinker. I work well with others in listening to ideas but also firm with what I believe is overall positive and negative effect to our members."

RUNNING FOR TREASURER



Bailey Hawke-James

Edina Realty, Corp

6 years in Real Estate

In which areas do you think you can contribute most to the RANWW Board?

"Voicing concerns and stating opinions/positions on things. I have no problem standing up and expressing thoughts and concerns while also being respectful and acknowledging other points of view. Listening to understand is everything."

What are the top issues you believe the RANWW Board and its members need to address in the coming year?

"Things we can do at a local level to help home buyers/sellers. (Educate, Foundation, etc.). Also continuing to voice strong opinions regarding short term rentals, building/developments, and being an active resource for local + state representatives to reach out to if they have questions/concerns about the housing concern in their areas."

How do you think you can help the RANWW Board tackle those challenges?

"Attending meetings and simply being involved. I think past presidents set a great example and expectations of organizations to be involved in and things you should be doing while being the active president."

RUNNING FOR DIRECTOR



Catherine Bade

Edina Realty, Inc.

35+ years in Real Estate

In which areas do you think you can contribute most to the RANWW Board?

"Do not follow others (self thinker) of what is fair and best for our members."

What are the top issues you believe the RANWW Board and its members need to address in the coming year?

"What benefits do our members desire with the decisions we make."

How do you think you can help the RANWW Board tackle those challenges?

"I will keep trying."

RUNNING FOR DIRECTOR



Sara Maas

Coldwell Banker Realty

9 years in Real Estate

In which areas do you think you can contribute most to the RANWW Board?

"Most importantly, I love advocating for people. I think that should be a top priority as a director for this board. I also want to help create a positive and successful environment for agents within the organization."

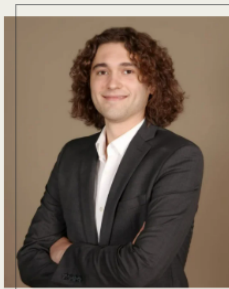
What are the top issues you believe the RANWW Board and its members need to address in the coming year?

"I'm looking forward to assisting our board with improving our cooperation with surrounding MLS organizations/boards. I think this is a very important topic to address, and in turn, will create more success for our agents."

How do you think you can help the RANWW Board tackle those challenges?

"I plan to listen and speak with agents in our area and bring those ideas to the table. I am also willing to join a committee/task force to dedicate extra time to ensure successful and clear cooperation between the organizations."

RUNNING FOR DIRECTOR



Max Perrenoud

Chippewa Valley Real Estate,
LLC

6 years in Real Estate

In which areas do you think you can contribute most to the RANWW Board?

"Bringing a unique and fresh perspective. I attended the meeting today and had a lot of thoughts that I didn't really hear come up. It would great to be an official part of the conversation."

What are the top issues you believe the RANWW Board and its members need to address in the coming year?

"Access to foundation funds for clients and further expansion of the distribution of WHEDA."

How do you think you can help the RANWW Board tackle those challenges?

"I couldn't do it myself, but maybe adding a link right on the main site page to apply for grants and a system in place so agents/loan officers can know they will have a reply in a set time period. For WHEDA, continuing to push for looser restrictions."



Amber Steffel

Property Shoppe Realty, LLC
4.5 years in Real Estate

In which areas do you think you can contribute most to the RANWW Board?

"I can contribute significantly in the areas of agent development and community engagement. With nearly five years in real estate, coupled with a decade of teaching experience and leadership roles on my former school's leadership and crisis teams, I bring a collaborative and solution-focused mindset. As someone who currently trains new agents, I understand the importance of mentorship, onboarding, and retention strategies."

What are the top issues you believe the RANWW Board and its members need to address in the coming year?

"Supporting new agents with structured mentorship and training. Strengthening community presence and engagement. Navigating market changes and technology adoption. Enhancing professional development opportunities and member participation."

How do you think you can help the RANWW Board tackle those challenges?

"I can help by leading initiatives to formalize mentorship and training programs, drawing from my background in education. I'm also committed to creative problem-solving and believe in listening closely to the needs of our members and community."

Mark Your Calendars

- RANWW Online Voting: July 15-25
- RANWW Monthly Mixer July 31
- RANWW Golf Outing: August 21

Visit our [EVENTS CALENDAR](#) to learn more and register.

Registration Now Open!

RANWW Annual Golf Outing – Register Now!

It's that time again! Registration is now open for the RANWW Annual Golf Outing at Wild Ridge Golf Course.

We sold out in record time last year, so don't wait—grab your spot today! [Click HERE](#)

We also have a few hole sponsorships still available. This is a fantastic chance to get your business in front of nearly 150 REALTORS® and affiliates. Interested in sponsoring? Contact Kim at kim@ranww.org or 715-835-0923.



Mixer – July 31st

Mark your calendars! Our next RANWW Monthly Mixer is happening on Thursday, July 31st from 5:00 to 7:00 PM at Princeton Valley Golf Course in Eau Claire.

This casual after-hours event is the perfect way to connect with fellow REALTORS® and industry professionals in a relaxed, social setting. **The first 50 attendees will receive a free drink ticket.**

Enjoy appetizers, networking, and the chance to win a gift card giveaway!



Thank you to our generous sponsors, **Hometown Realty Group and Nicolet Bank!**

No registration is required—just stop by and say hello! We look forward to seeing you there.



❑ Save the Date: 2024 WRA Annual Convention

Sept. 29–Oct. 1

Kalahari Resort, WI Dells

Get ready for the largest REALTOR® event in Wisconsin! The 2024 WRA Annual Convention is happening September 29–October 1 at the Kalahari Resort in Wisconsin Dells—and you're invited to join REALTORS® from across the state for three unforgettable days of learning, networking, and fun.

❑ Why Attend?

- Top-notch speakers & CE sessions
- Industry insights & professional development
- Inspiring keynotes and energizing events
- Connection with fellow REALTORS®
- And, of course... the famous convention party!

❑ **EARLY BIRD PRICING:** Register by July 31 and save \$40!

Don't wait—secure your spot and take advantage of early bird savings.

❑ Rooms at the Kalahari fill fast, so book your stay early!

❑ Learn more and register at wra.org/convention



MLS

recent updates & info

Paying MLS dues? Please include your invoice

Be Seen. Be Known. Be Professional. Add Your Photo Now!

How to Add a Photo to Your Agent Profile

Keeping your profile photo up to date helps clients and colleagues recognize you. Follow these simple steps to upload your photo:

Step 1: Log in to the MLS system.

Step 2: Navigate to Input – Add/Edit section. In the Modify Agent box under Roster, enter your Agent ID (Username) and click Edit.

Step 3: In the Other Options section, click Manage Photos

Step 4: Click Browse to locate your photo file, then select it. Once uploaded, be sure to click

Certify and Save to apply the changes.

Tip: Use a professional, high-resolution headshot for best results.

Working with a Non-Member Agent? Use This ID

☐ **Reminder: Use the Correct ID for Non-Member Agents**

We often receive questions about how to enter non-member agents when submitting listings.

For Non-Member Agents:

Use the following MLS ID:

Agent ID: 111111111

Agent Name: Other Companies/Non-MLS

This placeholder should be used only when the cooperating agent is **not a member of NWWMLS**.

Using the correct ID helps maintain data accuracy and ensures proper reporting.

MLS Reporting Reminder: Square Footage, Bedrooms & Bathrooms

Accurate listing data is essential to maintaining the integrity of the MLS and ensuring fair, consistent information for buyers, sellers, and appraisers. Please review the following NWWMLS guidelines when entering listing details:

Square Footage Guidelines

1. **Measurements** should be taken from the exterior of the home.
2. **Enclosed porches, breezeways, etc.** may be included in Approx. Finished Above Grade only if they are finished and heated similarly to the main living areas.
3. **Unfinished or unheated areas** should be reported under Approx. Unfinished Above or Below Grade.
4. **Lower levels** in bi-levels, split-levels, and walkout homes should be reported as Below Grade, not Above Grade.
5. **Only below grade areas that are finished and heated in a manner consistent with the home's primary living areas** should be reported as finished square footage.

Bedroom Guidelines

- Finished lower-level bedrooms must meet state building code and egress requirements to be included in the total bedroom count.
- A walk-through bedroom (a room only accessible through another bedroom) can be included in square footage but should not be counted as a bedroom.

Bathroom Guidelines

- A Full Bath = sink, toilet, and either a shower or tub.
- A Half Bath = sink and toilet only.
- Any space with less than a sink and toilet (e.g., just a shower or stool) should not be counted as a bath but may be noted in remarks.

☐ **Reminder:** Misreporting square footage, bedrooms, or baths may result in compliance issues or fines. If in doubt, reach out to MLS staff for clarification.
Let's work together to keep our data accurate and trustworthy!



Government Affairs

RPAC

REALTORS® Political Action Committee



RANWW Welcomes Ian Gauger to the team!

My name is Ian Gauger, I am the new Advocacy Coordinator for RANWW. I am from Manitowoc Area of Wisconsin, where my family still resides. For the past 3 years I have been the Association Executive for the Manitowoc County Board of REALTORS®.

I graduated from UW - Green Bay in 2018 with a Business Administration Degree. I interned as a Financial Advisor with Northwestern Mutual during my final year at UW-GB. I then went to become a full-time financial advisor with Northwestern

Mutual. After leaving Northwestern Mutual, I received my Wisconsin Real Estate license and became a REALTOR® with MCBR; before accepting the position of Association Executive with MCBR.

I look forward to working with you all and improving our PAC.

Ian Gauger

Ian Gauger
RANWW Advocacy Coordinator

Donate to RPAC



Do you invest in
RPAC?



Donate to Direct Giver



When you invest in **RPAC**, your money is pooled together and contributed on a nonpartisan basis to candidates who support housing and real estate interests. If you wish to designate which candidate **receives** your investment, invest in the **Direct Giver program**



Professional Growth

For the Early Birds... Self-Study CE Now Available!

Why wait? Get a head start on the 2025-26 CE biennium with the Wisconsin REALTORS® Association's Self-Study CE course!

The printed book is available now—and when you order, you'll also receive a complimentary electronic PDF version so you can study anytime, anywhere.

Wisconsin licensees are required to complete 18 one-hour CE courses to renew their real estate license. Don't wait until 2026—knock it out early with content that's fresh, relevant, and tailored to today's market.



□ [Click here to learn more and order your materials.](#)

On-Demand CE options coming soon—stay tuned!



Association Updates

Stay Informed with NAR's Consumer Guide Series Empowering Homebuyers & Sellers

The Consumer Guide Series offered by NAR, is a valuable resource designed to help homebuyers and sellers navigate key real estate topics with confidence. Each guide provides expert insights from REALTORS® and industry professionals, ensuring consumers have the knowledge they need to make informed decisions.

The latest guide in the series focuses on [Buying a Historic Property](#). From lasting craftsmanship to period-specific charm, historic homes offer one-of-a-kind appeal but often come with unique considerations. This guide outlines how a home may qualify as historic, renovation restrictions, inspection tips, available financial incentives, and more.

These guides are free and available to the public, making them a great tool for REALTORS® to share with clients.

Check out the full series [HERE](#)

Upcoming FOREWARN Safety *Online* Training Sessions

Agent safety is always a priority! To support increased activations and usage of FOREWARN, we're offering monthly **online** training sessions to help agents get the most out of this valuable tool.

July Online Training Session:

- July 23 at 1 p.m. CST

Join us as we demonstrate how to effectively use FOREWARN, share insider tips and tricks, and hold a live Q&A session.

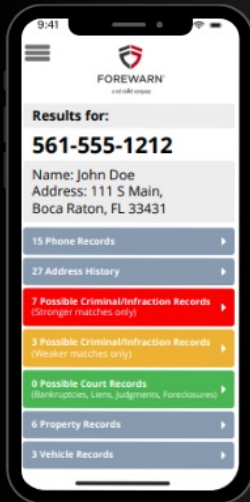
Registration: To sign up, please visit our [registration page](#).



**SAFER SHOWINGS.
SMARTER ENGAGEMENTS.**

Register for a live training of FOREWARN

Know your prospect...*in seconds*



Receive a call



Enter phone #
in FOREWARN app



Get instant prospect info
(Identity verification, criminal history, and more)



Introducing: WRA's Partnership for Success Program?

If you're a new or aspiring REALTOR® in Wisconsin and a member of a minority group, the WRA's Partnership for Success Program may be a perfect fit. This program is designed to promote diversity within the real estate industry and offers scholarships to help cover startup costs like licensing, dues, and education.

This is a powerful opportunity to jumpstart your real estate career with financial support and mentorship—right here in Wisconsin!

☐ Learn more and apply [HERE](#)

Let's help shape a more inclusive future for our profession!



Affiliate Connection

Looking for Personalized Mortgage Solutions?

Meet Nikki Koller at **All Western Mortgage**, your trusted partner in



finding the perfect home loan. Nikki offers a wide range of mortgage programs tailored to fit your unique financial situation, and she is here to guide you every step of the way.

Whether you're interested in Conventional Loans with flexible terms, FHA Loans for first-time homebuyers, VA Loans for veterans and active military members, or Jumbo Loans for luxury home purchases,

Nikki's expertise ensures a smooth and stress-free financing experience. Contact Nikki today and take the first step towards securing your dream home!

Mobile: **715-338-4772**

Email: **nkoller@allwestern.com**



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](#)

WRA



July
Magazine



RANWW Officers

Shannyn Pinkert - President

(715) 379-3574

shannynpinkert@gmail.com

Bob Ritsch - President Elect

(715)-456-8008

bobritsch@charter.net

Ben Rivard - Treasurer

(715) 205-1519

info@benrivard.com

Todd Schwartz- Imm. Past President

(715) 559-2231

todd@cv-re.com



RANWW Directors

Catherine Bade - (715) 271-3055

Mary Jo Bowe - (715) 456-2014

Kim Bump - (715) 514-0125

Deborah Hanson - (715) 456-0499

Jade Green - (715) 642-1320

Alex Hartung - (715) 495-0852

Bailey Hawke-James - (715) 864-8669

John Flor - (715) 924-4806

Brooke Damaske - (507) 210-9642

Andy Yakesh - (715) 225-4867

Dawn Malcolm - (715) 852-2307



Top Notch Support is Just a Phone Call Away

RANWW Office: (715) 835-0923

REALTORS® Association of Northwestern Wisconsin || (715) 835-0923





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