



# REALTORS® Report

March, 2013

**BROKERS: MLS dues are payable in full on or before April 1. Late payment may result in suspension of MLS access.**

## GRI Class Part Two Will Come to Eau Claire—Remotely

After a successful Part One of the GRI Course, we will again partner with WRA to bring the second half of the course to Eau Claire in March!

**GRI Course 2-Part Two** will be offered remotely from WRA headquarters in Madison. RANWW will serve as a remote location for anyone wanting to take this course closer to home. Students can come to the RANWW office, view the class remotely and be able to interact with the instructor during the class. This course discusses skills needed for successful listing presentations, pricing a home to sell, closing transactions, marketing and promotion, business ethics, social media, environmental issues, digital imaging and internet marketing, and CRS 201—Listing Strategies for the Residential Specialist. Instructors include Chandra Hall, Mark Porter, Cassidy Kuchenbecker and Cori Lamont.

Classes will be held **March 12 & 13, 8:15 am to 5 pm** at the RANWW office, 1903 Keith St., Eau Claire. **For Registration/Information:** go to [wra.org/GRICourses](http://wra.org/GRICourses). Scholarships are also available. Check it out at [wra.org/GRIScholarship](http://wra.org/GRIScholarship) Don't delay!

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## Ask the Experts

Come join us on **March 27th, 10:00am** in the RANWW conference room or remotely via OmniJoin for the first ever Q&A session with Association Experts! The Education Committee will be hosting a Quarterly Q&A session in conjunction with several pre-produced education videos that can be found on the RANWW YouTube channel. This quarter's experts will be: Mortgage Lender Jenny Ebert, Title Manager Laura Provos and Home Inspector Pete Saltness. Now is the time to gather your questions and get ready to ask them in an interactive conference between RANWW members and the Education Committee. If you are unable to attend but would like a specific question answered, please send your question to [brenda@ranww.org](mailto:brenda@ranww.org)

## 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.

Ann Gandrud, CB Brenizer EC

Justin Harings, Citizens Community Federal Bank

Joe Haselwander, Haselwander Real Estate

Josh Heidtke CB Brenizer CF

Martha Hoover, The Realty House

Jessica Jackson, Citizens Community Federal Bank

Chad Larson, Citizens Community Federal Bank

Amy Muehlbauer, CB Brenizer CF

Chris Stuttgen, Woods & Water EC

Adam Woodford, CB Brenizer EC

Drake Tomesh, Citizens Community Federal Bank



New data fields for **Signature Y/N** and **Electronic Delivery Y/N** have been put on hold for further research. Watch for details in upcoming MLS Messages of the Day, emails, newsletters, etc. Adding **Seller Concessions** to the Full Display has also been put on hold pending more extensive changes to the MLS reports. Thanks for your patience!

## The Only Constant is Change?...almost

A few weeks ago while driving to an appointment, I found myself reminiscing about how things would be done differently if this were 2004. As I neared my destination, I didn't pull out a map or read the directions off the MLS sheet. Instead, I asked my Smart phone where I needed to go next - an idea that I would have laughed at a few years ago. While the lady in my phone was kindly notifying me that I had reached my intended destination, I began to wonder how I would access the property. Instead of looking at the showing instructions, which had hopefully been faxed to my office and, if fate would have it, they would be somewhat legible, and praying I brought them with, I logged into BAS and confirmed that, indeed, they had an electronic lockbox on the garage door. However, my card to gain access to the box had fallen between the seat and the center console in my car! In past years, this would have posed a problem! Now I could simply call the listing agent for an access code. Nearly everything I did in the process of showing this property was different than in the not so distant past. From the time I searched for the property to providing the showing feedback I would send to the listing agent, there was little resemblance to the processes of yesteryear. No question in my mind, there had been massive time saving changes to the way I conducted business that day!

However, in my mind, there is one piece of the transaction that is immune to change—the consumer's need to rely on the Realtor® for sound advice & emotional support. This is something that can't be obtained from an algorithm or a phone app. The human element is one of the few things that I can say for certain has remained a constant in our profession throughout the generations. Carbon forms have been replaced with Zipforms, fax machines with e-mail, signatures are done with a key stroke instead of a pen, but no matter the technology, there will never be a replacement for the advice and compassion we provide to customers and clients every day. I will be the first to encourage brokers and agents to embrace new technologies! Still, I feel it is crucial that we remember to care for the one thing that can't be replaced—the "human element".

My challenge to everyone is to take notice of how we care for our relationships with clients and our fellow agents. Is there room for improvement? (I have room) Could a more personal form of communication be a boost to our industry morale? Would it go a long way to improving our public image? (I believe it would). Best wishes to everyone in the upcoming year! It looks to be a good start! Let's keep it rolling! ~ *President Ben Rivard*



## New Technology - OmniJoin

Hopefully, everyone has noticed the opportunities that have become available to attend education seminars from WRA remotely in the RANWW conference room. These opportunities are made possible by a technology known as OmniJoin! OmniJoin is a new boardroom-quality video conferencing program that is replacing programs such as Live Meeting. This web conferencing service was designed for easy use with a very short learning curve and at an affordable price!

After some research and seamless use with WRA on their remote education programs, RANWW has chosen to purchase the technology for our Association. We have plans to utilize the technology to create opportunities for participation at meetings, committees and education from the far-



## Upcoming Events

## Next Month

March 1	MLS Committee Meeting
March 7	Board of Directors Meeting
March 12-13	GRI Class
March 20	Realtor® & Government Day
March 27	Education Committee Quarterly Q&A

April 4	GAD Strategic Planning Meeting
April 9	WRA Professional Standards Training/EC
April 30	Past Presidents Social

**Dunn/Dunn-Pepin Board of Realtors®**

1986 Zita Stewart  
 1987 & 88 Millie Halvorson  
 1990 & 97 Elizabeth Spader  
 1991 Karen Hofland  
 1992 Pat Sobota  
 1993 Elaine Lammer  
 1994 Bill Tice  
 1995 Bonnie Nelson  
 1996 Verl Carlstrom  
 1996 Emilie Wiese

**Barron Washburn/Northern Waters Board of Realtors®**

1978 Dick Kuula  
 1983 Steve Wickre  
 1984 Marlene Gargulak  
 1985 Curt Crane  
 1986 Tom Schaffer  
 1987 Gary Johnson  
 1988 Jim Gargulak  
 1989 Cathy Hansen  
 1990 Steve Jensen  
 1991 Linda Wiese  
 1994 Tom Hansen  
 1995 Roger Rivard  
 1996 Tom Nelson  
 1998 Geoff Pedersen  
 1999 Butch Flor  
 2000 Dave Thomas  
 2001 Margo Katterhagen  
 2002 Mary Hafenstein

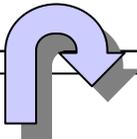


**Realtors® Association of the Chippewa Valley, Eau Claire Board of Realtors® or Eau Claire-Chippewa Board of Realtors®**

1961-62 BJ Farmer  
 1965-66 Howard Post  
 1969-70 C David Bugher  
 1973-74 David Donnellan  
 1975 Doug Lundholm  
 1978 L L Stewart  
 1980 Dick Bezanson  
 1982 & 83 Jim Theisen  
 1984 Rolf Kleven  
 1985 Wayne Peters  
 1986 Bob Janke  
 1987 Chick Feather  
 1989 Mike Ritsch  
 1991 Ned Donnellan  
 1992 Paulette Carlson  
 1993 Mike Benrud  
 1994 Ron Nyhus  
 1996 Carolyn Bugher  
 1997 Mike Tainter  
 1998 Dave FitzGerald  
 1999 Lenny Drescher  
 2000 Bruce Hayhoe, Jr  
 2001 Rod LaRose  
 2002 Pete Wiese

**Realtors® Association of Northwestern Wisconsin**

2003 Sue Hesketh  
 2004 Dave Mickelson  
 2005 Ray VanGilder  
 2006 Margo Katterha  
 2007 Mark Fouts  
 2008 Dave Dresel  
 2009 John Flor  
 2010 Dave FitzGerald  
 2011 Jeff Theisen  
 2012 Dave FitzGerald  
 2013 Ben Rivard



**PLEASE JOIN US FOR THE PAST PRESIDENTS SOCIAL ON APRIL 30, 2013**

This year we're changing up the recognition of our leadership, *past and present!* Join us on Tues, April 30, 4-6 pm, at the Holiday Inn, 2703 Craig Rd, Eau Claire. **Cost** is FREE for past presidents and **\$10** for all others! The event will feature a mashed potato bar, taco station, dessert and cash bar. There will be brief remarks from our current RANWW President, Ben Rivard, and a chance for everyone - past presidents, current leadership and members alike - to mingle and visit, share memories, and hopefully, some laughs! **Mail this reservation today to RANWW , 1903 Keith St. Eau Claire, 54701 by Friday, April 19.** *Your reservation is your commitment to pay the cost of \$10.00 if you do not attend or cancel.* Sorry, no refunds.

Name \_\_\_\_\_ Phone \_\_\_\_\_

Email address \_\_\_\_\_



- Join your fellow REALTORS® for a day of advocacy in Madison!
- Meet *your* legislators face-to-face!
- Legislators have a *direct impact* on your real estate business and your customers!

WRA Members only: \$10.00 **RANWW is covering this cost for you!**

Contact Bruce King ([bruce@ranww.org](mailto:bruce@ranww.org)) to register, or text to 715-828-1976

### **March 20, 2013 at Monona Terrace in Madison**

Take a stand on issues that impact you! REALTOR® & Government Day is your opportunity to help shape laws that affect you. Through lobbying efforts at the Capitol, you'll meet state lawmakers and have a unique opportunity to advocate for issues like property taxes, land use, property rights, regulations and more.

Our success as an industry requires active advocacy by every REALTOR®. In 2012, we demonstrated an impressive show of REALTOR® strength by bringing to Madison over 500 REALTORS® from every corner of the state. With your support and advocacy, 2013 will be a day well remembered at the Capitol.

### 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 – 2:45 p.m. — Justice Roggensack
- 2:45 – 3:00 p.m. — Move to Capitol
- 3:00 – 4:30 p.m. — Capitol Hill Visits
- 4:30 – 6:30 p.m. — Reception at Monona Terrace



NAR is pleased to present a **FREE PHARMACY PROGRAM** designed to lower the cost of prescription drugs. This card can be used at such nationwide pharmacies as Wal-Mart, Walgreens, Target, Kmart and more! **To get your free drug card today**, visit [www.drugcardamerica.com/NAR](http://www.drugcardamerica.com/NAR)

