



RANWW

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**Realtors® Association of
Northwestern Wisconsin**

March 2015

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Safety Alert!!

Wisconsin REALTORS®, please be careful!

Some Wisconsin real estate offices have reported receiving phone calls from a man who insists on seeing property immediately. The property he is calling about is an REO vacant property. He is only calling younger female agents and is refusing to speak with anyone else. He does not want to give out any information and only wants to meet at the property. He becomes upset with the agents if they disclose that they will be bringing another person along with them for the appointment.

Follow your office protocol, ask to meet at the office, ask for photo identification, do not go alone to vacant properties etc....whatever it takes to stay safe.

This safety alert was issued by WRA earlier this month, please be aware of situations that might be putting you in danger. Listen to that little voice....if it is telling you something just isn't right then chances are it is not!

REALTOR® Safety is everyone's business!!

REALTOR® Safety Tip #2 Checking in

When you have a new client, ask him/her to stop by your office and complete a Prospect Identification Form (Find a copy online at www.REALTOR.org/Safety). Also, photocopy their driver's license and retain this information at your office. Be certain to properly discard this personal information when you no longer need it.

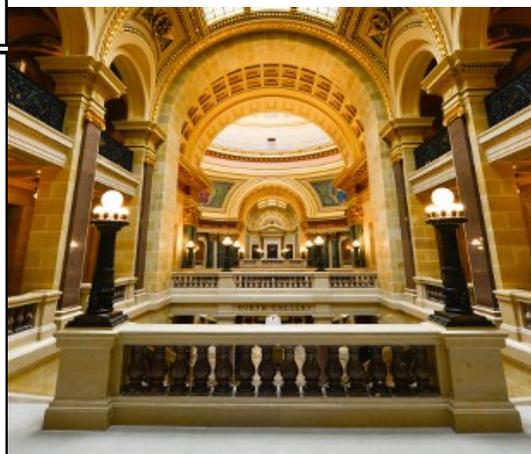


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Passing good laws and defeating bad ones starts with your voice in this building

REALTOR®
★ ★ ★ ★ ★
&
★ ★ ★ ★ ★
GOVERNMENT DAY
MARCH 11, 2015 | MADISON, WI

 **LEARN MORE**

Contact Bruce King to sign-up! bruce@ranww.org or 715-828-1976

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.

Nick Dillon - Homestead Realty

David Freeberg - Nordic Home Inspections LLC

John Glassbrenner - Woods & Water/Eau Claire

Zina Obaid - Coldwell Banker Brenizer/Eau Claire

Ryan Rico - Eau Claire Realty

Angie Ruid - Community Bank of Northern Wisconsin

Amy Tomczak - Coldwell Banker Brenizer/Chippewa Falls

Ronald Walters - Coldwell Banker East West Vacationland



2015 APPRAISAL CONFERENCE | **MARCH 17-18, 2015**
Chula Vista Resort | Wisconsin Dells

For registration and information on the 2015 Appraisal Conference, click on or copy and paste this link: <https://www.wra.org/appraisalconference/> or go to the WRA website at wra.org.



We are a network of successful REALTORS®, advancing women as professionals and leaders in business, the industry and the communities we serve.

Women's Council of REALTORS® is forming a Chapter in Northwestern Wisconsin! We still have room for you! Please contact Julie Flor at julie@sixlakesrealty.com or 715-790-0564 and join today!

For more information, go to <http://www.wcr.org>



ZILLOW, TRULIA & LISTHUB



As you may know, **Zillow** finalized its acquisition of **Trulia** the week of Feb 16. That acquisition ends the **ListHub** agreement with **Trulia**. Consequently, listing data can no longer be provided to **Trulia** through the **ListHub** platform.

You may also be aware that **Zillow** and **ListHub** severed relationships in January. **Effective April 7, Zillow will no longer have a contract to receive listings from ListHub.** **ListHub** states, "...if you do not wish to continue providing your listings to **Zillow**, no further action is required. If you do wish to continue, providing your listings to the **Zillow** network (now including **Trulia**) after April 7, you will be required to make arrangements to send your listings to **Zillow** directly.



PLEASE BE ADVISED the MLS is currently in negotiations with Zillow regarding a direct data feed to them. Watch for further updates in newsletters, emails, and MLS messages.

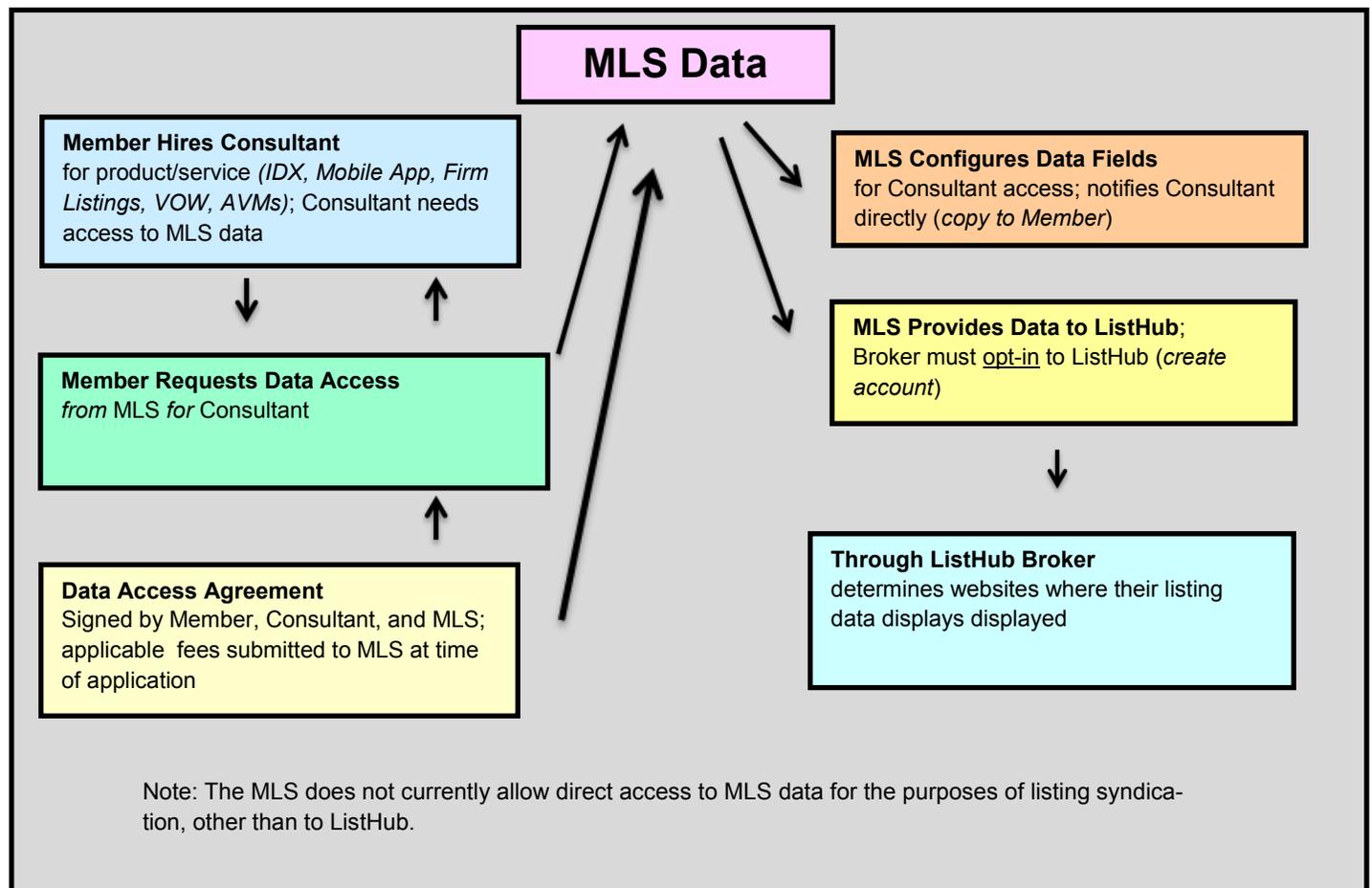


MLS Conversion—Dec 2015

MLS Conversion: Even though we are a year away from the actual conversion, work has already started. Updates will be posted in the coming months in newsletters, MLS Message of the Day, the Association’s website and emails. Live classes, user guides and training videos will be offered to all members as we near the **Feb 2016** conversion date. If you are interested in taking a sneak peak at the Matrix product, you can view either of the following two videos at your leisure:

<https://www.youtube.com/watch?v=jZGWFqQjAN0> https://www.youtube.com/watch?v=HQN3J2FX3_Q

FLOW OF MLS DATA



Did you know that the NATIONAL ASSOCIATION OF REALTORS® (NAR) is the proud owner of numerous trademarks including the terms REALTOR®, REALTOR-ASSOCIATE®, REALTORS®, and the REALTOR® Logo (referred to collectively as the “MARKS”)?

As a NAR membership benefit, Members and Member Boards of NAR receive a limited license to use the MARKS in connection with their real estate business or REALTOR® association programs, products, and services. Members are licensed to use the MARKS only in the proper context of identifying a member of NAR. It is vitally important to the preservation of the MARKS that they be recognized consistently by the public as identifiers of NAR members. The MARKS must not be used generically to denote a vocation or a business. The guidelines and policies concerning context of use are designed to assist the public in recognizing that the term REALTOR® means a registered collective membership mark which identifies a real estate professional who is a member of the NATIONAL ASSOCIATION OF REALTORS® and subscribes to its strict Code of Ethics. The definition of REALTOR® should appear at the bottom of the page on which the term REALTOR® is first used in any written material.

The Member Test

Compliance with the context of use limitation can be tested by substituting the word “member” for the term “REALTOR®.” If the meaning or intended message is unchanged and not compromised by such substitutions, the term REALTOR® is appropriately used. If not, the term REALTOR® should be replaced by another phrase such as “real estate broker,” “real estate agent,” “appraiser,” “property manager,” or other words, as may be appropriate.

To illustrate the Member Test, consider the following statement: John Doe is a lawyer, REALTOR®, and insurance agent. Substituting “member” for “REALTOR®” yields: John Doe is a lawyer, member, and insurance agent.

The word “member” in the statement clearly does not further the speaker’s apparent purpose of describing Mr. Doe’s professional diversity. It is possible, of course, that the speaker did intend to state that Mr. Doe is a member of NAR as well as a lawyer and an insurance agent. However, there is a possibility that the listener would incorrectly understand the statement to mean that Mr. Doe is a lawyer, real estate broker, and insurance agent. Thus, use of the term REALTOR® in the statement is not appropriate.

The same approach highlights the problem with webpages, social media profiles, letterhead, business cards, signs, and ads that include notices such as:

John Doe, Inc.

Builders -- REALTORS® -- Insurers

The likely intent of such notices is to advise would-be customers that the services offered include real estate brokerage. Even if the intent is to indicate membership, there is a possibility that such usage may cause the reader to view the term REALTORS® inaccurately as a substitute for “real estate brokers,” rather than an indicator of membership. Thus, use of the term REALTORS® is not appropriate.

If the principals, partners, and corporate officers of Doe’s firm are all members, then the following usage would be acceptable:

John Doe, Inc., REALTORS®

Builders -- Real Estate Brokers -- Insurers

For complete information, visit:

<http://www.realtor.org/membership-marks-manual/license-to-use-the-marks/use-of-the-marks-with-a-members-name>

What will an RPAC contribution do for you?

During election campaigns, RPAC activities draw attention to REALTOR® issues and provides a knowledge base for future lobbying on real estate issues. This is critical to your business. Just consider a few of these recent legislative issues of importance to our industry:

- * Defeated attempts to eliminate mortgage interest deductions
- * Defeated attempts to raise the transfer tax
- * Defeated attempts to apply sales tax to real estate commissions
- * Defeated attempts to apply sales tax to real estate commissions
- * Defeated mandates to restrict condominium developments
- * Passed major property tax relief package
- * Passed appraiser regulations to comply with federal mandates
- * No Attorneys required at closing
- * Health savings accounts tax deductible
- * Defeated closing agent proposal



These are just a few of the hundreds of bills lobbied by the WRA each session. The association will continue to work on wetlands and other environmental issues, taxes, local land use proposals and other issues that impact the real estate industry.

What is a Direct Giver ?

Description:

The WRA Direct Giver Program, (or conduit program as referred to under state law), provides an alternative to an RPAC contribution for members who:

- * *Wish to retain full control and direction over who will receive their political contributions,*
- * *Wish to give personal contributions to candidates for local and state elections and at the same time benefit organized real estate and the WRA.*

Direct Giver Process:

- * **Solicitations** - Solicitations for Direct Giver contributions are made in the same fashion as RPAC contributions. The minimum contribution to the Direct Giver program is \$100
- * **Checks** - Must be made to **The WRA Direct Giver Program** rather than RPAC. Local boards transmit Direct Giver contributions to the WRA in the same manner as at the same time as RPAC contributions, but use a separate Direct Giver Transmittal Form.
- * **Control** - Contributions to the Direct Giver Program are deposited in a separate bank account from RPAC contributions. Structurally, the WRA acts like a bank, with disbursements permitted only with the explicit authorization of the contributor. That is, Direct Giver contributor retains full control on how their contribution is spent.
- * **Directing Contributions** - Contributors may at any time direct their contributions, in whole or in part, to any candidate for local, state or federal office. When disbursing funds, contributors can write or call the WRA to indicate how they wish their money to be disbursed.
- * **Recommendations for Disbursements** - Recommendations for disbursement of Direct giver funds can be made to contributors by the WRA Direct Giver Trustees, but contributors are free to agree or disagree with those recommendations.

Legalities:

- * **Direct Giver Contributions Treated Like Personal Contributions** - Direct Giver/conduit contributions are treated by Wisconsin campaign finance laws as individual, personal contributions. Contributions thus do not count against other PAC limitations under the law. (i.e.: Either against RPAC contributions to candidates or candidate limits on total PAC receipts.) **Individuals may contribute to either RPAC or the Direct Giver program or both.**
- * **Conduit Report Form** - The WRA must file a Conduit Report, similar to a PAC report, with the State Government Accountability Board at prescribed times during the year. This report delineates the names of candidates receiving Direct Giver expenditures and the amounts they received.

Dates to Remember

March

2015 MARCH						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

- 4th - SRES Course (remote)
- 5th - SRES Course (remote)
- 6th - MLS Meeting (Rice Lake)
- 9th - RANWW BOD Meeting
- 11th - Realtor® & Government Day
- 24th - GRI 3 Course (remote)
- 25th - GRI 3 Course (remote)
- 31st - Nominating Committee Conference Call

April

2015 APRIL						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

- 3rd - Good Friday office closed @ Noon
- 7th - WI Spring Elections
- 9th - New Member Orientation
- 13th - Affiliate Round Table Eau Claire & Rice Lake
- 15th - ABR Course (remote)
- 16th - ABR Course (remote)
- 23rd - PMN Course (remote)
- 27th - 30th Sentrilock Lockbox training
- 28th - Nominating Committee Conference Call



May

May 2015						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

- 1st - WRA BOD Meeting
- 1st - MLS BOD Meeting
- 3rd - Foundation Fundraiser...Wine, Beer, Chocolate & Fun
- 5th - Foundation BOD Meeting
- 7th - RANWW BOD Meeting
- 11th - 16th REALTORS® Legislative Meetings & Trade Expo
- 21st - New Member Orientation
- 25th - Memorial Day office closed
- 27th - Nominating Committee conference call

June

2015 JUNE						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

- 25th - RANWW BOD Meeting
- 25th - Annual Meeting

