



RANWW

Realtors® Association of
Northwestern Wisconsin

Making Your Membership Work For You

March Newsletter

Mark your Calendar

March 26

RANWW March Mixer

April 3

RANWW Office Closes at noon-Good
Friday

April 7

RANWW April Mixer

April 14

New Member Orientation

MLS

- New Matrix Listing Manager Launching in April
- Square Footage Reporting Reminder

ADVOCACY

- FINCEN Changes in March
- RANWW RPAC Goals for 2026
- Altoona Comprehensive Plan

PROFESSIONAL GROWTH

- Make professional growth a priority

UPCOMING EVENTS

- RANWW March Mixer: March 26
- RANWW Office Closes at noon: April 3
- RANWW April Mixer: April 7
- New Member Orientation: April 14

ASSOCIATION UPDATES

- Attention Brokers: 2026 MasterLock Audit is going out the week of March 9 via DocuSign

EMPOWERING REALTORS®, BUILDING COMMUNITIES.



Welcome Our Newest Members

Jordan Schnoll

eXp Realty

Alan Christian

Chippewa Valley Real Estate

Stephanie Rabitoy

Masterjohn Realty

Corrine Knight

Keller Williams Realty Diversified

Andrea Bechard

Keller Williams Realty Diversified

Jennifer Schaidler

Area North Realty

Andrew French

Century 21 Affiliated

Mark Your Calendars

- RANWW Mixer at Wisco's: March 26
- RANWW Office Closes at noon for Good Friday: April 3
- RANWW Mixer at 6Four Accord in Cameron: April 7
- New Member Orientation: April 14

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

RANWW

March Mixer

THURSDAY MARCH 26TH

5PM —→ 7PM

1920 S HASTINGS WAY, EAU CLAIRE, WI 54701

NO REGISTRATION NECESSARY



Sponsor:



LEGENDS
Title Services LLC.



MLS
recent updates & info

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

New Matrix Listing Manager Launching in April

In April, we'll be launching Matrix's New Listing Manager. A fully responsive listing input and management experience designed for both desktop and mobile use.

Highlights include: New & Improved Listing Form

- Updated input controls to simplify listing input and updates
- Inline validation for real-time error checking
- Shortcuts to help fulfill required fields
- Autosave to reduce the risk of lost work

Easier Photo & Document Management

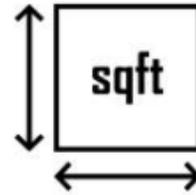
- Simple drag-and-drop photos and supplemental documents

Watch a quick overview [HERE](#)

More information will be announced soon, including webinar training dates and times, registration links, and helpful resources.

Square Footage Reporting Reminder

We've seen an increase in listings with misreported square footage. Accurate square footage is important for market transparency and helps reduce questions and disputes during showings, appraisals, and transactions.



Please verify square footage before entering it in the MLS and avoid copying prior MLS data without confirming it is correct. Square footage should be based on measurement, reliable documentation, or a reliable measurement tool. Do not estimate. We are also exploring square-footage measuring training for brokers and agents and will share details as soon as they're finalized.

Government Affairs

RPAC

REALTORS® Political Action Committee



New Fin Cen Rules went into effect March 1, 2026

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

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



As in past years, WRA is once again challenging RANWW to raise money for RPAC. These goals encourage us to retain and grow our community of Major Investors, Direct Givers, and general RPAC contributors. We meet these goals because of you—our members—who choose to invest in your business and in the future of our industry through political contributions. We would like to extend a thank you to all members who have already committed as Major Investors and Direct Givers for 2026.

How to Participate:

Direct Giver

To become a Direct Giver, a member must invest **at least \$100** into their Direct Giver account during the 2026 calendar year.

Major Investor

To become a Major Investor, a member **must invest \$1,000** into their Direct Giver account in 2026.

- \$300 of this investment is contributed to NAR RPAC
- \$700 goes directly into your Direct Giver account

Why Invest?

By investing in your Direct Giver account, you control how your funds are used. Your investment can support candidates in:

- Local races, including school board elections
- State-level campaigns
- Federal-level races

Your contribution gives you a direct voice in shaping the political landscape that affects your business, your clients, and the future of real estate.

GOALS FOR 2026

- ▶▶ \$19,478.59 Direct Giver contributions
- ▶▶ \$3,900.00 RPAC (non-dues)
- ▶▶ 20 Major Investors

Altoona Comprehensive Plan

Altoona is currently in the process of updating and finalizing its new comprehensive plan. As part of this effort, RANWW submitted a letter to the Altoona City Council urging them to keep affordable housing at the forefront when making decisions related to zoning ordinances. In our letter, we encouraged the Council to avoid adding restrictions or unnecessary fees that could increase the cost of building, buying, or selling a home. Ensuring reasonable regulations is essential to maintaining housing affordability and supporting a healthy, accessible real estate market within the community.

For a full look at the plan 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

This past month, the RANWW staff had the pleasure of participating in the 9th Annual Bowling Event with Coldwell Banker. We are grateful to Coldwell Banker for the invitation and the opportunity to join in this fun tradition!

While professional bowling careers are likely not in our immediate future, it was a fantastic opportunity for team building and friendly competition. Laura led the scoreboard with an impressive overall high score of 363, followed by Ann with a strong 315. Lori closed out our bowling experience in style with three consecutive strikes in the 10th frame — what the pros call a “turkey!” Ian rounded out the team across three games, proudly ensuring the gutters were well maintained.

All in all, it was a great experience for your RANWW staff. Thank you again to Coldwell Banker for including us — we’re already looking forward to next year! 🎳

	1	2	3	4	5	6	7	8	9	10	Total	
Ian Gaug	15	9	4	5	8	4	2	X	9	9	X7-	101
Ann Joh	16	X	4	2	7	2	6	-	X	7	16 / 5/8	112
Laura Z	X	8	6	3	9	/	X	7	2	8	- 3 / 3 5	149
Lori Gar	8	1	8	/	5	-	8	1	7	/	8 - 9 - 9 / 6 1 XXX	126

	1	2	3	4	5	6	7	8	9	10	Total	
Ian Gaug	9	-	7	2	5	-	5	/	7	2	7 1 9 / 9 - 8 - 1 8	102
Ann Joh	X	7	2	9	-	8	/	6	-	7 / 3 5 6 3	X 6 -	111
Laura Z	6	-	4	-	8	1	6	3	5	-	X X 6 2 7 / 7 2	111
Lori Gar	7	1	8	-	1	2	6	/	9	/	X 6 - 8 - 9 / 4 5	111

New NAR Ads Highlight the REALTOR® Difference

The National Association of REALTORS® has launched four new national ad spots as part of its More Than Opening Doors consumer campaign. These ads showcase the expertise and behind-the-scenes work REALTORS® bring to every transaction.

Why This Matters to You

These ads are:

- Funded by NAR’s national consumer advertising campaign
- Designed to elevate the REALTOR® brand
- Built to educate buyers and sellers about the real value you provide

This is brand awareness working on your behalf in markets across the country — including right here in Wisconsin.

View the new ad spots and campaign resources [HERE](#)



Affiliate Connection

Whether you're protecting sensitive data, supporting your team, or preparing your business for the future of AI, **Coulee Tech** helps you stay secure, efficient, and ahead of the curve. We specialize in Managed IT Services, advanced Cybersecurity protection, and strategic AI guidance that drives real business results.

COULEE TECH

With proactive support and a live-answer guarantee, we eliminate downtime and frustration. And through our **AI Business Maturity Model (AIBMM)** assessment, we help leaders understand their current AI readiness and build a practical roadmap forward.

How We Support Businesses

- Proactive Managed IT Services with real human support
- Advanced Cybersecurity protection (MFA, endpoint security, backup & disaster recovery)
- AI Business Maturity Model assessment to benchmark and plan your AI journey
- Visit: <https://aibmm.ai/>
- Strategic technology roadmapping aligned with your growth goals

Stronger security. Smarter strategy. Confident growth.

Book a consult: <https://www.coulee.tech/contact> Call or Text: 715-800-3104



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

Winter Issue

[WRA Website](#)

[NAR Website](#)



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Top Notch Support is Just a Phone Call Away

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