

REALTORS® Report

ATTN: BROKERS!
MLS CREDIT CARD FEES
Effective with the June & July MLS billing, BROKERS PAYING MLS DUES VIA CREDIT CARD will be assessed an additional 3.96% of the total invoice. Opt-in forms must be returned to the Board office prior to June 1. If a new Opt-in form is not received your account will not be charged!

Annual Meeting June 13th at Turtleback

May, 2013

The **Annual Meeting of the Realtors® Association of Northwestern Wisconsin** will be held **Thursday, June 13, at 12:00-Noon, Turtleback Conference Center, Rice Lake**. The slate of candidates for officer and director positions will be presented. Members may nominate candidates from the floor (see Page 4). If a floor nominee's name is seconded, that member will also be placed on the ballot. Voting will be done online July 15-25.

The following amendment will be made to Article XI, Section 3 of the RANWW bylaws unless a signed petition of 10% of members eligible to vote is received within 30 days of this written notice:
Current language: Dues for all members shall be payable in advance of the first day of October. Dues for new members shall be computed from the date of application and granting of provisional membership. Three (3) months after the due date, membership of the non-paying member shall automatically terminate. **Proposed language:** Dues for all members shall be payable *no later than December 31. Any member remitting payment after December 31 will be assessed the current new member fee*. Dues for new members shall be computed from the date of application and granting of provisional membership. **RSVP TODAY for the Annual Meeting! See Page 3 for Registration/Information!**

INSIDE THIS ISSUE

Annual Meeting	1
Electronic What???	1
Tax Seminar	1
Welcome New Members	1
MLS "Did You Know?"	2
Realtor® Pin, Mark, etc	2
Upcoming Events	2
Electronic What???	
Annual Meeting	

NOMINATIONS: Interested in serving on the Board of Directors? Contact Dave FitzGerald at 715-834-1501

"Electronic WHAT???"

Confused by "electronic delivery", "electronic consent", "electronic signature"? Join us **Thurs, June 13, 9-11:45 am** when **Cori Lamont, WRA Director of Regulatory Affairs** will demystify what each term means and how it relates to listing contracts and offers to purchase. Cori will speak prior to the Annual Meeting, which begins promptly at 12 noon. Register today for this workshop! (see Page 3 for registration form).

Bradford & Co FREE Tax Seminar—May 16

Bradford & Co will present "**Tax Strategies for the Real Estate Professional**", **May 16, 1-3 pm, RANWW office. Registration will begin at 12:45pm.** The agenda includes: tax code changes, increasing income, entertainment and car strategies/deductions, audit-proofing, actual expenses vs IRS mileage methods and much more! **Seating is limited to 25. Please RSVP by email to staff@ranww.org no later than May 9.**

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. An orientation for these applicants and others who have not satisfied the membership requirement is scheduled for **June 4** at the Association office.

- Greg Aldridge** - Quality Value Realty
- Laura Andrews** - Re/Max Affiliates
- Brent Bauer** - Asher Realty Group
- Jared Beal** - Diamond Lakes Realty
- Aron Braund** - Discount Realty Works

- Dana DeCambaliza** - Re/Max Affiliates
- Trevor Eytcheson** - Spooner Land Company
- Jennifer Feagin** - Coldwell Banker Brenizer
- Tracey Gundersen** - The Realty House, Inc.
- Dwight Hofland** - Pifer's Auction & Realty



DON'T MISS THE GAD REPORT AVAILABLE AT <http://ranww.org/documents/resources/march-2013-gad-report.pdf>

Accessibility Features: Selling a property equipped with features needed for clients/customers with special needs? If so, complete an Accessibility Features Report (available at <http://ranww.org/documents/resources/sellers-accessibility-featrep2011.pdf> and on ZipForm WRA-SFAR), upload as a listing attachment, and be check the Access Features Report data field Y (yes). That field is searchable in the MLS, should you need to locate such properties for your clients/customers.

Business Cards At Showings: Unless prohibited by listing broker’s office policy, agents may leave a **business card noting date/time of showing only on the reverse side.**

Listing Attachments Can Be Public: If desired, listing attachments (condition reports, addendums, etc) can be included with displays emailed to clients/customers. To enable that option, at the Upload Document screen, check the Public Access box. Once checked, anytime a customer display of that property is emailed to a client/customer, the attachments are included as supporting documents.

Copyrighted Images: Be sure the images you are uploading to the MLS are not copyrighted. If so, don’t use them OR be sure you have permission from the copyright holder to include them in the MLS. In other markets agents and MLSs have received letters from Getty Images demanding hefty reimbursement fees or immediate removal of images copyrighted by them. Best practice—take your own photos.

SentriLock Tips & Tricks

Hard to believe it ‘s been almost *four months* since the lockbox conversion! Time flies when you’re “having fun!” Given that we could have had the recent heavy snowfalls in Dec while scurrying around removing/unpacking/packing/swapping out lockboxes, we consider ourselves fortunate that Mother Nature cooperated during the holiday (i.e.: Lockbox Conversion) season! See pages 4 & 5 for some tips on using the lockboxes and generating one-day codes from your mobile device. **While we understand it’s convenient to call the RANWW office with key or lockbox issues, SentriLock insists that they be the first point of contact should you be experiencing issues with *either device*.** They have a trouble-shooting protocol to follow and will not warrant the product unless they determine it defective. We appreciate your patience and good humor as we all get used to the new “norm.”

In 1913, Rosa Parks, Jesse Owen and Gerald Ford were born; Harriet Tubman died; and the **Realtor® Code of Ethics** was adopted! One-hundred years strong, the Code is a constant reminder to Realtor® to practice the “Golden Rule” in all of their real estate transactions and to all parties—clients, customers and fellow Realtors®!



I AM A REALTOR®.
I LIVE BY “THE CODE.”

“When representing a buyer, seller, landlord, tenant, or other client as an agent, REALTORS® pledge themselves to protect and promote the interests of their client.” CODE OF ETHICS

Realtor® Pin, Mark & It’s “Real-TOR” not “Real-A-tor”

Remember that small pin you received upon completion of New Member Orientation? The one with the large R in the center? That tiny piece of jewelry denotes your professionalism as a Realtor® to the world—well, at least that part of the world in which you live, play, work and travel. The REALTOR® brand is one of the strongest and most recognized in the world, and leveraging REALTOR® trademarks will give you power in the market. **Wear your Realtor® pin with pride**—at the office, in your community, anytime you’re out in public. A 2008 Public Awareness Campaign tracking study indicated 3 out of 4 consumers chose to work with a Realtor® rather than a non-member.



While wearing your Realtor® pin is a great way to promote yourself and the profession, **pronouncing the word “Realtor®”** correctly is just as important. You are a “Real-Tor”, not a “real-a-tor”. Two syllables, not three. If you’ve been mispronouncing it “forever”, practice it at home, in the car, silently to yourself—whatever works!

Not sure how to **use the term “Realtor®” correctly**? Substitute it with the word “member”. John Doe, Professional Member? Nope, doesn’t work. John Doe, Professional Real Estate Agent? Yup. **Realtor® = Member. Realtor® ≠ real estate agent.**

Upcoming Events

- May 13-18 NAR Mid-year/Washington DC
- May 15 Foundation BOD Meeting
- May 16 Bradford & Company Tax Seminar
- May 20 Nominating Committee Conference call
- May 23 Association office closed for staff training
- May 31 MLS Meeting

Next Month

- June 4 New Member Orientation
- June 13 Electronic Consent Seminar/Annual Meeting
- June 13 BOD Meeting



Coming Aug 13!
“HOPE for HOMES”!
5k fun run to benefit RANWW Foundation





“Electronic WHAT???”

Confused by "electronic delivery", "electronic signature" and/or "electronic consent"? We are pleased to bring Cori Lamont, WRA Director of Regulatory Affairs, to the **Turtleback Conference Center, Rice Lake on the morning of Thursday, June 13th from 9:30-11:30**. Please consider attending and obtain the answers you need to these questions and more.

(Please complete and return the registration form below)



***** ANNUAL MEETING *****

Following “Electronic WHAT???” presentation, we invite you to:

- Attend the Annual Meeting
- Enjoy a delicious buffet
- Hear about the proposed bylaws amendment
- Meet the 2013-14 candidates for Treasurer and Board of Directors

2013 ANNUAL MEETING REGISTRATION FORM Deadline: June 6th

Schedule:

Electronic WHAT??? 9:30—11:30

Annual Meeting 12:00-1:00 (*check-in begins at 11:30*)

I will attend the "Electronic WHAT???" presentation. Payment of \$15 is enclosed (*includes lunch*)

I will attend the **Annual Meeting only**. Payment of \$15 is enclosed

****Make checks payable to RANWW - Sorry, no refunds!***

Name _____

Email Address _____



Return to RANWW, 1903 Keith St, Eau Claire, WI 54701

Directions to Turtleback:

From the North: Hwy 53 South to Hwy 48 West (exit 143) to West Ave/19th St South (west frontage road of Hwy 53) to 20th Ave West to 18 1/2 St South

From the South: Hwy 53 North to Hwy 48 West (exit 143) to West Ave/19th St South (west frontage road of Hwy 53) to 20th Ave West to 18 1/2 St South

From the East: Hwy 8, 64 or 29 or I-94 to Hwy 53 North to Hwy 48 West (exit 143) to West Ave/19th St South (west frontage road of Hwy 53) to 20th Ave West to 18 1/2 St

From the West: Highway 8 or I-94 to Hwy 25 North to 20th Ave East to 18 1/2 St South

Nominate a Candidate for the 2013-14 RANWW Leadership Team

The **Nominating Committee**, chaired by Past President Dave FitzGerald, will be meeting **May 20th to prepare a slate of candidates for the 2013-14 leadership team. If you're interested in serving**, please complete the form below and email it to Brenda at brenda@ranww.org **NO LATER than May 10:**

OFFICER/DIRECTOR NOMINATION FORM 2013-14

Nominee's name _____

Company _____

Phone (715) _____ Nominated for _____

(President-Elect, Treasurer, Director)

Please provide background information:

Years in Real Estate _____ Professional designations earned _____

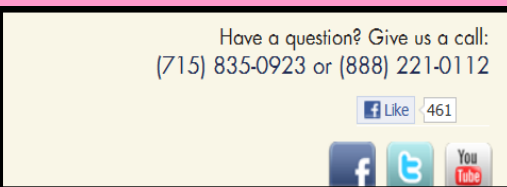
Your involvement in the Realtors® Association of Northwestern Wisconsin (RANWW), Wisconsin Realtors® Association (WRA) and/or National Association of Realtors® (NAR) - positions held, committees chaired or served on, task force appointments, attendance at Realtor® functions, etc)

Your involvement with civic and/or service groups

Share any issues, programs, member services or other suggestions you feel RANWW should be working on

Complete and email this form to Brenda at brenda@ranww.org **NO LATER than May 10!**

RANWW TV?



Yup, RANWW has its own YouTube channel with the very unique and fancy title of **RANWWTV!** The Education Committee is working hard on creating short videos on a wide range of topics to help members better serve their clients, customers and each other.

RANWWTV is easily accessible to you 24/7 from ranww.org. Simply click on the **YouTube icon** on the upper right side of the home page to tune in!

SENTRILOCK TIPS & TRICKS

**OPEN KEY COMPARTMENT**

1. Insert SentiCard into lockbox (*gold contact facing you, arrows pointing towards box*)
2. Wait for CODE light
3. Enter PIN
4. Press ENT
5. Lockbox displays **READY** light
6. Remove SentiCard
7. Open Key Compartment

**REMOVE SHACKLE**

1. Insert SentiCard into lockbox (*gold contact facing you, arrows pointing towards box*)
2. Wait for CODE light
3. Enter PIN
4. Press ENT (**Do Not Remove Card!**)
5. Lockbox displays **READY** light
6. Press FUNC
7. Press 1
8. Press ENT
9. Lockbox beeps
10. Press shackle gently into box
11. Box makes triple beep sounds
12. After 5 triple beeps, box displays **READY** light
13. Remove shackle - **HOLD ONTO THE BOX!**

**PUT LOCKBOX ON LISTING****First, remove shackle:**

1. Insert SentiCard into lockbox (*gold contact facing you, arrows pointing towards box*)
2. Wait for CODE light
3. Enter PIN
4. Press ENT (**Do Not Remove Card!**)
5. Press FUNC
6. Press 1
7. Press ENT
8. Lockbox beeps
9. Press shackle gently into box
10. Box makes triple beep sounds
11. After 5 triple beeps, box displays **READY** light
12. Remove shackle - **HOLD ONTO THE BOX!**

Then:

1. Press Func
2. Press 2
3. Enter listing information: **EITHER** numeric portion of street address or ML#
4. Press ENT (**Do Not Remove Card!**)
5. Press Func
6. Press 3
7. Press ENT
8. Key compartment will open
9. Insert key, close compartment
10. Remove SentiCard from box
11. Hang shackle over door knob (or other fixture that allows box to hang vertically!)
12. Press shackle firmly into box



PADDLES: Should SentiLock ever determine you need to use a Paddle to open a lockbox, **Paddles are located and may be borrowed from the RANWW office, Eau Claire (715.835.9023) OR from Masterjohn Appraisal, Spooner (715.635.8086).** Paddles must be returned to either location by the close of the following business day.





How to Generate a 1 Day Code Using the REALTOR® Mobile Web Site

Introduction

If you have a mobile device with Web access, you can log into the REALTOR® Mobile Web Site and generate a 1 day code for a lockbox. 1 day codes allow anyone access to a lockbox key compartment without using a SentiCard®. 1 day codes are *NOT* static, meaning they change on a daily basis.

There are multiple different ways to create 1 day codes:

- You can create a 1 day code using the SentiCard® Utility
- You can create a 1 day code using the REALTOR® Lockbox Web Site
- You can create a 1 day code using CARS
- You can create a 1 day code using the REALTOR® Mobile Web Site

Using the REALTOR® Mobile Web Site, you have the ability to generate a 1 day code for a lockbox, obtain CARS renewal codes and assign a lockbox to a listing address. This handout will provide you with the steps you need in order to generate a 1 day code using the REALTOR® Mobile Web Site.

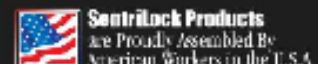
How to Create a 1 Day Code Using the REALTOR® Mobile Web Site

If you have a mobile device with Web access, you can log into the REALTOR® Mobile Web Site and generate a 1 day code. To create a 1 day code with the REALTOR® Mobile Web Site, use the following steps:

1. Use the Web browser on your mobile device to go to <https://m.sentrilock.com>.
2. Enter your **User Name** (if you do not know your User Name, you can enter your SentiCard® serial number, including the starting letter and the nine digits).
3. Enter your **Password**.
4. Click the **Login** button.
5. Click on the **Lockboxes** link.
6. Enter the lockbox serial number into the **Search** field to search for a specific lockbox and click **Search**.
7. Click on the serial number of the lockbox you want to get a 1 day code for.
8. Click the **Generate 1 Day Code** link.
9. Choose the date you would like the code to be valid.
10. You have the option to fill in the following fields:
 - **Assigned To**-this will assign the 1 day code to a particular name
 - **Email To**-this will email the 1 day code to a valid email address



www.sentrilock.com • 1-877-736-8745
2710 East Kemper Road • Cincinnati, Ohio 45241





Large Donor Council

2013 Membership Information Page 5

The Large Donor Council consists of an elite and passionate group of REALTORS® and real estate professionals who partner with WRA & NAR to shape the political future of the real estate industry. Members of the Large Donor Council are eligible to participate in the RPAC Recognition Program, with specific benefits and accolades that acknowledge their support of RPAC.

RPAC stands for the REALTORS® Political Action Committee. A PAC is a legal means by which interested individuals with common goals, like a trade association, can join together for the purposes of political action. The best way to positively impact issues such as property taxes, health care and protecting the rights of property owners is through RPAC, a real estate professional's vehicle for political action.

What Does RPAC Do?

As a real estate professional, RPAC is your PAC. It is also the real estate industry's vehicle for political success. REALTOR® volunteers raise contributions from other members across the state. These funds are then pooled together and contributed on a nonpartisan basis to public office candidates who support housing and real estate interests.

Seventy cents of every dollar raised stays in Wisconsin for state and local elections, and the remaining money is transferred to the National Association of REALTORS®' PAC for contributions to federal candidates.

RPAC Facts

All fundraising efforts and contributions to candidates are administered by a board of RPAC trustees, representing each local board and all areas of the state. Decisions made by the trustees are submitted to the WRA Board of Directors.

Join the 2013 Large Donor Council and receive added member benefits including recognition at the 2013 WRA State Convention

2013 Large Donors' Council:

Minimum Conduit Contribution: \$700

Minimum RPAC Contribution: \$300

(\$700 payable to RPAC-Direct Giver—\$300 payable to RPAC)

Funds are disbursed on a nonpartisan basis to Democrats and Republicans alike, based on issues and support of the REALTORS® legislative agenda.

RPAC is one of the largest trade association PACs in the world, and in Wisconsin.

Why Should RPAC Interest You?

RPAC is a very important business partner for REALTORS®. Up to 4,000 bills are introduced each session in the state Legislature, and elections determine who will be voting on these bills. RPAC helps to elect the people who write the laws with which you and your business must live. Through extensive research and ongoing monitoring, RPAC keeps real estate professionals informed, involved and influential regarding the legislative decisions that are important to the industry.

Complete this form, mail with payment to Bruce King, RANWW, 1903 Keith St, Eau Claire WI 54703

NAME:			
COMPANY:			
ADDRESS:			
CITY:	STATE:	ZIP:	
EMAIL:	PHONE:		
PAYMENT:			
CREDIT CARD (MC or VISA):	# _____ exp _____	<i>Payment Plan Schedule</i> \$300 - March 1, 2013 \$350 - May 1, 2013 \$350 - September 1, 2013	
CHECK:	\$ _____ amount enclosed		
PAYMENT PLAN	by checking this option, I acknowledge future payments will be automatically deducted from by credit card.		