

# REALTORS® Report

## “A Week of Giving” Nov 18-22

November 2013



Send your donations to RANWW from Nov 1-19 . We'll distribute them to area organizations during “A Week of Giving” Nov 18-22!

We're making it as easy as 1-2-3 for you to help your neighbors in need.

1. **SEND** monetary donation (*checks payable to RANWW*) to RANWW, 1903 Keith St, Eau Claire, WI 54701
2. **DESIGNATE** the organization you want to receive your donation (*Donation Form, Pg 2*)
3. **RANWW will handle the rest** and distribute the donations to each of the organizations immediately after Nov 19

*\*The top contributing firm in each area will receive the honor of placing a plaque in their office, announcing their contribution to a “Week of Giving”!!*

### INSIDE THIS ISSUE

“Helping Neighbors in Need”	1
“White Christmas”	1
New Members	1
President Blomberg in the News	1
“Neighbors in Need”	
Donation Form	2
MLS Listings Best Practices	3
GRI Course 3 Information	4
Annual Realtor® Dues	4
DSA Nomination Form	5
RPAC Information	6
Upcoming Events	6
Christmas Party Registration	7

## “White Christmas” Dec 5

Come one, come all! The Annual RANWW Christmas Party will be held **Thurs, Dec 5** for a “**White Christmas**” at **Johnny’s** Italian Steakhouse, located in the new Holiday Inn South, Eau Claire. (**Rumor has it the food is delish, and the atmosphere elegant!**)

Menu choices are Italian Stuffed Chicken, Sesame Crusted Grilled Salmon or Parmesan Crusted New York Strip. Cost is only \$25.00 each.

Social 5:30-6:30, Dinner 6:30, DJ from 7-11. Formal attire Suggested, not required.

Rooms available by contacting the Holiday Inn South directly at 855-662-5048.

*Further information/registration can be found on page 7.*



## 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.

Brynne Campbell - Rassbach Realty  
 Stephanie Casper - Coldwell Banker Brenizer  
 Steve Connell - Bremer Bank  
 Jacob Davis - Weiss Realty  
 John Franson - Coldwell Banker Brenizer

Annette Linebaugh - Coldwell Banker River Valley  
 Teresa Misener - Blue Water Realty  
 Brendan Osborne - Aurora Home Inspections  
 Brian Pejka - Coldwell Banker Ross Frontier Realty  
 Brent Wiebe - MyNextHome Realty



## RANWW President In The News

In an interview with WQOW TV 18, air date 10/22/13 President Blomberg sums up the local real estate market: *“Consumer confidence is strong, coupled with interest rates being low. I mean they have gone up a little bit, but they're still below four and a half percent which is just fantastic rates. Unemployment in the Chippewa Valley is low,” explained Blomberg.* It's a trend that isn't confined to the Chippewa Valley. According to the Wisconsin Realtors® Association, sales statewide are up 16% over September of 2012.....tune into the entire interview by following the link provided., scroll to page 2 and look for video titled “Home Sales Up”. <http://www.wqow.com/category/136730/video>

For many years RANWW hosted an Turkey Drive and membership meeting in November. This year, we're offering an alternative to that event by **making it easy for you to help folks in your own backyard!** The top contributing firm in each area will receive the honor of placing a plaque in their office announcing their contribution to "Helping Neighbors In Need".

**RANWW has designated the following organizations/communities to receive your donations the Week of Nov 18-22:**

**Benjamin's House/Rice Lake**

Benjamin's House provides emergency shelter for families who may have inadequate income, become sick or disabled, or have lost homes due to fire, job loss or foreclosure. Read all about it at <http://www.benjamins-house.org/>

**Hayward Community Food Shelf/Hayward**

The Hayward Community Food Shelf provides folks in need with a 3-day supply of food once a month in Sawyer County. Read all about it at <http://www.haywardfoodshelf.net/>

**Ruby's Pantry/Spooner**

What began as challenge to take 36 young people to Mexico on a mission trip in 1999, has grown into an organization who boxes "family ready" food for families in need. Read all about it at <http://www.rubyspantry.org/history/history.htm>

**Sojourner House/Eau Claire**

The Sojourner House is a haven for single adult men and women by providing a safe, clean place to sleep overnight, shower, clean their clothes and enjoy a good breakfast. Read all about it at <http://www.cclse.org/sojournerhouse.php>

**Stepping Stones Food Pantry/Menomonie**

Stepping Stones Food Pantry provides food and personal care items to people in need in Dunn County. Read all about it at <http://steppingstonesdc.org/foodpantry.html>

**TO DONATE (all donations MUST be received IN THE RANWW OFFICE no later than Tues, Nov 19):**

1. Check the line next to the organization you want to receive your donation
2. Make your check payable to RANWW
3. Drop it off or mail it to RANWW, 1903 Keith St, Eau Claire, WI 54701

Please send my \$ \_\_\_\_\_ donation to:  
(fill in amount of donation)

- \_\_\_ Benjamin's House, Rice Lake
- \_\_\_ Hayward Community Food Shelf, Hayward
- \_\_\_ Ruby's Pantry, Spooner
- \_\_\_ Sojourner House. Eau Claire
- \_\_\_ Stepping Stones Food Pantry, Menomonie



Name \_\_\_\_\_

Firm \_\_\_\_\_

Firm Address \_\_\_\_\_

Cell Phone \_\_\_\_\_ Email Address \_\_\_\_\_

**Thank you for your donation to "Helping Neighbors in Need"!**

**DATA**

**Accuracy:** Ever searched the MLS for a listing you KNOW is for sale but couldn't find it? Did you do the appraisal and your measurements are significantly different than those in the MLS? Driven miles to a property with clients in the car only to discover the 4 bedroom house is really a 2 bedroom? Chances are you've experienced one if not all three of these situations. The culprit? -

**Inaccurate data.**

**Complete:** Include as much information as possible—full basement, vinyl siding, electric heat, wood deck; when listing property improvements (new roof ) be sure to include the year!

**PHOTOS**

**Requirement:** 1 photo must be uploaded within 7 days of entering the listing (entered data June 1, photo is required by June 8!)

**Maximum:** photos per listing is 25

**Quality vs. quantity:** Ensure photos are enhancing the property. Is the plunger next to the stool? Are socks hanging out of the drawers? Are cupboard doors standing open? Keep in mind that not all properties need 25 photos.

**Copyright:** does the image used contain a copyright stamp? If so, be sure you have permission to reproduce it in the MLS.

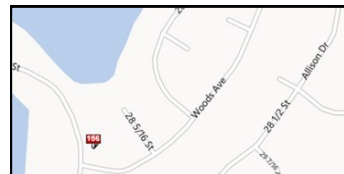
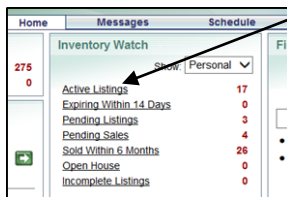
**Seasonal:** Ever pull up a listing in in the MLS on a hot summer day only to see the property blanketed in snow? Review your listing data regularly and swap out those seasonal photos.



**LOCATION**

**Directions:** detailed enough so a cooperating agent can find the property with minimal problems. "Main Street" is not a direction.

**Map:** Check the map by clicking *Inventory Watch>Personal*. Check for accuracy and correct, if necessary.



To correct, click, drag, OK. Map locations can only be corrected by members who have input/maintenance permissions.

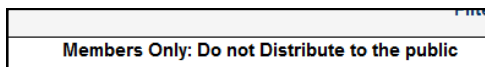
**REMARKS**

**Public:** Anything noted in Remarks appears on internet sites. Don't repeat property information (3 bedrooms, 2500 sq. ft.). Use the Remarks to enhance the property (granite, wood floors, small orchard, garden shed, etc.)

**Agent:** Communicate private/confidential information to other MLS users (do not let cat out, remove shoes before entering, leave garage door unlocked, etc.)

**DISPLAYS**

**Full Display:** Do NOT give to the public! For members only; may include confidential information (owner name, commission, etc.)



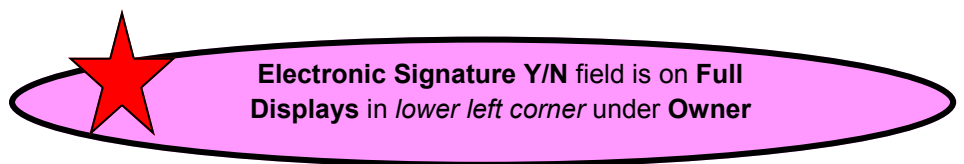
**Customer Displays:** Freely distribute to your clients and customers. Does not contain confidential information.

**SELF PROMOTION**

Prohibited in Remarks, Virtual Tours—no contact information, URLs, etc.

**CONTACT INFORMATION**

If you have recently changed your cell phone number or email address, contact the RANWW/MLS office. Folks can't reach you if your contact information is incorrect.



## GRI Course 3 - Part Two Eau Claire



Discounted rate applies *if you sign up for both part 1 and part 2. You must complete both parts (four days) for GRI credit.*

The WRA headquarters in Madison will serve as host site for the GRI course. Students at remote locations (Appleton, Eau Claire, Milwaukee) will interact with the instructor in Madison via classroom webcast.

Top sales associates enjoy a competitive advantage because they understand what motivates and influences their customers. CRS202 Effective Buyer Sales Strategies gives you the inside track to win over prospective buyers by teaching them the necessary strategies that make their sales quick and efficient. You will learn how to work with today's new buyer through counseling, salesmanship and negotiation. These effective strategies will give agents customers for life. Instructors include Tom Lundstedt, CCIM and Rich Sands, CRS.

GRI Course 3 has been submitted for 6 hours of the 2013-2014 CE elective credits.

**Dates:** Nov 13 & 14

**Time:** 8:15 AM - 5:00 PM

**Location:** REALTORS® Association of Northwestern WI, 1903 Keith Street, Suite 3, Eau Claire

**Instructor:** Rich Sands

**Pricing:** Non-Member \$215.00 until 10/18/2013, \$225.00 until 11/14/2013, \$245.00 after 11/14/2013; REALTOR® member \$195.00 until 10/18/2013, \$205.00 until 11/14/2013, \$225.00 after 11/14/2013

To register or for more information, contact WRA at (800) 279-1972 or go to [www.wra.org](http://www.wra.org)

## Realtor® Dues Statements

Annual Realtor® statements were mailed out *to all brokers* in mid-September. **If you did not receive your 2014 Realtor® Dues Statement**, check with your broker or contact Jane (715) 835-0923 or [jane@ranww.org](mailto:jane@ranww.org). We remind you that these are your **annual Realtor® dues, not MLS dues**. Realtor® dues **must be paid in full no later than December 31**.

Anyone paying 2014 dues **on or before November 30 must pay the total**. Paying dues from **December 1-31? Then you must add a \$25.00 processing fee to the total**. RANWW collects dues for itself, WRA and NAR, and distributes dues to those associations. Details of the charges on the statement are found on the reverse side.

Prompt payment of dues ensures that you will have no interruption in membership services. **Anyone renewing dues after December 31 must re-apply for membership and pay the dues total plus a new member fee of \$350.00.**

## Is Your Listing Popping up Online as a Rental?

Real estate professionals in nearly every state have reported their listings have been scraped or hijacked by scammers and posted on rental websites such as Craigslist, Hotpads, Vacation Rentals by Owners and others. This short video, produced by NAR, guides listing agents through steps to set up Google Alerts and IFTTT (If This Then That) recipes to monitor listings. It also demonstrates how to conduct a search using Google Images to find all the places where property listing photos appear online:

<http://www.realtor.org/videos/how-to-protect-your-property-listings-from-rental-scams>

## Ethically speaking.....

As a Realtor® you agree to abide by the Code of Ethics and Standards of Practice. Here are two of the 17 Articles of the Code. For a complete copy of the Code of Ethics go to <http://ranww.org/> > Code of Ethics

**Article 2** Realtors® shall **avoid exaggeration, misrepresentation, or concealment** of pertinent facts relating to the property or the transaction. Realtors® shall not, however, be obligated to discover latent defects in the property, to advise on matters outside the scope of their real estate license, or to disclose facts which are confidential under the scope of agency or non-agency relationships as defined by state law.

**Article 15** Realtors® shall not knowingly or recklessly make **false or misleading statements** about other real estate professionals, or their business practices.



**It's not too early to nominate someone for the 2014 Distinguished Service Award!**

Complete the form on Page 5, send it to RANWW!



## Distinguished Service Award

**The Distinguished Service Award (DSA) is RANWW's most prestigious award.** While intended to recognize high-quality service to RANWW on a long-term basis, it should not be viewed as an "end of career" or "lifetime achievement" award. Recipients shall have demonstrated a high level of commitment to the RANWW; contributed a substantial amount of time, effort and creative imagination; and established a record of effective participation in RANWW affairs. Recipients' association activities shall have set a high standard and be worthy of emulation. The DSA will be awarded only once to each recipient.

**The DSA may be awarded to Members or Staff** based on the following criteria:



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- active participation in RANWW activities
- extraordinary dedication to the RANWW through volunteer work
- leadership, expertise and teamwork
- commitment to RANWW objectives and ideals
- work ethics far exceeding expectations (RANWW employee)

### DISTINGUISHED SERVICE AWARD NOMINATION FORM 2014

Nominee's Name \_\_\_\_\_

Company \_\_\_\_\_ Phone (715) \_\_\_\_\_

**Please provide background information:**

Number of years in Real Estate \_\_\_\_\_

Number of years as RANWW member \_\_\_\_\_

**RANWW leadership:**

Office or position held \_\_\_\_\_ Date of Service \_\_\_\_\_

Office or position held \_\_\_\_\_ Date of Service \_\_\_\_\_

**Committee involvement (committees, task forces, PAGs)**

Type of Involvement \_\_\_\_\_ Date of Service \_\_\_\_\_

Type of Involvement \_\_\_\_\_ Date of Service \_\_\_\_\_

**Educational activities (class/workshop instructor)**

Educational Activities \_\_\_\_\_ Date of Activity \_\_\_\_\_

Educational Activities \_\_\_\_\_ Date of Activity \_\_\_\_\_

**Governmental activities (political work)**

Governmental Activities \_\_\_\_\_ Date of Activity \_\_\_\_\_

Governmental Activities \_\_\_\_\_ Date of Activity \_\_\_\_\_

Other Comments on Candidate (attach additional pages, if necessary)

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Complete and email this form to Brenda at [brenda@ranww.org](mailto:brenda@ranww.org) **NO LATER than July 19!**



## Top Ten Reasons to Give to RPAC

### #2 Broker Price Opinions

By: Rob Keefe, Chairman

2013 RPAC Chair

In 2010, some appraisers and the city of Milwaukee attempted to pass legislation designed to prevent real estate licensees from giving broker price opinions, (BPOs) or other opinions of value unless they had an appraiser's license.

Fortunately, the WRA, with help from thousands of REALTORS across the state, defeated this legislation and preserved the ability of consumers to choose to hire an appraiser, or real estate licensee, to provide them with an opinion on the value of their property. Your political involvement with Calls-to-Action and RPAC make all the difference.

Since 1970, the REALTORS Political Action Committee has supported candidates for office who support homeowner and REALTOR issues. The preservation of your right to offer BPOs is another excellent example of why we need your support for RPAC. RPAC supports Democrats and Republicans who support our issues. Please contribute to RPAC. It's a wise investment in your business.

***Please contribute to RPAC. It's a wise investment in your business.***



### HOW to contact and WHO to contact



To contribute to RPAC:

- Write a **personal** check (can not be a corporate check) to RPAC for any amount desired and mail to the RANWW office.

To contribute to Direct Giver:

- Write a **personal** check (can not be a corporate check) to Direct Giver for at least \$100 or more if desired and mail to the RANWW office
- Payment by credit card can be accepted by calling Sandy Bolgrihn at WRA 1-800-279-1972

Questions???????

- Call or e-mail **Al Arnold** (715) 234-6196 or [al@arnold.us](mailto:al@arnold.us)
- Call or e-mail **Bruce King** (715) 828-1976 or [bruce@ranww.org](mailto:bruce@ranww.org)
- "Like" The Gadabouts on Facebook ([https://www.facebook.com/thegadabouts?hc\\_location=stream](https://www.facebook.com/thegadabouts?hc_location=stream))
- To pay by Credit Card call Sandy Bolgrihn at WRA 800-279-1972

Any questions? Contact

Al Arnold - 715-234-6196 - [al@alarnold.us](mailto:al@alarnold.us)

Bruce King - (715) 828-1976 - [bruce@ranww.org](mailto:bruce@ranww.org)

### Upcoming Events



Nov 6-11 NAR Convention/San Francisco  
Nov 13-14 GRI 3 Part 3 & 4  
Nov 15 MLS Board  
Nov 18-22 "A Week of Giving"  
Nov 19 RANWW BOD

Nov 28-29  
Dec 5  
Dec 24-25

RANWW/MLS Office Closed  
RANWW "White Christmas " Party  
RANWW/MLS Office Closed





*You are cordially invited to the*

**Realtors® Association of Northwestern Wisconsin**

**“WHITE CHRISTMAS” PARTY**

Join us at the beautiful new Holiday Inn South, Eau Claire

Featuring the new *Johnny's Italian Steakhouse!*

**THURSDAY, December 5, 2013**

5:30-6:30 pm	Cocktails/Social Hour
6:30 pm	Dinner
7:00-11:00 pm	DJ Music by “Alpha Entertainment”

Rooms are available. Reserve ASAP by calling the Holiday Inn South at 1-855-662-5048.

**Formal attire suggested but not required**

**RSVP by Monday, November 25**



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**RANWW 2013 “White Christmas” Party**

Names: \_\_\_\_\_  
\_\_\_\_\_

**Please print full name(s)**

**\$25.00 each**

Please indicate main course preference(s):  
(Total Numbers for your Party)

Italian Stuffed Chicken \_\_\_\_\_  
Sesame Crusted Grilled Salmon \_\_\_\_\_  
Parmesan Crusted New York Strip \_\_\_\_\_

Please mail your RSVP with payment by Monday, November 25

To: RANWW, 1903 Keith St, #3, Eau Claire, WI 54701

**A \$10 refund will be issued for cancellations received on or before 12/3/13-NO refunds after 12/3**