To everyone who attended the Past President Social and the Installation Banquet.

THANK YOU!

On September 12th we honored our Past Presidents and installed our incoming President, several association members turned out for this event. We listened to the wisdom of those that came before us and received the message for what is yet to come. We need to encourage participation on committees, be present in our conversations both personally and professionally, be courteous and respectful to our fellow REALTOR® and Affiliate members. Don’t miss those moments that only happen once as you move forward in the 2018 – 2019 leadership year.

MLS Dues went out. Please make sure you are using are new address and include invoice # on check.

3460 Mall Drive #5A
Eau Claire, WI 54701
Thank you!

In this Edition

Installation Banquet..................1
A Note from our President...........2
New Members..........................3
Education Corner.....................4
NWWMLS Updates....................5
Calendar Updates.....................6
RPAC Report.........................7
Affiliate Member Minute..........8
A Message from RANWW President

New! The Golden Rule Program

Have you heard yet? The Association is rolling out a new program called “The Golden Rule”, What is it you ask?

Well...The Golden Rule program is just that; “Do unto others as you would have them do unto you.”

As a REALTOR® or Affiliate member within our Association, we want to recognize your honest, ethical, fair and professional behavior with the Golden Rule Award.

So how does it work?

If you have ever worked with a broker, agent or affiliate member who treated you, the buyers and sellers with respect; was honest, ethical and professional? You may now nominate this individual for a Golden Rule Award!

Sorry, you cannot nominate yourself. LOL.

Please visit our website, www.ranww.org click on the scrolling Golden Rule Banner and nominate your chosen individual!

The nominee will receive a congratulatory letter and a small gift to highlight their professionalism! The nominee will also be recognized on the association Facebook page and listed in the monthly newsletter. We will also alert their respective brokers or supervisors to let them know of the agents/employees excellent professionalism!

Let’s start being kinder to each other and make our jobs more fun!

Stacey McKinney, RANWW President

All association members are eligible for nomination.

RANWW Membership Dues Are Out & Due!

* Pay dues before November 1 to take advantage of a $25 discount
* Pay face amount on the dues statement by November 30
* Realtor® Members Pay $25 fee for dues paid in December

If you have not received your statement or need a duplicate, contact Jane at 715-835-0923 or jane@ranww.org

The purpose of this publication is to inform Members of events, issues and accomplishments pertaining to the REALTORS® Association of Northwestern Wisconsin.

If you would like to submit information, ideas or articles to this publication please contact Brenda Barnhardt at: 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.

Zachery Boxx
Keller Williams Integrity/Hudson

Kellie Evans
Edina Realty/Siren

Jonathan Kaiser
Kaiser Realty

Chelsey LaVelle
EXP Realty

Stacey Raymond
Barbour Inc., Realtors®

Beth Stenzel
C21 Sand County Services

Brody Weiss
Weiss Realty, LLC

Facebook Real Estate Ads: How to Leverage Social Media for Your Realtor Business

September 24, 2018 by Ben Shepardson

Social media is a major player when it comes to marketing your business online. Real estate agents can gain some major boosts to their business leads through social media marketing, and one of the best platforms for this type of marketing is Facebook thanks to its prodigious user base of more than 2.2 billion monthly active users.

Distilling that 2.2 billion-strong user base down to the demographic you’re looking for in potential clients isn’t easy, however. Luckily, using Facebook’s robust targeted advertising tools can help narrow your focus to the right prospects for your real estate business. Here’s some invaluable intel on how you can use this social media giant to grow your own realtor business.

Collect Leads Easily with Built-In Ad Tools

Generating leads can be a challenge, as you typically need to direct prospects off of Facebook to a pre-constructed landing page and then convince those prospects to leave their information. Using Facebook to create lead ads for anyone looking to buy or sell a home, however, solves many of these problems and does so in a seamless manner that increases the chances that Facebook users will click through.

Facebook’s ad tools use the platform itself to capture information, as it can pre-fill forms with user information based on what they have already shared with the company. These native ads also no longer require users to leave the Facebook environment, which speeds up the process, and the data collected by these lead ads is easily downloadable into your CRM of choice or even to a simple spreadsheet or Google doc.

Harness Facebook’s World-Class Segmentation Ability to Target Prospects

The second miraculous ability of Facebook to supercharge your targeted ads is due to its truly comprehensive segmentation ability. The data sets that the platform gathers on its users is more than just unbelievably rich; it’s also classified using a level of granularity that goes beyond typical demographic segments like age, gender, and location. There are two major contributors to this process. One, Facebook collects data from its platform and also from across the wider internet from third-party sites that have agreed to provide marketing data to it on visitors. Two, the ability for Facebook users to record their interests on the platform further inform the system for targeting purposes. A user that has showcased an interest in “buying a house” or one that has been browsing Zillow can be targeted as a demographic segment, narrowing your focus to warm or even hot leads. Click here for the rest of story.

ATTENTION!!!

2019 REALTOR® Dues Statements have been mailed to brokers. These are NOT MLS dues—they are the annual membership dues paid to NAR, WRA and RANWW. Due to a typographical error, the return address at the top of the statement is incorrect. Please be sure to mail your payment to 3460 Mall Drive, NOT 3640—THANK YOU!
CONTINUING EDUCATION REQUIREMENT: All licensees MUST complete six courses approved by the Department of Safety and Professional Services before December 14, 2018, if you were licensed before 10/1/2018. Four of the classes are mandatory; licensees may choose two electives to complete the required 18 hours.

Live CE is Scheduled for October 16th, 17th & 24th, 2018
Turtleback Golf & Conference Center, Rice Lake

Robert Sayas will be covering CE 1, CE 2, CE 3, CE 4 and Elective’s C & D. For more information please contact Kim at Kim@ranww.org or click here to register.

Broker Summit
December 6, 2018 | Milwaukee Area
If you’re a manager, owner or broker, the WRA’s Broker Summit is just for you! With several great sessions, you’ll gain insight into the economy and your practice, relevant for both today and tomorrow. Exhibitors will be available to provide insight with products and services to benefit your business. Click here to register.

New "Defect" Definition for Home Inspectors
Home inspectors have a new definition of "defect" that went into effect July 1, 2018, but not every home inspector out there may be aware of the change. The Wisconsin Association of Home Inspectors Inc. recently sent out postcards to its members reminding them that the new definition found in Wis. Stat. § 440.97(2m) states:

"Defect" means a condition of any component of an improvement that would significantly impair the health or safety of future occupants of a property or that, if not repaired, removed or replaced, would significantly shorten or adversely affect the expected normal life of the component of the improvement.

This definition closely aligns with the definition of "Defect" in the offer to purchase. Any use of the term "defect" in inspection reports must be in accordance with this new definition.

To read more click here

Zillow is warning real estate agents to be on the lookout for a scammer trying to take money in exchange for leads, posing as the real estate tech giant. Click here for more information.
WI Building Code- Bedroom in a Basement

(b) *Basements and ground floors used for sleeping.* 1. Basements and ground floors used for sleeping shall be provided with at least 2 exits.

2. The exits shall be located as far apart as practical.

3. The exits may not be accessed from the same ramp or stairway.

4. In addition to the exit type required under par. (a), the second exit from a basement or ground floor used for sleeping shall be one of the following types:
   a. A door to the exterior of the dwelling.
   b. A stairway or ramp that leads to the floor above.
   c. A stairway that leads to a garage provided the garage has an exit door other than the overhead door.
   d. An egress window that complies with sub. (6), located in each bedroom.

(6) **WINDOWS USED FOR EXITING.** Windows which are installed for exit purposes shall comply with the requirements of this subsection

**DSPS Clarification on Building Code:**

If the basement will be used for sleeping, two exits must be provided that satisfy points 2, 3, and 4 of SPS 321.03(5)(b). Point 4 is saying that in addition to the exit type required in par. (a), the second exit must be one of the types mentioned in point 4. (“shall be one of the following types”) That second exit does not have to be located within the bedroom proper.

Only in the case where a code compliant egress window per par. (6) is serving as the required second exit would it have to be located within the bedroom proper.

9/2018

---

Per the NWWMLS Participant and Subscriber agreements; the sharing of Matrix username and passwords is NOT allowed. These credentials are created for your use only; sharing of any kind will result in termination of MLS privileges. If you feel like your password has been compromised, be sure to call Tricia, MLS Admin immediately.
### October 2018

<table>
<thead>
<tr>
<th>Sun</th>
<th>Mon</th>
<th>Tue</th>
<th>Wed</th>
<th>Thu</th>
<th>Fri</th>
<th>Sat</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
</tr>
<tr>
<td>7</td>
<td>8</td>
<td>9</td>
<td>10</td>
<td>11</td>
<td>12</td>
<td>13</td>
</tr>
<tr>
<td>14</td>
<td>15</td>
<td>16</td>
<td>17</td>
<td>18</td>
<td>19</td>
<td>20</td>
</tr>
<tr>
<td>21</td>
<td>22</td>
<td>23</td>
<td>24</td>
<td>25</td>
<td>26</td>
<td>27</td>
</tr>
<tr>
<td>28</td>
<td>29</td>
<td>30</td>
<td>31</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- **11th** - New Member Orientation
- **16th** - [CE at Turtleback in Rice Lake/ Course 1 & 2](#)
- **17th** - [CE at Turtleback in Rice Lake/Course 3 & 4](#)
- **24th** - [CE at Turtleback in Rice Lake/ Elec C & D](#)

### November 2018

<table>
<thead>
<tr>
<th>Sun</th>
<th>Mon</th>
<th>Tue</th>
<th>Wed</th>
<th>Thu</th>
<th>Fri</th>
<th>Sat</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
<td>8</td>
<td>9</td>
<td>10</td>
</tr>
<tr>
<td>11</td>
<td>12</td>
<td>13</td>
<td>14</td>
<td>15</td>
<td>16</td>
<td>17</td>
</tr>
<tr>
<td>18</td>
<td>19</td>
<td>20</td>
<td>21</td>
<td>22</td>
<td>23</td>
<td>24</td>
</tr>
<tr>
<td>25</td>
<td>26</td>
<td>27</td>
<td>28</td>
<td>29</td>
<td>30</td>
<td></td>
</tr>
</tbody>
</table>

- **2nd-5th** - REALTORS® Conference & Expo
- **9th** - NWWMRS BOD Meeting
- **12th - 16th** - A Week of Giving
- **15th** - RANWW BOD Meeting
- **22nd** - RANWW/NWWMLS Office Closed/Holiday
- **23rd** - RANWW/NWWMLS Office Closed

### December 2018

<table>
<thead>
<tr>
<th>Sun</th>
<th>Mon</th>
<th>Tue</th>
<th>Wed</th>
<th>Thu</th>
<th>Fri</th>
<th>Sat</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
<td>8</td>
</tr>
<tr>
<td>9</td>
<td>10</td>
<td>11</td>
<td>12</td>
<td>13</td>
<td>14</td>
<td>15</td>
</tr>
<tr>
<td>16</td>
<td>17</td>
<td>18</td>
<td>19</td>
<td>20</td>
<td>21</td>
<td>22</td>
</tr>
<tr>
<td>23</td>
<td>24</td>
<td>25</td>
<td>26</td>
<td>27</td>
<td>28</td>
<td>29</td>
</tr>
<tr>
<td>30</td>
<td>31</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- **7th** - REALTOR® Ring Day
- **13th** - RANWW Christmas Party
- **24th** - RANWW/NWWMLS Closed for Holiday
- **25th** - RANWW/NWWMLS Closed for Holiday

### January 2019

<table>
<thead>
<tr>
<th>Sun</th>
<th>Mon</th>
<th>Tue</th>
<th>Wed</th>
<th>Thu</th>
<th>Fri</th>
<th>Sat</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>5</td>
<td>6</td>
<td>7</td>
<td>8</td>
<td>9</td>
<td>10</td>
<td>11</td>
</tr>
<tr>
<td>12</td>
<td>13</td>
<td>14</td>
<td>15</td>
<td>16</td>
<td>17</td>
<td>18</td>
</tr>
<tr>
<td>19</td>
<td>20</td>
<td>21</td>
<td>22</td>
<td>23</td>
<td>24</td>
<td>25</td>
</tr>
<tr>
<td>26</td>
<td>27</td>
<td>28</td>
<td>29</td>
<td>30</td>
<td>31</td>
<td></td>
</tr>
</tbody>
</table>

- **1st** - RANWW/NWWMLS Closed for Holiday
- **21st** - RPAC Coffee & Calories 730am-9am

---

**REALTOR® Conference & Expo**

[RELEVANT LINK]({})

**November 2-5, 2018**

---

**READY SET BOSTON!**

[RELEVANT LINK]({})

**REALTOR® CONFERENCE & EXPO**

[RELEVANT LINK]({})

**NOVEMBER 2-5, 2018**

---

**NATIONAL ASSOCIATION OF REALTORS®**

[RELEVANT LINK]({})

---

**6**

---
REALTORS® Political Action Committee Overview

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, band 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.
- Funds are disbursed on a nonpartisan basis to Democrats and Republicans alike, based on issues and support of the REALTOR® 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 critical 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.

Does RPAC buy votes?

RPAC does not buy votes. Candidates and public officials are honorable people whose votes are not for sale. However, by helping to elect public policy decision-makers, RPAC assures REALTORS® the opportunity to present their views and be heard. RPAC fully complies with all state and federal election laws.
AMERICAN LAND TITLE ASSOCIATION &
HOMETOWN TITLE CO.

PROTECT YOUR
MONEY WHEN
BUYING A HOME
FROM WIRE
FRAUD SCHEMES

Every day, hackers try to steal your money by emailing fake wire
instructions. Criminals will use a similar email address and steal a
logo and other info to make it look like the email came from your
real estate agent or title company. You can protect yourself and
your money by following these steps:

BE VIGILANT

• Call, don’t email: Confirm your
  wiring instructions by phone using a
  known number before transferring
  funds. Don’t use phone numbers or
  links from an email.
• Be suspicious: It’s uncommon for title
  companies to change wiring instructions
  and payment info by email.

PROTECT YOUR MONEY

• Confirm everything: Ask your bank to
  confirm the name on the account
  before sending a wire.
• Verify immediately: Within four to
  eight hours, call the title company or
  real estate agent to confirm they
  received your money.

WHAT TO DO IF YOU’VE
BEEN TARGETED

• Immediately call your bank and ask them
  to issue a recall notice for your wire
• Report the crime to www.IC3.gov
• Call your regional FBI office and police
• Detecting that you sent money to the
  wrong account within 24 hours is the best
  chance of recovering your money.

For more information about the home closing process, please visit:
HOMECLOSING101.ORG

This is for informational purposes only and should not be considered legal advice.