

## August 2016

## MARK YOUR CALENDAR

Southwest Golf Outing Tuesday, September 20 Dodge Point Country Club Click here for more information.

Ghoulish Gallop & Irv Stein Memorial Walk Sunday, October 2 McKee Farms Park, Fitchburg Click here for more information.

Trivia Challenge Wednesday, October 12 Coliseum Bar, Madison Details to Follow

RASCW Annual Meeting Wednesday, November 16, 8 am Sheraton Madison Hotel Details to Follow

## CLICK HERE FULL EVENT CALENDAR

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## Volume 21 • Number 8

### **Reminder:** Code of Ethics Training Required for all REALTORS<sup>®</sup> by Dec. 31, 2016

Effective January 1, 2013 through December 31, 2016, all REALTORS<sup>®</sup> throughout the country are required to complete Ethics Training of not less than 2.5 hours of instruction time as a condition of Membership in any REALTORS<sup>®</sup> Association. Pursuant to the National Association of REALTORS<sup>®</sup> (NAR) policy, failure to complete the required ethics training is considered a violation of Membership duty for which the REALTOR<sup>®</sup> must be suspended until required training is complete. This suspension includes not only local services, including MLS, but also access to all Wisconsin REALTORS<sup>®</sup> Association (WRA) and NAR Member-only services, such as the Legal Hotline and Zipforms.

A REALTOR<sup>®</sup> completing Ethics Training as a part of the New Member Orientation is not required to complete additional ethics training for this period. We will have record of you completing this requirement if you have attended the RASCW New Member Orientation since January 1, 2013, or have taken the 2015-2016 Continuing Education Course 4, Ethics and Fair Housing in Wisconsin, offered by the WRA.

Continuing Education providers other than the WRA may or may not meet the NAR requirements for course objectives and minimum criteria. You will need to confirm with your provider that approval has been received. If you have met the Ethics Training requirement by taking the CE course through a provider other than the WRA, please notify Beth at the RASCW office at beth@wisre.com so it can be noted in your Membership records. If your CE provider does not meet approval, NAR has an online course available at no cost. Click Here for NAR Online Code of Ethics Course

#### **New Senior and Elder Members**

Are you eligible to be a <u>Senior Member</u>? You are if, on January 1, 2017 you are 60 years of age or older and have been a continuous Member of RASCW for at least 20 years. This means that you can reduce your local RASCW dues by 1/3 for 2017.

If, on January 1, 2017, you are 65 years of age or older with 25 or more years of continuous membership in RASCW or you are 70 years of age or older with 10 or more years of continuous membership in RASCW, you are eligible for <u>Elder Status</u>. Your local RASCW dues are then just \$12.00 for 2017.

Please contact Beth at the RASCW office – 608.240.2800 or beth@wisre.com – to change your Membership status.

Sauk Columbia Chapter Picnic • Haskins Park, West Baraboo Thursday, September 1, 2016 • 4:00 p.m. – 7:00 p.m.

Entry Fee - \$5 to be donated to charity (collected at the door)

Please sign up by emailing Beth@wisre.com.

SPONSORS:

Josey Cabaj



# REALTOR® REVIEW

A REALTORS<sup>®</sup> Association of South Central Wisconsin Publication

#### OFFICERS OF THE ASSOCIATION

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Tom Weber, Treasurer/President-elect	221-8666

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Ellen Koeppen	(920) 294-3004
Carla Nowka	310-4636
Jamie Phephles	963-6923
Jennifer Utter	836-1514

#### EDITORIAL STAFF

Kevin King, Editor-in-Chief Ann McGinty, Communications Coordinator

The purpose of the REALTOR Review is to inform its Members of events, issues and accomplishments pertaining to the REALTORS<sup>®</sup> Association of South Central Wisconsin.

If you would like to submit information, story ideas, or articles for inclusion in the REALTOR' Review please contact Kevin King at kevin@wisre.com.

Submit typewritten articles, with contact name and phone number to:

RASCW 4801 Forest Run Road, Suite 101 Madison, WI 53704-7337

Phone: (608) 240-2800 Fax: (608) 240-2801

Items submitted in  $\mathsf{Microsoft}^{*}$  Word programs are also welcome.

#### www.rascw.org





#### President's Message: Dewey Bredeson



This month I want to make a shout out to the REALTORS® Riders Team that raised money for the Boys & Girls Club of Dane County. The Team was made up of Tom Weber, Kathy Bartels, Sara Whitley, Paul Whitley (Sara's husband), Ophelia Whitley (Sara and Paul's daughter) and me.

As you know, the National Association of REALTORS<sup>®</sup> and the Boys & Girls Clubs of America are joining forces so America's kids continue to have a bright future. The Dane County chapter has helped thousands of kids in our area achieve positive outcomes.

We met on a picture perfect Saturday in July and rode between 8 to 50 miles along with over 1,000 other riders. After the ride we had our team table to enjoy some food, beverages and each other's company.

We were a bit late to get organized as this was our first year entering a team, but the REALTORS<sup>®</sup> Riders team raised \$1,820 for the kids – well in excess of our \$1000 goal! I have heard some feedback from other REALTORS<sup>®</sup> saying they would have liked to participate, so next year the plan is to engage the entire RASCW membership.

If you see anyone from this year's team thank them for their community service and look for information next year about the Bike for Boys & Girls Club ride and our REALTORS® Riders.



At a somewhat less strenuous but equally important fundraiser, RASCW Director Ellen Koeppen along with her associate Angela Noltimier participated in the "Drivin' Fore the Club" golf outing on behalf of the Boys & Girls Club of the Tri-County Area (Green Lake, Waushara and Marquette Counties).

RASCW Director Ellen Koeppen (center) is joined by Mandi Henricks, President of FLASH Trucking (major supporter of the Boys & Club) and President of Boys & Girls Club Board of Directors (left) along with Patty Beutin of FLASH Trucking (and Mandi's sister). The other two individuals are photo-bombers...



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#### Cindy Strange "Pay It Forward" Award

"Success is always sweetest when it's shared." That was the mind set of Cindy Strange. She also believed in giving people more than they'd expect was the way she wanted to live.

Cindy Strange was a long-time and highly valued Member of RASCW whose untimely death in 2006 shocked us. She was recognized as the RASCW Affiliate of the Year in 2004. Her personality and inspiration are missed by all that knew her.

In wanting to preserve and honor her outstanding qualities, RASCW is proud to present the 2016 Cindy Strange "Pay It Forward" Award to a REALTOR<sup>®</sup> or Affiliate Member who demonstrates those same qualities. The Award will be presented to a RASCW Member who is unselfish with his or her time, is involved with the Association and shows contagious enthusiasm in all they do, whether it is serving on committees, participating in or sponsoring RASCW events. The individual nominated is always looking for ways to give to the real estate industry and community without expectation of return.

The recipient for the Award will receive the proceeds from the RASCW Cindy Strange Memorial Golf Outing to present to the charity of his or her choice.

If you would like to nominate a REALTOR<sup>®</sup> or Affiliate Member, please send his or her name, company and how this individual demonstrates the spirit and qualities of this Award to:

Mike Jiru at mike.jiru@fbfcwi.com or to Carla Nowka at cjm@ptitle.com

Nominations must be received by Friday, September 30, 2016.





#### The Rumors are True – New Supra Keyboxes and Keycards to be Distributed Late Fall

The MLS Board of Directors recently voted to renew our contract with Supra for the next generation of keyboxes and keycards. Our current keyboxes are reaching their 10-year battery life expectancy, and Bluetooth technology is now available. The new system will operate 100% via smartphone/eKey. Yes, this means your keycard will be an app on your smartphone; you will not have an option for a separate device. This is a preferred offering as your smartphone and the new keyboxes can communicate directly via Bluetooth without the need for a FOB. Those currently using the eKey will simply update their app, which will allow them to use Bluetooth to talk directly to the keybox without the use of a FOB. Details of the exchange are still being finalized and will be forthcoming. You will need to return keyboxes currently in your possession, so please start rounding up the ones rolling around in your trunk and in the deep dark corners of your garage.

#### Recent Paragon<sup>™</sup> Updates

• The ability to set 0 as days back within your personal Market Monitor defaults. 0 days represents changes from just today, whereas 1 represents changes from today and yesterday. The system default will remain at 1.

• When cloning a previous listing, you now have the ability to include photo labels.

• The ability to go from search directly to full view in Tax has been restored.

#### Finished Above Grade Square Footage

A room is considered to be above grade only if the <u>entire level</u> that room is located on is above ground level. A finished room that has exposure (at least 8% of square footage is window space), but is on a level that is not <u>completely</u> above ground level, should be included as Below or Partially Below Grade Exposed. <u>Click here</u> for a must have resource to help you classify square footage correctly.

#### Open House Search in Paragon<sup>™</sup>

You can search for upcoming open houses under the Search Program in Paragon<sup>M</sup>. Click on Search and select the property class. Open up the Advanced Criteria section at the bottom to find the Open House Date search prompt to search for a specific date, or a Yes/No option to find all upcoming open houses. If you have a client who would like to be notified of open houses within their search area, you can include Open House = Y as a criteria in their saved search.

#### 10 Power User Features of the RPR app



The RPR app and busy REALTORS<sup>®</sup> have much in common. Mainly, they are each constantly in motion. We know that to keep up with an agent's need for quick access to property and market trend data, the app must continually build in new features and related usefulness. Fast forward, here are the top 10 features of the RPR app power users should know about, including some important new enhancements.

- 1. Choose your start screen
- 2. Draw map search
- 3. Compass mode
- 4. Map, Hybrid and Satellite map view
- 5. Zoom to parcel level to see all homes
- 6. Swipe in List View
- 7. See comparable properties
- 8. Report cover photo
- 9. Print/share reports
- 10. Research schools

View details on these 10 Power User Features at: http://blog.narrpr.com/tips/10power-user-features-rpr-app/

#### **FREE Home Buyer Education Classes**

Presented by GreenPath, Home Buyers Round Table of Dane County and Project Home.

Where: Project Home's Training Center, 1970 S. Stoughton Road, Madison

> Next classes: Tuesday • 6:00 pm – 9:30 pm September 13 and 20 October 11 and 18

For more information, please click HERE

#### The CE Clock is Ticking

The December 14, 2016 deadline is now less than six months away.

Our goal in partnering with the Wisconsin REALTORS<sup>®</sup> Association is to provide a high standard of real estate education, enabling you to better serve your clients. All Wisconsin real estate licenses must be renewed by December 14, 2016. License renewal requires 18 hours of continuing education.

There are four mandatory courses and four DSPS-approved electives. Licensees must complete the four mandatory courses and two electives from the DSPS-approved electives list.

Mandatory Courses (All licensees must take courses 1-4)

- Course 1 Wisconsin State-Approved Listing Contracts
- Course 2 Wisconsin State-Approved Offers to Purchase

Course 3 Wisconsin New Developments

Course 4 Ethics & Fair Housing in Wisconsin (includes NAR ethics requirements)

<u>Elective Topics</u> (Licensees must take two of the following) Elective A Disclosures in a Wisconsin Transaction Elective B Risk Reduction for Wisconsin Salespeople and Brokers Elective C Inspections and Testing in Wisconsin Transactions

Elective D Wisconsin Condominiums

Upcoming Classes at WRA (Madison)

 Aug 17:
 CE A
 (8:30 am)
 and
 CE C
 (1:00 pm)

 Sept 29:
 CE 2
 (8:30 am)
 and
 CE 1
 (1:00 pm)

 Oct 6:
 CE 4
 (8:30 am)
 and
 CE 3
 (1:00 pm)

The WRA's Course 4: Ethics & Fair Housing in Wisconsin satisfies NAR's Code of Ethics requirements.

Register at www.wra.org. Click on the Continuing Education tab and follow the prompts.







Federal law requires property owners with federally insured mortgages to buy and maintain a minimum amount of flood insurance coverage for properties located in Special Flood Hazard Areas. Today, property owners may not satisfy this "continuous coverage" requirement with some private market alternatives to the National Flood Insurance Program (NFIP). If a policyholder leaves the NFIP for one of these private market options, the owner could jeopardize their grandfathered status and face substantial rate increases should they later return to the NFIP.

#### What's in play:

H.R. 2301, the Flood Insurance Market Parity and Modernization Act, makes technical arrendments to the Flood Disaster Protection Actor 1973.

#### Background:



#### Win a Free WRA Convention Registration

#### Unlock the Dream Tour



Please join Habitat for Humanity<sup>®</sup> of Dane County on a tour of the Habitat mission to learn how Habitat for Humanity<sup>®</sup> of Dane County works to improve the lives for families in need through building homes, communities and hope.

On the tour you will:

- 1. Hear a Habitat homeowner's personal story about how owning their Habitat home has made a positive and lasting impact on their family.
- Hear about Habitat's work firsthand and learn more about its work to transform neighborhoods by empowering families and strengthening communities.

Each tour will take no longer than one hour and you will not be asked for a financial donation. The tours are to inform and to inspire.

All tours take place at the Habitat for Humanity<sup>®</sup> of Dane County headquarters at 1014 Fiedler Lane, #29, Madison on the following dates:

Thursday, August 18 at 5:00 pm Wednesday, September 7 at 8:00 am Thursday, September 15 at 5:00 pm

For more information and to schedule your tour, please go to: https://habitatdane.org/Register-Dream-Tour

The WRA will offer one "Free" convention registration for a RASCW Member.

Bill status:

the Senate

H.R. 2901 passed the House and is waiting for action in

- Criteria:
  - 1. Registration may not be sold and is not transferable.
  - 2. Recipient must be a RASCW member in good standing.
  - 3. Recipient may not be a RASCW Director or Officer.
  - 4. Deadline for submission: August 24, 2016
  - 5. Recipient may add ticketed items at his or her own cost.



Simply mail, fax or e-mail your name, company name and telephone number to: "Free Registration" Attn: Patricia, 4801 Forest Run Road, Suite 101, Madison, WI 53704 • Fax to 608.240.2801 • e-mail pborman@wisre.com. The winner will be notified on August 25.



#### RASCW Commercial Corner by Dan Roseliep and Ralph Kamps, CSC Co-Chairs

#### Here are a few of the latest and the best articles on commercial real estate:

#### http://blog.narrpr.com/commercial/strength-realtor-data-commercial-business-needs/

RSK: RPR Commercial has so many features. Here is a list from a survey that commercial real estate practitioners like and use the most. If you've not already done so, please get an ID and password. It is absolutely free people.

http://www.globest.com/sites/paulbubny/2016/07/27/income-plays-bigger-role-in-real-estate-returns/ RSK: The general idea here is returns have not kept up with value. Are people paying too much for their real estate investments for less of a return?

http://www.massimo-group.com/the-3-ways-to-build-your-prospecting-database/ RSK: Something we all need to do....especially if and when the market turns. Those who have this ready will stay ahead of the game.

http://commercialrealestateshow.com/listen/july-27-student-housing-investment-market-update/ RSK: Mr. Bull's Weekly Podcast covering multifamily. This will give you a heads up of where it is headed.

For more articles such as these sign up for my weekly newsletter covering commercial real estate news and views. It is absolutely free. Just drop me an email at cirexnews@gmail.com

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## **RASCW Member Benefit**

**Mermaid Total Wash Tickets** \$8 each (includes tax)

> Madison West (526 Grand Canvon Dr.)

Madison East (4001 East Towne Blvd.)

Members may purchase car wash tickets at a discounted rate through the RASCW office.

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6 REALTOR <sup>®</sup> Review • August	2016
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**Click Here for the** August Asking

Lease Rates

## Calendar: August 15 - September 15

Thursday, August 18 Paragon™ Basic 9:30 am – SCWMLS Training Room

Wednesday, August 24 RASCW Board of Directors 8:30 am – First Weber Corporate

Thursday, August 25 New Member Orientation in Southwest Area 8:30 am – Wisconsin Bank & Trust, Platteville

Thursday, September 1 Sauk Columbia Chapter Picnic 4:00 pm – Haskins Park, West Baraboo

Monday, September 5 RASCW/SCWMLS Offices Closed for Labor Day Wednesday, September 7 Membership Networking Committee 9:00 am – Preferred Title

Thursday, September 8 Affordable Housing Equal Opportunities Committee 9:00 am – RASCW/SCWMLS Conference Room

Friday, September 9 MLS Committee 9:00 am – RASCW/SCWMLS Conference Room

> Thursday, September 15 New Member Orientation 8:30 am – WRA Education Center

SW Networking Committee 11:00 am – Livingston Bank, Platteville

# CLICK HERE RASCW EVENT CALENDAR

is on our website

## **CLICK HERE**

**COMMITTEE DESCRIPTIONS** 

COMMITTEE SELECTIONS

Join a RASCW committee today!

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### **REALTOR<sup>®</sup>** Safety: Common Practices That Put You in Danger

These habits may be standard operating procedures when you're in the field, but they raise your risk of being attacked if you're with a sketchy prospective client. Here are ways to reduce your risk. By Graham Wood

How often do you do the following things on a day-to-day basis when you're working with clients? They may seem innocent, but when you don't know a prospect well and you're in the field with them and in a vulnerable position, these practices could put you in greater danger. Here are some safety items to keep in mind the next time you're at a showing or making arrangements with clients.

• <u>Taking clients into rooms with one exit</u>. Attics, basements, and interior bathrooms typically have a single doorway to enter and exit and no windows to safely crawl through, so you can easily be trapped. During showings, encourage clients to explore these rooms on their own while you attend to other details or wait in the hall.

• <u>Parking in the driveway.</u> Other cars can block you in, which will make it difficult to escape quickly if you need to. Park on the street instead.

• <u>Straying from windows in commercial properties.</u> When you're showing large vacant buildings, the deeper you go into the interior, the better the opportunity for someone to attack you without anyone noticing. Walk clients around the outer perimeter of each floor, where there are windows in case you need to call for help from someone outside.

• <u>Putting your tech on display.</u> Displaying your high-end gadgets may help wealthy and technologically savvy clients feel connected to you, but it can also make you a target for robbery. Try to limit the gizmos to private meetings and presentations. If you don't need it for the appointment, leave it at home or in the car.

• <u>Relaxing your protocols for relocation clients.</u> Meeting prospects at the office first is a primary safety procedure, but out-of-towners flying in to see a property may be short on time. You still should have face-to-face interaction in a safe environment before agreeing to meet them at a listing. Communicate with them on Skype or FaceTime before they come to town to get a sense of their demeanor.

Sources: Miki Bass, CEO of the Arkansas REALTORS® Association; Sam DeBord, CRS, managing broker of Seattle Homes Group-Coldwell Banker Danforth, Seattle; Tracey Hawkins, founder of Safety and Security Source, a real estate-focused security company

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### NAR Member Benefit and Referral Program



Liberty Mutual is NAR's exclusive auto, home, and renter's insurance provider, offering quality coverage, expert advice, and exclusive savings of up to 10% for NAR members. Here's what this means for you:

#### Benefits & Highlights for NAR Members

- Every client you refer to Liberty Mutual and an auto insurance quote is completed you receive \$40.
- This is in addition to the 10% auto insurance discount you also receive and 5% discount off of Liberty Mutual's home insurance.

#### How Can This Referral Program Work For You

- Pay for your RASCW, WRA and NAR dues
- Invest in your business take your client to lunch or purchase a closing gift
- Support a charity of your choice

#### Your Liberty Mutual Benefits Can Also Help Your Clients

The Liberty Mutual Auto Insurance Referral Program<sup>™</sup> lets you extend to your clients the same exclusive auto insurance benefits that you have access to through NAR's REALTOR Benefits<sup>®</sup> Program. Plus, for every client you refer to Liberty Mutual who completes an auto quote, you receive \$40.

To get started contact: Jason Guttenberg Liberty Mutual Insurance Phone: 608 628-8888 Email: jason.guttenberg@libertymutual.com Website: https://www.libertymutual.com/jasonguttenberg





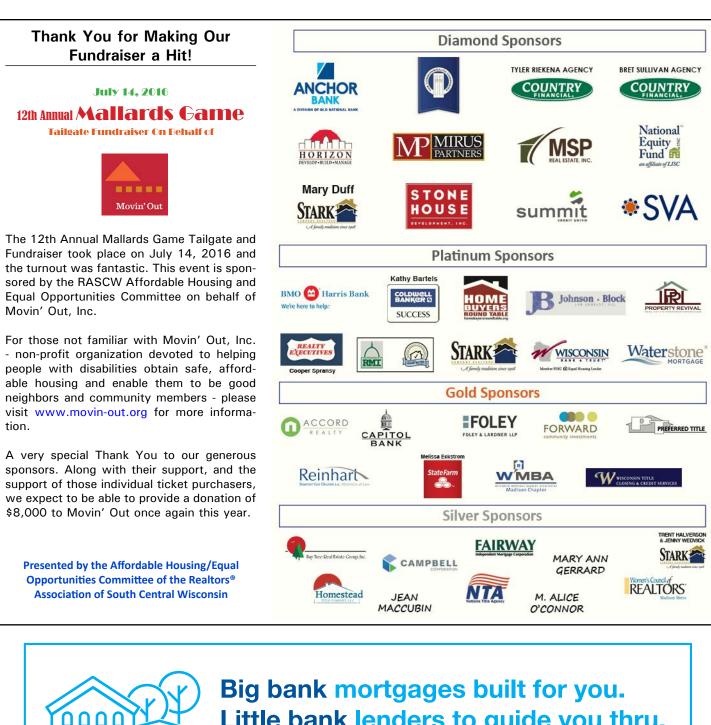
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MEMBER

## MEMBERSHIP UPDATE

## New Members

Bart Jackson First Weber Hedeman Group

Harriet Jadwiga Tylka Century 21 Affiliated

Rob Jaggi Robin Realty

Kari A. Kelliher Potterton-Rule, Inc

Debbie Lindquist Keller Williams Realty

Jennifer Macdonald Bunbury & Associates, REALTORS®

Erica Meier Hovde Properties, LLC

Barbara Mezera River Ridge Realty, Inc.

Alice Morrison First Weber Inc

Kurt Nichols eXp Realty, LLC David Patch Keller Williams Realty

Dave Pinnow Stark Company, REALTORS®

Craig Robson Robson Home Inspection LLC

Nicholas Radlinger Keller Williams Realty

Deborah Schuelke RE/Max Connections

Bridget Schwartz First Weber Inc

Taylor Toros Century 21 Affiliated

Rich Wirth Stark Company, REALTORS®

#### AFFILIATES

Kyle Fisher Fisher Home Inspections

## Membership Transfers

NAME

**Chanell Abing** 

First Weber Inc

**Daniel Breunig** 

Fomem Realty, LLC

Keller Williams Realty

**Kimberley Govert-Meris** 

Century 21 Affiliated

Badger Realty Group

Franken Appraisal Services, LLC

Levi Davis

Dan Ewers

Joel Fenske

First Weber Inc

**Randall Gartland** 

123 Realty LLC

Tina Graham

Susan Held

**Ryan Huemmer** 

**RE/Max Preferred** 

Lake & City Homes Realty

Diane Dailing Jacob Fleming Sue Gilbertson Sue Hughes Allison Kenison Ellen Koeppen Shelley Lazzareschi Julianne Noble Angela Noltimier Stacey Roth Christian Wolf Michael Zink Green Lake Real Estate Fleming Development RE/Max Preferred Potterton-Rule Inc Realty Executives Cooper Spransy Green Lake Real Estate Keller Williams Realty Evansville Realty LLC Green Lake Real Estate United Country Marshall's Real Estate First Weber Inc Green Lake Real Estate то

Berkshire Hathaway HomeServices Metro Realty First Weber Inc Restaino & Associates Wisconsin Real Estate Brokers, LLC Keller Williams Realty Berkshire Hathaway HomeServices Metro Realty RE/Max Preferred Century 21 Affiliated Berkshire Hathaway HomeServices Metro Realty Northern Exposure Real Estate LLC Sainsbury Real Estate Berkshire Hathaway HomeServices Metro Realty

## New Offices

123 Realty LLC DeForest, WI Fisher Home Inspections Verona, WI

FROM

Robin Realty Verona, WI Robson Home Inspection LLC Portage, WI

# In Memoriam

#### Our condolences to the family and friends of-



Todd Bruce Todd became an Affiliate Member of RASCW in 2004 and was a valuable volunteer to the RASCW Affordable Housing Equal Opportunities Committee.



#### Sherman Geib

Sherm was a long-time member, joining the then Madison Board of REALTORS<sup>®</sup> in 1952 and retiring in 2014. For 60 + years he specialized in rural and industrial properties along with his appraisal practice.



Jule E. Marks Jule joined RASCW In 2004, using her degree in interior design to the benefit of her customers and clients. She was also a tireless volunteer in her community.

Each will be missed. We are thankful to have known them.