



RASCW

REALTORS® ASSOCIATION OF SOUTH CENTRAL WISCONSIN



February 2017

Volume 22 • Number 2

MARK YOUR CALENDAR

Listing & Selling Residential Income Properties - The Basics
Thursday, February 16, 2017
[Click here for details.](#)

The Economy in 2017
Monday, February 20, 2017
[Click here for details.](#)

RASCW March Madness
Tuesday, March 14, 2017
[Click here for details.](#)

Be a Hero - Down Payment Assistance Program
Friday, March 24, 2017
[Click here for details.](#)

[CLICK HERE](#)
FULL EVENT CALENDAR

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FEBRUARY 20, 2017 GENERAL MEMBERSHIP MEETING

JOINT MEETING WITH:

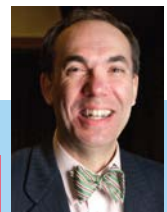


RSVP by NOON on FEBRUARY 16

Madison Marriott West
1313 John Q Hammons Dr.

5:30 pm Registration & Networking
6:00 pm Dinner, Meeting & Speaker

Educational Workshop
The Economy in 2017: Much Like 2016, I Think!
Presented by *Elliot F. Eisenberg, Ph.D.*



[CLICK HERE FOR MORE INFORMATION OR TO REGISTER](#)

Join the RASCW Membership Networking Committee

MARCH MADNESS TIP OFF

Babe's Madison
5614 Schroeder Rd
Madison, WI 53711

Tuesday,
March 14, 2017
4:00 - 6:00 pm



• Brackets to Fill Out (no cost) • Free Appetizers • Cash Bar Available • Prizes for the Top 2 Winners & Last Place

[CLICK HERE FOR MORE INFORMATION](#)



REALTOR[®] REVIEW

**A REALTORS[®] Association of
South Central Wisconsin
Publication**

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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[®] 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 Microsoft[®] Word programs are also welcome.

www.rascw.org



President's Message: Tom Weber

It was a dark and snowy night... and OUR Association came together and made my year!

The night was our 2017 RASCW & SCWMLS Installation Dinner, where we installed our new leadership teams. And we recognized the efforts of several of our past leadership team members, as they stepped down. It was a night of celebration that was topped off by an inspirational keynote address from Michael Johnson, CEO of the Boys

& Girls Club of Dane County. Michael's personal story and life challenges, combined with his incredible passion, has allowed him to make impressive progress with our local youth... it was truly inspirational.

That is when all the attendees made my year!

In a combined effort, leveraging the many resources of our members and affiliates, we raised \$7,500 for the Boys & Girls Club of Dane County and another \$1,330 for the Tri-County Boys & Girls Club in Berlin, WI.

That's \$8,830! What an amazing show of commitment to our communities and local youth. It made me very proud to be a part of this great organization.

As you hopefully know by now, the NAR has joined forces with the Boys & Girls Clubs of America in an effort to engage and challenge our members to help strengthen our communities nationwide. From this focused effort, REALTORS[®] nationwide will be helping the local Clubs support 4 million youth.

Thank you to everyone that was able to help and support our recent local effort for the children.

I am looking forward to gathering a team of REALTORS[®] that enjoy biking for the Bike 4 Boys & Girls Club ride in mid-July. If you want to join the team, send me a note. I would love to have you join our team.

"Apparently there is nothing that cannot happen today." - Mark Twain



C. Eric Sweeney
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**SATURDAY, FEBRUARY 25TH
9:30-11:30 AM**

Come to our new construction seminar to learn more about the home building process. Meet builders, lenders, and title agents.

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In Memoriam

Our sincere condolences to the family and friends of RASCW member **Larry Eifert** who passed away in January. Larry's real estate practice was primarily in the Stoughton area market – most recently with Our House Realty. Please keep Larry and his family in your thoughts and prayers.

RASCW Housing Foundation Update



2016 was another great year for us at the RASCW Housing Foundation. Because of the continued support we received from RASCW members and affiliates, we were able to make 35 loans for just over \$117,000 to well deserving home buyers.

We have received several comments from the home buyers who have received these loans and over the coming months we would like to share these with you in this space in the newsletter.

This is a comment we received from Melodie of Madison about the Housing Foundation loan she received: "It's great. Thank you for the assistance."

For over 25 years now the Housing Foundation has benefitted from the support we have received from the RASCW members and affiliates and we would like your continued support so we can continue our mission to help home buyers like Melodie throughout the RASCW service area.

Since we are a private charitable organization, any contribution to the Housing Foundation is 100% tax deductible and we would appreciate any amount you can give to help us continue our mission.

If you would like to make a contribution to the Housing Foundation feel free to contact Kristine Wiese, the Housing Foundation Administrative Director at either foundation@wisre.com or 608-240-2800.

Thank you in advance for your continued support.

Paul Place, President RASCW Housing Foundation

MLS NEWS

Visit www.scwmls.com for expanded details.

Monthly
Statistical
Reports

[Click Here](#)

Granting Non-Member Access (NMA) to your Keybox

Listing office/agents now have the ability to grant keybox access to non-members (i.e. contractors, REALTORS® from other MLSs, sellers who lock themselves out) for specific keyboxes assigned to them. The intent of the NMA access is for those who do not need access to keyboxes on a regular basis. Detailed instructions can be found [here](#). There are no additional fees for NMA access.

If you are working with a service provider who needs more than occasional access to your keyboxes (i.e. photographer, home stager), there is an option for them to lease their own keycard as a non-member. These "sponsored" non-members will have access only to specific keyboxes via a call before showing code. If you have a service provider you would like to sponsor for this type access, please call the MLS or email keys@wisre.com for more information. EKey fees apply for this access.

Monitor your Showings

Our new Supra key system allows you to set email or text alerts when an agent opens your keybox, and when they leave your listing. You can also send this alert to your seller or team member(s). Alerts can be set up via www.supraekey.com. If you are new to this website, you will be prompted to set up an account (your key serial number displays at the top of the ekey screen). [Click here](#) for detailed instructions on setting up showing alerts.

Searching for Other Rooms

Q: My buyer wants a home with at least 2 bedrooms and one extra room. What is the best way to search for this in Paragon™?

A: Within the Feature pick list under search Secondary Criteria there is a feature for Z-Other Rooms. Within this pick list select Bedroom, Bonus Room, Den/Office, Sun Room, etc. within the "Must Have 1 or More" column. Paragon™ will look for listings that have these rooms listed as Other Room 1-4. Do not use the "Must Have" column unless you are looking for just one specific type of room (i.e. Exercise Room) or if you must have all the rooms you are selecting.

New Associated Document – Cash Flow & Investment Analysis

We have added a new resource for those of you listing and selling 1-4 unit residential income properties. This [Excel template](#) allows you to enter income and expenses to calculate cash flow. Member Tom Christensen was gracious in sharing this document for all to use.

"THE VOICE OF REAL ESTATE" IN SOUTH CENTRAL WISCONSIN

REALTOR® REVIEW

RASCW

REALTORS ASSOCIATION OF SOUTH CENTRAL WISCONSIN

ADVERTISING OPPORTUNITIES AVAILABLE

The REALTOR® Review, the official publication of the REALTORS® Association of South Central Wisconsin is now accepting advertising reservations for 2017. The REALTOR® Review provides an ideal full color medium for your business to advertise to a large number of customers and clients who shape the real estate industry in South Central Wisconsin. We expect advertising to fill up quickly and is reserved on a first-come first-served basis.

[CLICK HERE FOR MORE INFORMATION AND A COPY OF THE CONTRACT](#)

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WRA
**LEGISLATIVE
ALERT**

A look at how current WRA-supported legislation is moving and making progress toward preserving and protecting a healthy real estate economy.



Eliminating the Personal Property Tax Should Not Hurt Homeowners

The WRA generally supports the proposal to eliminate the personal property tax on businesses, but not by shifting the \$270 million price tag to homeowners. Eliminating the personal property tax without identifying an alternative source of revenue would bring about negative effects. See below.

Background:

Gov. Walker pledged to make property taxes lower in 2018 than they were in 2014. Eliminating the personal property tax without identifying an alternative revenue source would violate Walker's pledge by increasing taxes for homeowners by \$270 million.

Property taxes for the average homeowner would rise by approximately \$80 a year. This would result in a \$2.7 percent property tax increase for the average-priced home of \$147,989.

Eliminating the personal property tax without identifying an alternative revenue source would worsen Wisconsin's ranking as one of the highest property-taxed states in the country for homeowners.

What's in play:

Proposal: The WRA will work with other like-minded business organizations to find an alternative revenue source to pay for the \$270 million price tag to eliminate this tax on personal property. The WRA won't support shifting \$270 million a year to Wisconsin's homeowners.

Bill status:

In drafting.



The WRA engages in advocacy on behalf of REALTORS® and property owners through a variety of programs including:



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REALTOR® & Government Day is your opportunity to help shape the laws that impact you and your real estate business in Wisconsin. Through lobbying efforts at the state Capitol, you'll meet with state lawmakers and have a unique opportunity to advocate for issues that impact the real estate industry in Wisconsin.

Industry success requires advocacy from every REALTOR® in the state. Wisconsin lawmakers saw an impressive demonstration of REALTOR® strength in 2016 with the WRA bringing more than 325 REALTORS® to Madison. With your support, REALTOR® & Government Day 2017 will be a day to remember.

- 12:00 – 1:00 p.m. Registration
- 1:00 – 1:15 p.m. Welcome
- 1:15 – 1:45 p.m. Assembly Speaker Robin Vos & Minority Leader Peter Barca
- 1:45 – 2:30 p.m. Issues Briefing
- 2:30 – 3:00 p.m. Move to Capitol
- 3:00 – 4:30 p.m. Capitol Hill Visits
- 4:30 – 5:30 p.m. Cocktail Reception

[Click here for more information and to register.](#)

FREE to 1st 300 Registrants.

Do You Like to Sing? Can You Sing?

One of our RASCW members would like to form a 4-6 person male acapella group to perform the National Anthem and God Bless America at REALTOR® events. He is also interested in the creation of a similar female group that could blend together with the male group. Please email Janine Smith (janine@wisre.com) or Kevin King (kevin@wisre.com) if interested in learning more.

BE A HERO, HELP YOUR BUYERS WITH DOWN PAYMENT ASSISTANCE!

Attend a FREE information session on

- City Programs
- County Programs
- State Programs

Friday, March 24th, 2017
WRA Education Center

[CLICK HERE FOR MORE
INFORMATION OR TO REGISTER](#)

Home Buyer Classes

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2017 Home Buyer Class Schedule

Tuesday Nights • 5:30 pm to 9:00 pm
February 14 & 21
March 14 & 21
April 11 & 18
May 9 & 16

REGISTER

(608) 251-4446 Ext. 7 or rw@movin-out.org

Class location

Villager Mall
2300 S Park St, Madison, WI 53713

This home buyer education meets requirements for down payment assistance and lending programs.



Continuing Education 2017-18

By partnering with the Wisconsin REALTORS® Association we are able 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 of even-numbered years. 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 Listing Contracts

Course 2 – Wisconsin Offers to Purchase

Course 3 – Wisconsin New Developments

Course 4 – Ethics and Best Practices (includes the NAR ethics requirements)

Elective Topics (Licensees must take two of the following)

Elective A – New construction

Elective B – Wisconsin Investment Property and Property Management

Elective C – Financing

Elective D – Other Wisconsin Approved Forms

Upcoming Classes at WRA (Madison)

February 23: CE 3 (8:30 am) and CE 4 (1:00 pm)

March 2: CE A (8:30 am) and CE D (1:00 pm)

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



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2017 RASCW Commercial Real Estate Forecast

Thank you to the speakers and sponsors of the 2017 RASCW Commercial Real Estate Forecast.
Speakers included:

City of Fitchburg

Michael Zimmerman, Economic Development Director

City of Madison

Kevin Firchow, Principal Planner: New Developments

Brian Grady, Planner 3, Project Manager, City Comprehensive Plan: Imagine Madison
Dave Trowbridge, AICP, Transportation Policy & Planning Manager: Madison in Motion

First American

Chris Zak, Wisconsin Sales Director

Jan Haapala, Vice President and Counsel, Wisconsin State Manager

REALTORS® Property Resource – RPR Commercial

Nathan Graham, Customer Services Manager

Old National Bank

Kevin O’Driscoll, Commercial Real Estate Lending Exec, SVP

Jeff Kleinschmidt, Vice President, Structured Finance Group

Jessica Piatt, Commercial Relationship Manager

**Greater Madison Area
February 2017 - Asking Lease Rates**

Office Rates East: \$12.44 Central: \$18.13 West: \$14.48

Asking rates Office from 02/01/12 – 02/28/17

Retail Rates East: \$12.27 Central: \$21.07 West: \$16.19

Asking rates Retail from 02/01/12 – 02/28/17

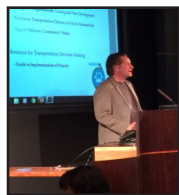
Office/Warehouse East: \$6.12 Central: \$9.38 West: \$6.45

Asking rates Office/Warehouse/Flex from 02/01/12 – 02/28/17

[Click Here for the February Asking Lease Rates](#)



Nathan Graham



Dave Trowbridge



Jeff Kleinschmidt



Kevin O’Driscoll



Kevin Firchow

Speaker presentations may be found at www.rascw.org under Latest News.

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Calendar: February 15 - March 15

Wednesday, February 15

SCWMLS Board of Directors
11:00 am – RASCW/SCWMLS Conference Room

Thursday, February 16

Listing and Selling 1-4 Unit Residential Income Properties
8:30 am – WRA Education Center

Paragon™ Basic
9:30 am – SCWMLS Training Room

Monday, February 20

The Economy in 2017: Much Like 2016, I Think!
5:30 pm – Madison Marriott West

Thursday, February 23

Joint Meeting: RASCW Directors and Committee Chairs
8:30 am – Sheraton Madison Hotel

Paragon™ Basic
9:30 am – SCWMLS Training Room

Friday, February 24

New Member Orientation
8:30 am – WRA Education Center

Wednesday, March 1

Membership Networking Committee
9:00 am – Preferred Title

Wednesday, March 1

Professional Development Committee
10:00 am – Preferred Title

Thursday, March 2

Affordable Housing Equal Opportunities Committee
9:00 am – WRA Board Room

Southwest Chapter Membership Networking Committee
11:00 am – Dodgeville

Friday, March 3

SCWMLS Committee
9:00 am – RASCW/SCWMLS Conference Room

Tuesday, March 14

Professional Standards Committee Training
12:30 pm – WRA Education Center

March Madness Networking Event
4:00 pm – Babes Madison

Wednesday, March 15

SCWMLS Board of Directors
11:00 am – RASCW/SCWMLS Conference Room

REALTOR® & Government Day
12:00 pm – Monona Terrace

[CLICK HERE](#)

**RASCW EVENT
CALENDAR**

is on our website!

[CLICK HERE](#)

**COMMITTEE DESCRIPTIONS
COMMITTEE SELECTIONS**

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REALTOR® Magazine December 2016

When your clients are opening their doors to the public for showings, they need to take extra precautions. Share these suggestions to help them keep their belongings safe.

After Christmas, many people put the empty boxes their expensive gifts came in out on the curb. What do you think that says to potential burglars? It screams, "I just got a brand-new TV! Come and rob me!"

That's just one example of some unwise habits homeowners have. If those owners are sellers opening their doors to the public for showings, habits such as these put them in even greater danger. The above example is a good warning to give to your clients now, since we're in the holiday season. But use it as a jumping-off point to have a deeper conversation about safety — and to show that your safety knowledge is an asset to sellers.

Consider using this checklist (you can request it as a customer handout on my website) during listing appointments to better prepare prospective sellers and show your value as a real estate professional. We spend a lot of time telling sellers how we'll market their home, and while that is obviously important, we rarely address their true concern: how to keep their home safe while it's open to the public. Touch on these 10 anti-burglary tips so your clients will know that you have their best interest at heart.

1. Maintain your property. Especially in the wintertime, many people stay indoors and neglect issues such as peeling trim or an overgrown yard. But if the home looks unkempt, thieves may think it's abandoned and, therefore, an easy target. Shoveling your walkways to clear them of snow and debris and removing holiday decorations and fallen tree branches in a timely manner will signal that the home is occupied.

2. Know your neighbors. Many people don't really know their neighbors; it's more than just saying hi and being friendly. Invite them over to see your home before it goes on the market, and introduce them to the people they may see regularly stopping by during this time (especially your agent). Then they'll know who is and isn't supposed to be at your home and can better assess when there may be a threat while you're gone.

3. Assess your home's vulnerability. Walk to the curb and face your house. Ask yourself, "How would I get in if I were locked out?" The first thing you think of, whether it's the window with a broken lock or the door that won't shut all the way, is exactly how a thief will get in. Think like a burglar, and then address the issues that come to mind.

4. Respect the power of lighting. Criminals are cowards, and they don't want to be seen. The house that is well-lit at night provides a deterrent because thieves don't want the attention and the potential to be caught by witnesses. It's wise to invest in tools that make nighttime light automation easy. That includes dusk-to-dawn adapters that go into existing light fixtures and motion detectors. But beware of leaving your exterior lights on at all times, which signifies the occupant is gone for an extended period of time.

5. Use technology to make your home look occupied. In addition to lighting, smart-home technology has made it easier to make it appear like people are home, even when they're not. Systems that remotely control lighting, music, and appliances such as a thermostat can help you achieve this. Though not considered smart-home tech, simple lamp timing devices available at hardware stores are also good for this purpose.

6. Yes, it has to be said: Lock your doors. It's amazing how many people think they live in a safe-enough neighborhood not to have to lock their doors when they leave. Some facts sellers should know: In 30 percent of burglaries, the criminals access the home through an unlocked door or window; 34 percent of burglars use the front door to get inside; and 22 percent use the back door, according to the FBI Uniform Crime Report.

7. Reinforce your locks. A good door lock is nothing without a solid frame. Invest in a solid door jam and strike plate first, and then invest in good locks. Know the difference between a single-cylinder and a double-cylinder deadbolt. Double-cylinder deadbolts are recommended because they require a key to get in and out. For safety and emergency escape purposes, you must leave the key in when you are home. But double-cylinder locks are against regulations in some places, so check with your local police department's crime prevention office.

8. Blare the sirens. Burglars are usually in and out in less than five minutes, and they know police can't respond to an alarm that quickly. Their bigger concern is witnesses to their crime. For that reason, an external siren is invaluable, whether as part of a monitored security system or a DIY alarm. Even if you don't have an alarm, it's not a bad idea to invest in fake security signs and post them near doors.

9. Consider surveillance cameras. The Los Angeles Police Department started a program encouraging homeowners to install a device called Ring, a doorbell with video surveillance capability that allows homeowners to view what's outside their door on their smartphone, in a neighborhood that was a target for burglaries. After Ring was installed in hundreds of homes, the burglary rate dropped by 55 percent, according to reports. Most state and local regulations require posting a warning that people are being recorded. (But again, this can be effective even if you don't actually have the cameras installed!)

10. Mark your valuables and record details. Use invisible-ink pens or engravers to mark identifying information (driver's license or state ID numbers) on items. Log serial numbers and take photos of your belongings. Check to see if your police department participates in the Operation Identification program. They will have stickers for you to place on doors or windows warning would-be thieves that your items are marked. These steps may prevent them from pawning or selling stolen items and can help you reclaim recovered belongings.

Tracey Hawkins is the founder and CEO of Safety and Security Source. She is a former real estate agent and has been a national speaker and educator for 21 years on real estate safety issues. She has created the country's only real estate safety designation — the Consumer Safety and Security Specialist (CSSS) program. For more information, please visit www.safetyandsecuritysource.com.

MEMBERSHIP UPDATE

NEW MEMBERS

Bill Arnold
Bill Arnold

Benjamin Becker
First Weber Inc

Wesley Buchholz
Keller Williams Realty

Jared Dee Caraway
Evansville Realty LLC

Monica Coffman
Stark Company, REALTORS®

Kendall Crook
Realty Executives Cooper Spransy

Jason Currie
Currie Appraisal

Ian Dumbleton
Wisconsin Special Properties LLC

Kayla Elding
Realty Executives Cooper Spransy

Jenna Farnsworth
eXp Realty, LLC

Brittany Flood
Century 21 Affiliated

Samantha Garay
Keller Williams Realty

Jennifer Hicks
Lakeland Real Estate LLC

Shannon Holt
First Weber Inc

Cort Howard
Redfin Inc

Stacy Ingham
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Will Jackson
Realty Executives Cooper Spransy

Elisa Johnson
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Derek Kavanaugh
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Jennifer Lamers
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Johnny Lee
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John Lind
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Meggie Mattei
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Meg McGuire
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Matt Mordhorst
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Coldwell Banker Success

Tyler Reinsch
Century 21 Properties Unlimited

Nicole Russell
Keller Williams Realty

Andrew Schindhelm
RE/Max Connections

Jamie Scholl
RE/Max Preferred

Chad Schultz
Concept Realty Service, Inc

Beth An Schulz
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Larry Schulz
RE/Max Preferred

Matt Silvern
Restaino & Associates

Erik Taske
Madc City Management, LLC

Ashley Vossekuil
Realty Executives Cooper Spransy

Linda Weis
Flat Fee Pros, LLC

Congratulations to the 36 new Members who completed Orientation in January sponsored by Sarah Whitley and Old National Bank.

Thank you to Bonnie Dixon, Tom Weber, Cindy Ulsrud, Robert Procter, Kevin King, Brandon Grosse and Paul Place for imparting their wisdom and time as January Orientation Instructors. You did an excellent job!

MEMBERSHIP TRANSFERS

NAME	FROM	TO
Michael Anderson	Studio E Agency	Great Day Real Estate
Lisa Avila	MadisonFlatFeeHomes.com	Flat Fee Pros, LLC
Kathy Bartels	Coldwell Banker Success	Stark Company, REALTORS®
Mike Brennan	Century 21 Affiliated	First Weber Inc
Brittany Buchanan	Century 21 Zwiygart Real Estate	Stark Company, REALTORS®
Julie Colmar-Davis	Century 21 Affiliated	The Alvarado Group, Inc
Bill Crawley	Howard and Williams	Inventure Realty Group, Inc
Amy Fosdick	Old National Bank	First Bank Financial Centre
Dan Golfinos	First Weber Inc	eXp Realty, LLC
Austin Hanthorn	Rock Realty	Caribou Property Management, LLC
Jennifer Johnson	Keller Williams Realty	Century 21 Affiliated
Michele Lee	First Weber Inc	Grey Wolf Real Estate Services, LLC
Jeremy Miller	Howard and Williams	Realty Executives Cooper Spransy
Gary Rhodes	Keller Williams Realty	Century 21 Affiliated
Kristine Rogers	First Weber Inc	Coldwell Banker Success
De Anna Sebranek	eXp Realty, LLC	Century 21 Affiliated
Patrick Skeffington	AmeriSpec Home Inspection Services	Inspection360Pros
Carly Solberg	Keller Williams Realty	Sprinkman Real Estate
Scott Stewart	Coldwell Banker Success	Stark Company, REALTORS®
Gail Tassone	Gail Tassone, Broker	C & C Realty
Kevin Visel	Lighthouse Commercial Real Estate, LLC	Acres Realty
Ruth Wangerin	Keller Williams Realty	Stark Company, REALTORS®
Chris Zabrowski	Century 21 Affiliated Roessler	Z Realty

NEW OFFICES

Acres Realty
Monroe, WI

Bill Arnold
Monona, WI

Currie Appraisal
Waunakee, WI

Flat Fee Pros, LLC
Madison, WI

Inspection360Pros
Madison, WI

Madc City Management, LLC
Madison, WI

Z Realty
Middleton, WI