







April 2016

Volume 21 • Number 4

MARK YOUR CALENDAR

App-y Hour

Wednesday, May 11
The Coliseum Bar, Madison
Click here for more information.

RASCW Brewers Outing

Wednesday, June 1 Click here for more information.

RASCW Golf Outing

Tuesday, July 19 Click here for more information.

Bocce Ball Tournament

Wednesday, August 10 The East Side Club Details to Follow

CLICK HERE FULL EVENT CALENDAR

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Membership Update

Tom Weber Elected President for 2017



At its March 24th meeting, the RASCW Board of Directors elected **Tom Weber** of First Weber Inc. to the office of President-elect. Tom began his service on the Board in 2015 and currently serves as the RASCW Treasurer. He will be installed as President in January 2017 as RASCW enters its second century as a chartered member of the National Association of REALTORS®. Please join us in congratulating Tom on his election.



April Is Fair Housing Month

April 2016 marks the 48th anniversary of the 1968 landmark Fair Housing Act. Each year REALTORS® recognize the significance of this event and reconfirm our commitment to upholding fair housing law as well as our commitment to offering equal professional service to all in their search for real property.

Fair Housing Declaration

I agree to:

- Provide equal professional service without regard to the race, color, religion, sex, handicap, familial status, national origin or sexual orientation of any prospective client, customer, or of the residents of any community.
- Keep informed about fair housing law and practices, improving my clients' and customers' opportunities and my business.
- Develop advertising that indicates that everyone is welcome and no one is excluded, expanding my client's and customer's opportunities to see, buy, or lease property.
- Inform my clients and customers about their rights and responsibilities under the fair housing laws by providing brochures and other information.
- Document my efforts to provide professional service, which will assist me in becoming a more responsive and successful REALTOR®.
- Refuse to tolerate non-compliance.
- Learn about those who are different from me, and celebrate those differences.
- Take a positive approach to fair housing practices and aspire to follow the spirit as well as the letter of the law.
- Develop and implement fair housing practices for my firm to carry out the spirit of this declaration.

REALTOR® REVIEW

A REALTORS® Association of South Central Wisconsin Publication

OFFICERS OF THE ASSOCIATION

Dewey Bredeson, President	831-0500
Jason Geiger, Vice President	277-2167
Tom Weber,	221-8666

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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 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: Dewey Bredeson

This year is already one quarter gone, which brings us to the topic of time. One of my favorite sayings is "Time is what keeps everything from happening all at once."

We are all given 24 hours every day and it is up to us to use them as we see fit. It makes no difference how wealthy or smart you are, you are given the same 24 hours as everyone else. You cannot buy time, though you can use your time to make money.

One of the many reasons people say they become a REALTOR® is so they can manage their time. Now we all know, or at least we should, that you need to put time into your real estate practice. That is a given especially now that we are entering our busiest time of the year.

We all need to sleep. You may borrow some time for one day by sleeping less though you will either need to sleep more the next day or you risk your health. Then you get sick and spend a week in bed and end up way behind.

Now between work and sleep 2/3rds to 100% of your time is taken. I do not recommend you spend all of your time working and sleeping. I do not believe it will make you happy. I am a firm believer in pursuing happiness, and that definitely involves sleep and work, but also honoring commitments to family, friends, and self. So, you have permission to have fun!

REALTOR® Safety



Learn from Kimberly Allard-Moccia, NAR REALTOR® Safety Course Instructor as she shares specific tools and practical advice for implementing safety protocols into your real estate business.

Whether you work on your own or as part of a team, everyone should have the same goal - to create a safe work environment.

Register now at REALTOR.org/Safety





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Wednesday, May 11, 2016

3:00-5:00 pm The Coliseum Bar 232 E Olin Ave, Madison

CLICK HERE FOR MORE INFORMATION



It's Spring time at the Ball Park!!

Join RASCW & WMBA on a trip down to Miller Park where the Milwaukee Brewers will take on the St. Louis Cardinals on Wednesday, June 1st.

Cost of Event is \$45.00 per ticket, which includes:

• Outfield Box Seats • Entertaining Bus ride down & back! • Refreshments on Bus

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Easier Search by Parcel Number

Statistica

A new parcel number search field has been added within the Tax module. This field allows you to strip the dashes and periods from parcel numbers when searching and just enter the numbers. In other words, you no longer have to remember where the dashes are when searching by parcel number.

Q: Why are some no showings until listings in an Active status instead of Withheld/Delayed?

A: We are generally seeing two reasons a new listing is not available for showings right away. The first is the property is not ready to be marketed due to needed clean up, timing for professional photos, desired staging, etc. You will find these listings in the Withheld/Delayed status as the listing agent does not want them to be viewed by the public yet. In the second situation, the property is all ready for public viewing, but the seller and listing agent decide to pick a launch date, often starting with an open house. You will find these listings in Active as the seller and agent want the public to see them. The listings in Active must include the date showings will be allowed in the first line of the public remarks. Our rules regarding "no showings until" listings have taken both situations into account, and allow agents the flexibility to market these listings as either Withheld/Delayed or Active.

Reminders Regarding Paragon™ Limits

- A property must be off the market for at least 31 days to clear cdom. Paragon™ looks at the last expiration date and the new list date. There needs to be at least 31 full days the property was not active in between the old expiration date and the new list date in order for the old days on market to be cleared from cdom. When counting the 31 days, do not count the old expiration date or the new list date, only count the days in between.
- Email auto notifications of price changes are sent from Paragon™ only if the price change is at least .5%. This setting limits the practice of \$1 price changes to gain exposure.
- · Within the price column on spreadsheets, a price in red indicates a price decrease, and a price in green indicates a price increase. In addition, if you hover over the arrow, the previous price and percentage of change will display. Price changes are highlighted for 2 weeks.

Warning - Entering 999 for Year Built

If you enter 999 for year built = unknown, your listing may be missed when consumers search on public websites, as several website vendors do not include unknown values. Please take a few extra minutes to find and enter the year built. We currently have over 1300 active listings with 999 for year built.

Website Enhancements

Additional School Information



RPR has added an additional set of school data from <u>Maponics</u>. The existing data reflects what has been entered into the MLS by the agent. The new data from Maponics will show data based on property location and known school boundaries. It's important to note that in some situations the listing information might be blank or there could be conflicting information. Agents should advise clients to check with local school boards to verify district information.

Users will be asked to select which school to include in a School Report.

Notes Section

When note taking in RPR, look to the new checkbox that sets the default to *Include Notes in My Report*. Uncheck the box to do otherwise.

Seller Proceeds

Find the new and improved Seller's Proceeds worksheet on the summary tab of the *Property Details* section. Choose whether to include the worksheet in Seller's Reports but note that data entered is not auto calculated.

RPR Commercial

• New Investment Analysis Tool

RPR's new investment analysis tool, Valuate[®], which replaces the previous tool, allows users to run sophisticated financial analyses on both residential and commercial properties. Valuate's engaging and user friendly web based platform offers a high level of interactivity between agent and client. Run on-the-spot scenarios, instantly present and share results, create customized reports, and more.

ESRI Update

This month's update also includes refreshed demographic and tapestry data for all ESRI elements in RPR's thematic maps, Trade Area and Economic Area Reports.

· Google Street View

See more, do more in RPR Commercial: now with Google street view (already available in RPR Residential.)

Enhancements to RPR Mobile™

- 1. Find Keyword Search as an option within the Advanced Search feature. Remember that keywords work in the Property Description field only.
- 2. Customize the name of your saved searches and properties.
- 3. Use your fingerprint to login onto Android device (already available on iOS).
- 4. Print Reports now supported in iOS (previously only available in Android). Generate a report, click View Report and then select where you would like to send it.
- 5.Use bold, italics, underline and strikethrough on your RPR Property Flyer descriptions.
- 6. Copy and paste text on your iOS device (already available on Android).



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

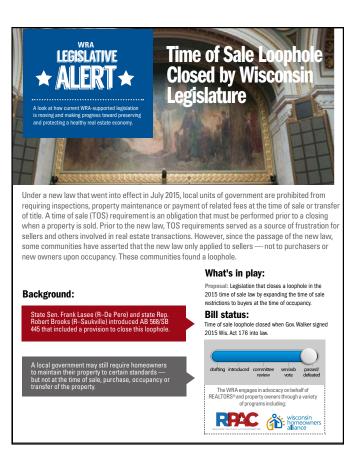
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Email: jason.guttenberg@libertymutual.com

Website: https://www.libertymutual.com/jasonguttenberg







NAR Seeking Good Neighbors



Wouldn't it be great to see one of RASCW's Members on the cover of REALTOR® Magazine? Once again NAR is seeking nominations of REALTORS® who make an extraordinary impact on their communities through volunteer work.

Five Good Neighbor Award winners will receive \$10,000 grants plus travel expenses to attend the 2016 REALTORS® Conference and Expo in Orlando, FL in November. In addition, five honorable mention recipients will be awarded \$2,500 grants.

For More Information, please go to REALTOR.org/gna

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

April 12 and 19 May 10 and 17

Saturday 8:30 am - 4:30 pm

May 21

For more information, please click HERE.

In Memoriam



Our condolences go out to the family and friends of **James Gill**. Jim passed away on March 19, 2016. A long-time member of the Greater Madison Board of REALTORS® he was a founding member of First Realty Group. He retired from real estate in 1992.



Our condolences also go to the family and friends of **Tabatha Daniels**, who passed away on March 21, 2016. Tabitha was the broker-owner of Daniels Realty in Beaver Dam.

RASCW Commercial Corner

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

Time to Sell - Maximize your value! What should I share with prospective purchasers?

Whether you are selling multifamily, office or other investment property consider what documentation is helpful in maximizing your price in the marketplace.

To begin - answer this question: What is a Buyer looking for in a purchase? The Buyer is going through the following thought process:

- 1. Are the rents at the maximum levels according to the market?
- 2. What are the stabilized past three years of income and vacancy loss?
- 3. What are the stabilized past three years of expenses?
- 4. Is there any deferred maintenance? A third party property inspection is usually ordered for this.
- 5. What capital improvements or replacements have recently been done?

It is vital to have capital improvements "washed" out of the expenses because if one-time major cash items are mixed in with expenses it will ultimately understate your net operating income. After all, that is what a Buyer is really purchasing from you. A coherent story backed up with reasonable numbers goes a long way to reeling the highest offer in. Let's look next at how the Buyer regards the annual stabilized income and expense information.

A simple way to remember the income approach to valuation is by the simple formula for determining the rate of capitalization often called "cap rate." Income = (Rate) X (Value). A Buyer (and an

appraiser hired by a lender) is looking for a desired rate of return. Typical cap rates are 5.5% - 8% or more depending on many different market circumstances. To solve for rate, divide the net operating income by the value offered. It is important that the net operating income does not include mortgage interest or principal or depreciation which is purely a tax number. It is obvious that the higher the net operating income (NOI) the higher the price. The sales process involves communicating what the present net income scenario is as well as conveying what the potential for the property is. Clear information upfront will go a long way to getting the highest possible offer.



Click Here for the April Asking Lease Rates

Save the Date

New Developments for Commercial Brokers 2016

Tuesday May 17, 2016 • Details to Follow



Calendar: April 15 - May 15

Monday, April 18

Paragon™ Basic

9:30 am - SCWMLS Training Room

Tuesday, April 19

Paragon™ CMA

9:00 am - SCWMLS Training Room

Paragon™ Client Connect 11:00 am - SCWMLS Training Room

Wednesday, April 20

Ghoulish Gallop

9:00 am - Bunbury & Associates, Fitchburg

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

Thursday, April 21

RASCW Board of Directors 9:00 am - RASCW/SCWMLS Conference Room

RASCW Strategic Plan Work Group 11:30 am - RASCW/SCWMLS Conference Room

Friday, April 22

New Member Orientation 8:30 am – WRA Education Center

Wednesday, April 27

Paragon™ CMA

9:00 am - SCWMLS Training Room

Paragon™ Client Connect 11:00 am - SCWMLS Training Room

Thursday, April 28

Paragon™ Basic

9:30 am - SCWMLS Training Room

Monday, May 2

Paragon™ Basic

9:30 am - SCWMLS Training Room

Tuesday, May 3

Paragon™ CMA

9:00 am - SCWMLS Training Room

Paragon™ Client Connect 11:00 am - SCWMLS Training Room

Wednesday, May 4

Membership Networking Committee 9:00 am - Preferred Title

Thursday, May 5

New Member Orientaiton 8:30 am – WRA Education Center

Affordable Housing Equal Opportunities Committee 9:00 am - RASCW/SCWMLS Conference Room

Friday, May 6

MLS Committee

9:00 am - RASCW/SCWMLS Conference Room

Wednesday, May 11

App-y Hour

3:00 pm - Coliseum Bar

Thursday, May 12

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

CLICK HERE RASCW EVENT CALENDAR

CLICK HERE

COMMITTEE DESCRIPTIONS

COMMITTEE SELECTIONS

Join a RASCW committee today!

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Jummit MILL (NEV PAV for the following bees and codes appraised, credit report, lean document recording, Blood certification, settlement dosing, fas service, Summit origination, and lender's title insurance. "" #I mortgage lender based on number of mortgages recorded with Dame Co. register of deeds. Offer real until 12/1/2005.

Continuing Education

Our goal in partnering with the Wisconsin REALTORS® 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 DSPSapproved electives list.

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

Wisconsin State-Approved Listing Contracts Course 1

Course 2 Wisconsin State-Approved Offers to Purchase

Course 3 Wisconsin New Developments

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

Elective Topics (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)

April 27: CE 4 (8:30 am) and CE 3 (1:00 pm) May 4: CEB (8:30 am) and CED (1:00 pm)

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





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Cards · \$5 each (includes tax)

Mermaid Total Wash Tickets

• \$8 each (includes tax)

Members may purchase both at the discounted rate through the RASCW office.

CLICK HERE FOR MORE INFORMATION



MEMBERSHIP UPDATE

NEW MEMBERS

Linda Andrews Keller Williams Realty

Dylan Boehme

Century 21 Zwygart Real Estate

Tammy Bomkamp

Starritt-Meister Realty, LLC

Amy Bresser

Inventure Realty Group, Inc

Chuck Cook First Weber Inc

Peiling Fan Tri-River Realty

Steven Frame First Weber Inc

Mary Gawronski RE/Max Preferred

Areal Guenther

Realty Executives Cooper Spransy

Lisa Haag

NAME

Stark Company, REALTORS®

Mary Hamburg Century 21 Affiliated

Karin Hankwitz Keller Williams Realty

Karen Hansen Century 21 Affiliated Lori Heffernon First Weber Inc

Don Hirsch eXp Realty, LLC

Kjersta Holter Keller Williams Realty

William T Johnson Fred Kaping Realty, LLC

Mark Kane

Realty Executives Cooper Spransy

Bailey Keuler First Weber Inc

Robert Lange

Our House Realty Inc.

Mike Moore First Weber Inc

Julianne Noble Evansville Realty LLC

Christopher Patterson REI Property Management, LLC

Mark Patun

NextHome Metro Group

Cindy Patzner

Sprinkman Real Estate

Randall Roden

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Kathy Roelli

HeartLand Realty LLC

Curt Saalsaa

First Weber Hedeman Group

Cory Schneider

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Barbara Schreiber

Oak Tree Property Services

Jake Schubert RE/Max Preferred

Scott Slack WIHBN Realty LLC

CJ Sletten

Knudson Realty, LLC

Gabriel Stewart

Synergy Real Estate Group

Kate Sullivan Century 21 Affiliated

Matt Vigil

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Eric YingstPotterton-Rule Inc

Inga Zeltina Redfin Inc.

Andy Zwygart Century 21 Affiliated **AFFILIATES**

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Mark Gilbertson

Truer Inspections

Michelle Hofer AnchorBank

Nathan Stotlar PrimeLending

Bret Tschumper

AmeriSpec Home Inspection Service

Dave Van Beckum

Providence Home Lending

Patrick Wagner

Quality Valuation Service

Dennis Wildes

A&E Inspections, LLC

Chris Wolf First Weber Inc

Congratulations to the 24 new Members who completed Orientation in March sponsored by Sara Whitley from AnchorBank.

MEMBERSHIP TRANSFERS

TO

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Century 21 Affiliated

Bunbury & Assoc, REALTORS®

First Weber Inc

eXp Realty, LLC

RE/Max Grand

Ben Allen Vanguard Real Estate Simran Allen Vanguard Real Estate **Travis Beck** Century 21 Affiliated James Bell Exclusive Properties, LLC **Eric Castleberg** Keller Williams Realty Ashley Dietsch Bunbury & Assoc, REALTORS® Larry Eifert Coldwell Banker Success Jennifer Evenson Century 21 Affiliated Mike Grudzinski The Appraisal One Group, LLC **Rob Hostrawser** Coldwell Banker Success Tyler Kratochwill Exclusive Properties, LLC Mark Kroll Wisconsin Quality Realty LLC Dan Krueger RE/Max Preferred Jason McGill Century 21 Affiliated Jennifer Mistretta Johnson Bank Laura Petro Keller Williams Realty Shelley Reynolds Encore Real Estate Services, Inc. Tom Salmon Century 21 Affiliated Scott Sklare Homestead Realty Jeffrey Waldman Liaison Realty Group

First Weber Inc

First Weber Inc

Z Realty

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John Fontain Realty
Moving On Wisconsin Realty LLC

NextHome Metro Group

First Weber Inc

Century 21 Affiliated Southwestern Realty

Century 21 Affiliated Roessler

Thank you to Cindy Ulsrud, Kevin King, Sara Whitley, Bonnie Dixon, Robert Procter and Tom Weber for sharing their knowledge and time as March Orientation Instructors. You did an excellent job!

NEW OFFICES

A&E Inspections, LLC Sun Prairie, WI

Oak Tree Property Services La Valle, WI

Our House Realty Inc. Stoughton, WI

PrimeLending Madison, WI

Providence Home Lending Madison, WI

Quality Valuation Service Madison, WI

Synergy Real Estate Group Madison, WI

Truer Inspections Prairie Du Sac, WI

Russell Wallace

Chris Zabrowski

Tom Walzer

Kristin Wild

Lori Wild