



April 2017

V o l u m e 22 • N u m b e r 4

MARK YOUR CALENDAR

Legal Hotline Lunch & Learn

Thursday, April 20, 2017

[Click here for details.](#)

Diamond Jo's Casino Trip

Wednesday, May 10, 2017

[Click here for details.](#)

New Developments for Commercial Brokers

Wednesday, May 24, 2017

See page 6 for details.

Safety First! Protecting Yourself in the Physical & Digital World

Thursday, June 1, 2017

See page 1 for details.

Foot Golf

Wednesday, June 14, 2017

Watch for details.

[CLICK HERE](#)
FULL EVENT CALENDAR

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Membership Update



Stan Hill Elected RASCW President for 2018

At its March 23rd meeting, the RASCW Board of Directors elected Stan Hill of the Stark Company, REALTORS® to the office of President-elect. Stan began his service on the Board in 2016. He will be installed as President in January 2018. Please join us in congratulating Stan on his election.

Wednesday, May 10th, 2017

JOIN THE RASCW MEMBERSHIP NETWORKING COMMITTEE ON A TRIP TO:
DIAMOND JO'S CASINO

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



Safety First! Protecting Yourself in the Physical and Digital World

Thursday, June 1, 2017

9:00 a.m. - 11:00 a.m.

Registration opens at 8:30 a.m.

WRA Education Center,
4801 Forest Run Road, Madison

We all know we need to protect ourselves, but we don't always take the time to do so. The Professional Development Committee has packed a short program full of ideas to help protect you and your clients. Don't miss out on this important information!

Presenters

Jen Krueger-Favour, Captain, Madison Police Department

Rick Corey, Technology and Marketing Coach, RE/MAX Preferred and former Network Administrator and Trainer for RASCW and SCWMLS

Product Demonstrations

Self Defense Training, Amy Ritchie Pierquet, Woman to Woman Self Defense

Guard Llama, Safety App Endorsed by the National Association of REALTORS®

Protective Products, Chris Alexander, Midwest Defense Solutions and Century 21 Affiliated

This is a free program for RASCW members, but reservations are required.
Reserve your seat by sending an email to registrations@wisre.com. Space is limited.



REALTOR® REVIEW

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

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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 201
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

Welcome to April... 1st Quarter of 2017 is in the books!

Wow, this quarter has been busy! 2017 has already proven to be a truly unique market with many new challenges and opportunities. Certainly it has been, at times, a frustrating and fast paced market for consumers, lenders, appraisers and REALTORS®.

April is Fair Housing month... so it reminds me that times like now, in markets like this, it is super important to focus on best practices whether you are writing offers or presenting them to sellers. We are all out there doing our best and sometimes, with the help of our consumers, getting creative in ways to attempt to help overcome the challenges of the market and get the home or property they want. It's hard, even for REALTORS®, not to become emotional about purchasing and selling real estate.

With that said, I thought you might find this document particularly helpful in keeping best practices front of mind: [Fair Housing Declaration](#)

I know that helping all parties receive fair and equal treatment is important to us all and something we strive for daily... keep up the great work, the challenges and this market, like all things, will not last forever.

Calling all bicyclists! I am looking for riders to participate with me in the Bike for Boys and Girls Club, **July 15, 2017** at McKee Farm Park. It's a fun ride, with great food and beer. There are many course distances that you can choose from.

I am looking forward to having a great time peddling for a great cause with a lot of my REALTOR® friends.

Tom



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REALTORS® Association of South Central Wisconsin
HOUSING FOUNDATION
Established 1989

Building a foundation for affordable housing in South Central Wisconsin.

RASCW Housing Foundation Update

You can tell spring is here as the loan requests have been rolling into the Housing Foundation. So far in 2017 we have approved 8 loan requests.

This month's feedback was provided by Christa and Ezra of Waunakee who gave us just a simple but I am sure a heartfelt "Thank you!!"

The Housing Foundation relies on donations from members and affiliates like you to continue our mission to help home buyers like Christa and Ezra obtain the American Dream.

If you are interested in making a tax deductible donation to the Housing Foundation to help us continue our mission, feel free to contact Kristine Wiese at either 608-240-2800 or foundation@wisre.com

Thank you in advance for your continued support.

Paul Place
Clayton Real Estate Platteville and Darlington
President
RASCW Housing Foundation

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Referrals: \$13,000



MLS News

Visit www.scwmls.com for expanded details.



Paragon™ Enhancements/Bug Fixes:

- The status label for Pending has been changed to Offer-No Show to better describe what is represented and expected when listings are in this status.
- E-mailed listings from Paragon™, when viewed with a mobile device, now display using a more mobile friendly view. There is still an option to switch to the full desktop version of the report within each email.
- The maximum character length of photo labels has been increased from 16 to 30.
- Within Client Connect, you can now isolate Favorites, Possible, and Rejected listings by individual search when multiple searches are present.
- Spell check within email has been restored.
- Error when using Chrome version 57 when attempting to email has been resolved.

Showing Setup Enhancements

Photography, Broker Price Opinion, and Walk-Through have been added to the list of Showing Types when setting an appointment via the Schedule a Showing link. In addition, a sub-menu under the Inspection option for type of inspection (i.e. septic, pest, radon drop off/pick up) has also been added.

Showings on Properties Outside SCWMLS

Now that most MLSs in Wisconsin utilize ShowingTime, we are in the process of adding the Schedule a Showing link within WIREX. In the meantime, if you need to schedule a showing on a property listed through a different MLS, you can do this directly from the ShowingAssist program which is integrated in the SCWMLS database within Paragon™. When logged into South Central Wisconsin MLS (not WIREX), click on Preferences and ShowingAssist. From the menu on the left, click on Showings and Make New Request. Search for the listing by MLS number or address. From there the interface will look familiar.

Include Team Name or Slogan on Paragon™ Reports

If you work within a team and would like your **team name** to be included on the bottom of the customer full reports, email support@wisre.com with your team name. After we add your team name to your member record, you can customize the customer reports by clicking on Preferences, Views/Reports, and the Details tab. Open up the report you would like to change and scroll down to the bottom section in white. Double click on the white box to display the fields you can include. Select **My Info** - Team Name, which is located a little more than half way down. Highlight this field and click Add. Place a check mark next to the Team Name and next to No Label at the bottom and hit Save & Close. At this point, the Residential report is done. You will need to do this for each class of property. Your **personal slogan** can also be added in this same fashion.

Is Your Practice Ready for Diverse Clients?

Today, more than a third of all Americans are minorities. And in future years, that portion will continue to grow.

The U.S. Census Bureau predicts that minorities and foreign-born individuals will contribute to a major shift in the U.S. population:

- Over the next four decades, growth of the foreign-born population is projected to exceed that of natives, resulting in an increasing share of the future U.S. population that is foreign born.
- By 2044, more than half of all Americans will belong to a minority group.
- By 2060, one in five of the nation's total population will be foreign born.
- See the full report: [click here](#).



AHWD Education

The [At Home With Diversity \(AHWD\) certification course on May 9](#) will prepare you to work effectively with today's increasingly diverse pool of homebuyers. And when you adapt to the changing diversity in the market and meet the needs of diverse clients, you gain a competitive edge!

The course is broken down into five chapters with several discussion topics in each:

- **Chapter 1 Embracing diversity:** Discuss how honesty and loyalty are valued among different cultures, review stereotypes and misconceptions among segments of the diverse population, and learn how sensitivity to various cultures leads to inclusion.
- **Chapter 2 Fair housing and diversity:** Discuss America One and its fair housing concepts, review fair housing cases that have been adjudicated in court, and describe the equal professional service model.
- **Chapter 3 Exploring cultural attitudes and differences:** Understand verbal and nonverbal communication within high- and low-context cultures, review cultural business do's and don'ts, and understand the influence of culture on the home buying process.
- **Chapter 4 Inclusive multicultural marketing:** Review dynamics of multicultural marketing, identify sources of local demographic information, and review and analyze a sample case study.
- **Chapter 5 Your inclusive business plan:** Develop strategies that reflect inclusiveness, list business goals that reflect America One principles, and produce an action plan to guide implementation of your business plan.

Course details

- Date and time: May 9, 2017, 8:30 a.m. to 4:30 p.m.
- Locations: WRA headquarters live / classroom webcasts to Appleton, Eau Claire, Kenosha and La Crosse.
- Instructor: Eric Kodner

To register, <https://www.wra.org/ahwd/>

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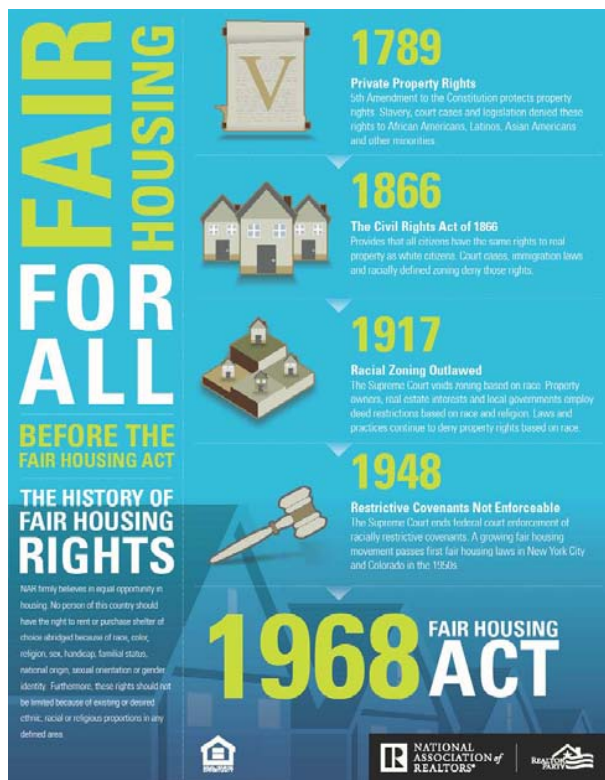


*\$999 off home loan closing cost option is available for 7-year adjustable rate purchase transactions only. The \$999 discount will be applied at closing as a lender credit. Offer valid on purchase transactions closed January 2, 2017, through May 31, 2017. Offer applies to single-unit owner-occupied properties only. Offer excludes refinances, lot, construction, FHA, WHEDA and VA loans. Assumptions: 3.25% rate, 3.528% APR (Annual Percentage Rate), loan amount of \$150,000 and a 20% down payment, term of 360 months and monthly payments of \$652.81. Payment does not include taxes and insurance. Rate is subject to change. Offer is subject to credit approval and underwriting and is subject to change. Escrow and daily interest charges are not included in closing cost amount. Mortgage insurance is required for transactions over 80% LTV. No checking account required. No other discounts apply. See us for details.



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April is Fair Housing Month

April 2017 marks the 49th 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.

Nominate a REALTOR®

Are you or someone you know doing great work serving the community? NAR wants to hear about it!

The [Good Neighbor Awards](#) recognize REALTORS® for extraordinary accomplishments in community service. Nominate yourself or someone else today:

[Good Neighbor Awards entry form](#)
(due May 12, 2017)

Good Neighbor Award winners receive \$10,000 grants for their charities, as well as national and local publicity for their cause. Winners will also be flown to the National Association of REALTORS® annual conference where they will receive their award in front of thousands of fellow REALTORS®. Past winners all report that their charity benefited from additional donations and volunteers as a result of the exposure.

[Learn more about the Good Neighbor Awards.](#)

Here's what you need to know to nominate someone:

- [Frequently Asked Questions](#)
- [Rules](#)
- [Grants and Prizes](#)
- [Why You Should Apply](#)
- [Past Winners Say How the Award Helped Their Charities](#)

Questions? Contact Sara Geimer, Good Neighbor Awards program manager, at 312-329-8296 or via e-mail at sgeimer@realtors.org.



TWO MEN AND A TRUCK® Madison is proud to be involved with our 10th annual "Movers for Moms" donation drive. Donations of essential care items to benefit moms in crisis can be dropped off at the RASCW office as well as other community partners throughout April and will be delivered to YWCA of Madison and Rock County prior to Mother's Day.

[Click here for a wish list of items that YWCA Madison and YWCA Rock County can use most.](#)

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CommercialSearch And RPR Commercial Features: Together At Last, For REALTORS®

By [Wayne Grohl](#)



Transformational providers of commercial real estate data don't often find ways to interoperate, but when they do, the user benefits pile up fast. Starting tomorrow, a notable new integration arrives: REALTOR® users of CommercialSearch's national marketplace in commercial real estate data will have one-click access to powerful new features driven by RPR Commercial, including tax information, transaction history, and more. From RPR:

As of March 16, 2017, REALTORS® with CommercialSearch who hold RPR accounts can easily jump from a listing within CommercialSearch into RPR's extensive commercial property and trade area data, investment analysis tools, business intel, and comprehensive reports.

"RPR's mission is to serve the needs of our 1.2 million REALTORS®," said Emily Line, RPR vice president of commercial services. "Through partnerships like the RPR / CommercialSearch integration, we are able to expand our service offerings and to ultimately save our members time and money previously spent on multiple applications and subscriptions."

The integration offers REALTORS® on CommercialSearch one-click access to RPR data found on both the website and RPR Mobile™. Subscribers will find property and owner facts, mortgage and tax info, transaction history, maps and photos. Visual heat maps can be drawn down to the census block group level with 25+ variables including traffic counts and more than 20 million business points of interest. And RPR Commercial reports—which can be sent by way of email or text—reveal data on consumer segmentation, population, age, marital status, economic conditions, and education comparisons, among other datasets.

David O'Rell, managing director of CommercialSearch, believes the partnership furthers Xceligent's commitment to providing an open technology platform that combines researched content with leading workflow tools.

"We are excited to partner with Realtors Property Resource®," said David. "We will now be able to provide RPR account holders an exclusive opportunity to analyze local dynamics surrounding properties actively listed for lease or sale in the CommercialSearch national marketplace."

About RPR® Commercial

Realtors Property Resource® (RPR®) is a wholly owned subsidiary of the NATIONAL ASSOCIATION OF REALTORS®. RPR Commercial provides REALTORS® with persuasive, decision-making data and reports for all types of clients. From identifying site selection using data sets such as public records, traffic counts, business points of interest, demographic and psychographic insights, and consumer spending data, to presenting reports that accurately depict current market activity as well as future projections, this valuable members-only benefit truly helps to validate a practitioner's expertise.

About Xceligent™

Xceligent™ is a leading provider of verified commercial real estate information across the United States. Xceligent's professional research team pro-actively collects: a comprehensive inventory of commercial properties, buildings available for lease and sale, tenant information, sales comparables, historical trends on lease rates and building occupancy, market analytics, and demographics. This information assists real estate professionals, appraisers, owners, investors, and developers that make strategic decisions to lease, sell, and develop commercial properties. Xceligent™, backed by dmG information, has launched an aggressive national expansion that will provide researched information in the 100 largest United States markets. Visit [Xceligent](#).

Save the Date

New Developments for Commercial Brokers 2017

Wednesday, May 24

Sun Prairie

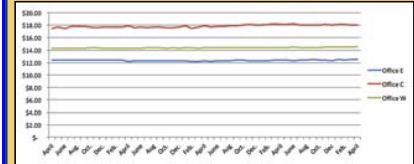
**Westside Community Service Building
2598 West Main Street, Sun Prairie**

8:30 am Registration

9:00 am – 12:00 pm Program

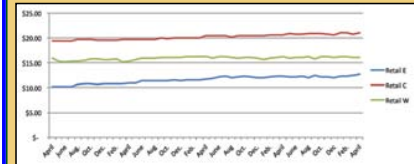
Greater Madison Area April 2017 - Asking Lease Rates

Office Rates East: \$12.53 Central: \$18.04 West: \$14.53



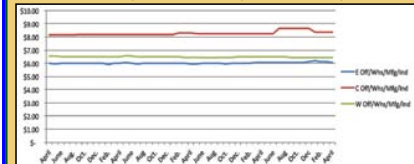
Asking rates Office from 04/01/12 – 04/30/17

Retail Rates East: \$12.72 Central: \$21.03 West: \$16.16



Asking rates Retail from 04/01/12 – 04/30/17

Office/Whse East: \$6.06 Central: \$8.38 West: \$6.46



Asking rates Office/Warehouse/Flex from 04/01/12 – 04/30/17

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

COMMERCIAL SERVICES

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Calendar: April 15 - May 15

Wednesday, April 19

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

Thursday, April 20

Legal Hotline Lunch and Learn/Self-Defense
11:00 am – Sportspage Bar & Supper Club, Belmont, WI

Tuesday, April 25

RASCW Housing Foundation Board of Directors
8:30 am – Pancake Café

Thursday, April 27

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

Wednesday, May 3

Membership Networking Committee
9:00 am – Preferred Title

Thursday, May 4

Affordable Housing Equal Opportunities Committee
9:00 am – Movin' Out, Inc.

Southwest Chapter Networking Committee
11:00 am – First Weber, Dodgeville

Friday, May 5

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

Wednesday, May 10

Green Lake-Ripon Chapter Meeting
8:30 am – TBA

Diamond Jo's Casino Trip
8:45 am – 5:00 pm

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Registration at 5:00 pm
Competition Begins at 6:00 pm

Tickets are only \$20.00

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<https://womenscouncilipsync.eventbrite.com>

Proceeds benefit
Women's Council of
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CALENDAR**

is on our website!

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COMMITTEE SELECTIONS**

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May 9 & 16
June 13 & 20

Saturday • 8:00 am to 4:00 pm
May 6

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



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.

Gov. Walker's Budget Provides More Money for Schools and Property Tax Relief

The WRA strongly supports the property tax relief and additional school funding in the 2017-19 state budget bill. Gov. Walker's proposed budget will maintain the current levy limits on local governments, significantly increase K-12 school aids to fund education, and eliminate the state portion of the property tax levy.

Background:

The proposed 2017-19 state budget would increase school funding by \$650 million over two years, which would be the most state aid provided to K-12 schools over the last 10 years.

The state budget maintains levy limits on local governments, which caps how much local governments can charge property owners to pay for local services.

Walker's budget eliminates the state portion of the property tax, saving the average homeowner \$27 per year.

What's in play:
Proposal: The WRA supports the property tax relief and additional school funding and will work with the legislature to see these provisions signed into law with the passage of the state budget this summer.

Bill status:
Currently in committee review.

drafting introduced committee review **sen/house vote** passed/defeated

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

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WRA Wisconsin
REALTORS' Association

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- Recommendations for upgrades and updates.
- Advice for performance optimization.
- Troubleshooting network issues.
- No limits on the number of calls.
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WRA TECH HELPLINE TOLL-FREE:

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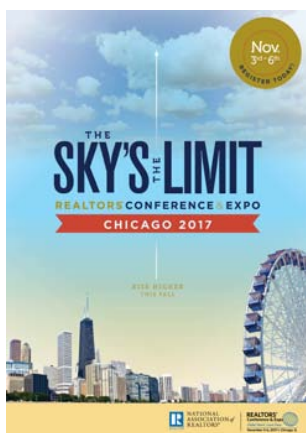
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MORE INFO: wra.org/techhelpline | ALL SUPPORTED ISSUES: www.techhelpline.com/computer-support/

**2017 NAR REALTORS®
Conference and Expo – Chicago, IL**



Join 20,000 REALTORS® and guests at 100 education sessions and over 400 exhibitors in the Expo. Registration opens at 12 noon CST on May 3, 2017.

In the meantime, win a free registration by taking the NAR [trivia contest](#) between now and April 30. Answer all questions correctly for a chance to win one of four Premier Access registrations. Good luck!

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MEMBERSHIP UPDATE

NEW MEMBERS

Molli Babler
Keller Williams Realty

Vaughn Bauch
Boardwalk Realty

Natalie Benincase
Coldwell Banker Success

Steve Britt
Spencer Real Estate Group

Ivory Brooks
Century 21 Affiliated

Michael Carlson
Solidarity Realty, LLC

John Christie
Bunbury & Associates, REALTORS®

Steve Cousino
Caribou Realty Group, LLC

John Daggett
Stark Company, REALTORS®

Zac Dettinger
Keller Williams Realty

Dain Di Mattia
Keller Williams Realty

Shane Dorn
TL Realty

Alicia Fisher
Bunbury & Associates, REALTORS®

Brooke Harkner
Restaino & Associates

Don Hornung
First Weber Inc

Kacy Huffman
Allen Realty, Inc

Jan Huggins
Madison Realty Group

Ryan Jesko
VandeZande Real Estate LLC

Jerome Jones Jr
Realty Executives Cooper Spransy

Toni Kraile
eXp Realty, LLC

Mark Krause
Restaino & Associates

Mary Kruschek
Century 21 Affiliated

Rebecca M. Leary
Keller Williams Realty

Steven Limbach
Limbach Consulting LLC

Robin Lindner
1st Advantage Real Estate

Brittney Lobner
First Weber Inc

Mackenzie Luck
eXp Realty, LLC

Jerrid Luebke
Home Buyers Marketing II, Inc

Geoff Mackaron
Keller Williams Realty

Magdeline Maddox
Keller Williams Realty

Marty McMillin
Keller Williams Realty

Cheryl Lasse Meyers
Century 21 Complete Service Realty

Kim Mott
eXp Realty, LLC

Brandon Murray
First Weber Inc

Jeff Oesau
HomeWire Realty

David Pausch
Realty Executives Cooper Spransy

Richard Rathbun
Restaino & Associates

Sarah Rathburn
Lakeland Real Estate LLC

Andrew Rhoades
Century 21 Affiliated

Samantha Richards
Century 21 Affiliated

Jean Richardson
First Weber Inc

Tina Rogers-Frisch
Lauer Realty Group, Inc.

Thomas Russell
Homestead Realty

Justin Statz
Stark Company, REALTORS®

Jill Surek
Dane County Real Estate

Ben Tourdot
Century 21 Affiliated

Candice Welsh
Restaino & Associates

Ashlee Wendt
RE/Max Preferred

Angel Williams
Keller Williams Realty

Seth Yarco
Century 21 Gold Award Homes LLC

Heidi Zimmer-Koschnick
Wisconsin Special Properties LLC

AFFILIATES

Darrin Marsich
Waterstone Mortgage

Kyle Osterholz
Old National Bank

Warren Porter
Porter's Wisconsin Inspections LLC

Congratulations to the 36 new Members who completed Orientation in March sponsored by Patrick Averill and Thompson Kane & Co.

Thank you to Nancy Smith, Kevin King, Laura Stanfield, Mary Duff, Bonnie Dixon, Robert Procter and Scott Walker for imparting their wisdom and time as March Orientation Instructors.

You did an excellent job!

MEMBERSHIP TRANSFERS

NAME	FROM	TO
Becky Becker	ERA Wisconsin River Realty	First Weber Inc
Lindi Farra	First Weber Inc	Stark Company, REALTORS®
Lisa Haag	Stark Company, REALTORS®	RE/MAX Preferred
Carrie Heffron	First Weber Inc	MadisonFlatFeeHomes.com
Jen Johnson	Century 21 Affiliated	eXp Realty, LLC
Amy Lewison	Gold Star Real Estate LLC	Keller Williams Realty
Karin Mandli	Century 21 Affiliated	Badger Realty Group
Tara Neuheisel	Restaino & Associates	Keller Williams Realty
Lori Oakeson	Keller Williams Realty	eXp Realty, LLC
Pamela Pahmeier	Bunbury & Associates, REALTORS®	Century 21 Affiliated
Becki Ralyn	Sprinkman Real Estate	First Weber Inc
Tom Salmon	Key Realty, Inc	Rock Realty
William Schneider	Howard and Williams	RE/Max Preferred
John David Vasquez	Keller Williams Realty	Realty Executives Cooper Spransy
Reijo Wahlin	Stark Company, REALTORS®	Forward Development Group, LLC
Bradley Wildenberg	Keller Williams Realty	Solidarity Realty, LLC
Andrew Willits	Lagniappe Real Estate Group	Keller Williams Realty
Chue Xiong	Keller Williams Realty	eXp Realty, LLC

NEW OFFICES

Limbach Consulting LLC
Marshall, WI

Porter's Wisconsin Inspections LLC
Avoca, WI