



August 2017

V o l u m e 22 • N u m b e r 8

MARK YOUR CALENDAR

[Southwest Annual Golf Outing](#)

Wednesday, September 13, 2017

Silent & Live Auction

Thursday, September 21, 2017

See Page 3 for Details

Mining for Gold w/New Construction

Wednesday, September 27, 2017

See Page 1 for Details

Trivia Extravaganza

Wednesday, October 11, 2017

Watch for Details

Annual Membership Meeting

Thursday, November 16, 2017

Watch for Details

[CLICK HERE](#)
FULL EVENT CALENDAR

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Membership Update

Unlock the Dream Tour

Leadership Nominating Committee Report and Petition Notice

The Leadership Nominating Committee of the REALTORS® Association of South Central Wisconsin has announced the following nominee for the open REALTOR® seat on the RASCW Board of Directors.

Scott Walker, Walker Real Estate, LLC, representing broker-owners from a Class II Firm (<26 agents)

Scott, along with the other nominees announced last month, will be elected in September to serve three-year terms beginning in January 2018.

As a reminder, the Leadership Nominating Committee was charged with selecting one nominee for each directorship to be filled on the Board. Additional members meeting the criteria for the Director position to be filled may appear on the ballot if they agree to the time commitment involved and are supported by a petition signed by 25 or more Members, with no more than 10 from their own company.

Petitions must be received at the RASCW office before August 15, 2017. [Click here for a Petition and Time Commitment](#). If you have questions on the petition process, please contact Janine Smith, jsmith@wisre.com, or Kevin King, kevin@wisre.com both at 608-240-2800.

Ballots will be made available to all Members in good standing by September 1, 2017. If there are no contested directorship positions, ballots will not be made available and the Director Nominees announced shall be declared duly elected by the RASCW Board of Directors at their September business meeting.

The Latest Offering from the RASCW Professional Development Committee Mining for Gold with New Construction

As inventory of existing homes stays low, new home sales are increasing. During this speed networking happy hour, you'll connect with local builders and discover a few nuggets to help you add gold to your pocket! You will be guided through the process of selling new construction that will include financing, sourcing lots, time lines and the agent's role that ultimately leads to the gold. Don't miss out!

Wednesday, September 27, 2017

2:30-5:00 p.m.

Vintage Brewing Co, 674 Whitney Way, Madison

Snacks and cash bar available.

This is a free program for RASCW members, but registration is required. Sign up by sending an email to registrations@wisre.com. Space is limited!

Backpacks for Buddies • 2017

A REALTOR® Supported Service Project

RASCW is seeking new items for children in foster care in the RASCW area. We ask that each office puts out the word and collects as many of these items as possible.

[CLICK HERE TO SEE HOW YOU CAN HELP](#)

REALTOR® REVIEW

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

OFFICERS OF THE ASSOCIATION

Tom Weber, President	221-8666
Jeff Hauser, Vice President	271-5444
Janine Punzel, Treasurer	807-0660
Stan Hill, President-elect	221-4000

DIRECTORS

Jenny Bunbury-Johnson	441-7777
Brandon Grosse	577-9860
Marcia Howe	223-3000
Ellen Koeppen	(920) 294-3004
Carla Nowka	310-4636
Nancy K. Smith	574-9770
Chris Stark	256-9011
Jennifer Utter	836-1514
Sommer Von Behren	643-3800

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: Tom Weber

Are you enjoying your summer so far? August is always a favorite time of year for me here in Southern Wisconsin. Lots of festivals, charity events, cool evenings, campfires... making for great memories of time spent with friends and family.

Recently, I got to build some memories with my fellow REALTORS® at the Bike for Boys & Girls Club event. Our 6 riders from last year returned, and we were joined by another 9 riders, for a team of 15! The weather was perfect. We had a blast on the course and at the lunch afterward. We also raised \$3,385.00 (86% increase) for the Boys and Girls Club. Thank you to all that donated, and of course, to those that were able to ride with us.

It was a busy month with the Mallards Game/Tailgate Fundraiser supporting Movin' Out and the annual Cindy Strange Golf Outing – each being successful as well. Thank you to all of you for finding time to support the many great causes served by our Association.

As you are involved throughout the fall in the many events that REALTORS® and Affiliates support and volunteer for, please use the hashtag #WIREALTORSCARE in your social media posts so we can help promote them.

Speaking of involvement, it is wonderful that we all do such a great job of getting involved in our community, but recent events in the news have me also asking that you consider taking another step forward and become "Engaged". Engaged in my mind goes beyond stopping by and volunteering annually to support an event. It goes to the level of leaving our comfort zone and finding ways to actually get to know the members of our community served by that event. Maybe it's volunteering to tutor a child, assist an older adult, a reading hour, a game night, mentoring, etc.

It's amazing what happens when we truly get to know all of the members of our community on such a personal level. Walls come down, filters evaporate and as a society we grow much more understanding and tolerant. I would like to personally challenge all of us, yet this fall, to take a step out of our comfortable place and to truly get to know more of our community members.

Have a great August and go make some new awesome memories!

Tom

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SILENT & LIVE AUCTION SEPTEMBER 21

PARK HOTEL | DOORS: 5:00PM
22 S. CARROLL ST. | Silent auction closes and live
MADISON, WI 53703 | auction begins at 6:30PM

- ☐ Democratic Party
- ☐ Republican Party
- ☒ Realtor® Party



MLS News

Visit www.scwmls.com for expanded details.



Significant Change to E-mail Message Body

If you have created a Message Body (different than your E-mail Signature) for your emails sent out of Paragon™, please note that on August 15, HTML formatting will be removed within the Message Body function. If you have created a "fancy" message body utilizing HTML formatting (including images, links, varied fonts, colored type, symbols), it will be changed to plain text. The formatting for E-mail Signature(s) within Paragon™ will not be changed, and thus you could copy your HTML formatted message body to your E-mail Signature. This change is being done to prepare for future enhancements to Collab Center Notifications.

Withheld/Delayed to Active

When the agent and seller decide it is time to move a property from Withheld/Delayed to Active, it must remain Active for all to show. If at some point later there is a separate and distinct occurrence (i.e. basement floods, death in the family, etc.) that would necessitate the suspension of showings, the property can then go back into Withheld/Delayed. The seller and agent should be certain they are ready to show when they first move the property out of Withheld/Delayed, as the reason "the seller thought they were ready but changed their mind" is not an acceptable separate and distinct occurrence. Please keep in mind that when you move a listing to Active, it is sent to over 500 public websites.

Non-Member Listings Imported from WIREX

Since June 1, we have imported over 900 listings from WIREX directly into your SCWMLS database to make it easier for you to find them. Click [here](#) for more information on these listings.

Delivery of Showing Notifications

If a showing is requested or confirmed via Showing Time after 9:00 pm, calls, texts and push notifications will be held until 8:00 the next morning. Email notifications will go out immediately.

Searching by MLS Remarks

The MLS Remarks section of a listing is searchable. You will find the Remarks search prompt under the Advanced Criteria section of the search parameters. When typing in a word or phrase to search for, put asterisks (*) around the word or phrase. For example, if your buyer would like a property that is on a trout stream, type *trout* and your search results will include properties for which the listing agent has included the word "trout" in the remarks. You can also string together multiple words or phrases. For example, if your buyer would like a home on a secluded lot, you could type *secluded*, *private*, *isolated*. Your search will bring back properties for which the listing agent has included any of these words in the remarks. Give it a try the next time you are looking for something there is not a specific search feature for. Also, when composing your remarks, make sure to mention special features not covered elsewhere in the listing features.

RASCW Housing Foundation Update

At the July 13th meeting of the RASCW Housing Foundation Board of Directors the following board members agreed to serve as officers for 2018.



REALTORY Association of South Central Wisconsin
HOUSING FOUNDATION
Established 1989
Building a foundation for affordable housing in South Central Wisconsin.

Dave Clem of Wisconsin Bank and Trust agreed to serve as President.

Sara Whitley of Old National Bank agreed to serve as Vice President.

Thomas Shannon of John Deere Financial agreed to serve as Treasurer.

If you know Dave, Sara and/or Tom, please thank them for their continued service to the Housing Foundation.

Also at the July meeting, the directors were informed that there were 11 new loans for the second quarter of 2017.

Paul Place, 2017 RASCW Housing Foundation President and Managing Broker, Clayton Real Estate • Platteville and Darlington Wisconsin

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Vice President
NMLS #926414

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Wisconsin REALTORS® Association Advocacy Fund

In February 2016, the Wisconsin Legislature passed sweeping changes to Wisconsin campaign finance laws. These changes greatly increased contribution limits and expanded contribution sources to include corporate funds. The WRA also receives an increasing number of requests for financial support toward other lobbying and advocacy projects. In August 2016, the WRA board of directors decided the WRA needed a new, long-term, effective fundraising response to maintain our successful legislative advocacy efforts and political involvement. In May 2017, the board approved the first dues increase in six years to create a new "advocacy fund" designed to preserve and enhance our legislative successes in light of the new increased fundraising opportunities. For more information, [please click here](#).

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 2017 Cindy Strange "Pay It Forward" Award to a REALTOR® 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® 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@fbfc-wi.com or to Carla Nowka at cjm@ptitle.com

Nominations must be received by Friday, September 29, 2017.

New Senior and Elder Members

Are you eligible to be a Senior Member? You are if, on January 1, 2018 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 2018.

If, on January 1, 2018, 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 Elder Status. Your local RASCW dues are then just \$12.00 for 2018.

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

Home Buyer Classes



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2017 Home Buyer Class Schedule:
Tuesday Nights • 5:30 pm to 9:00 pm
September 12 & 19 • October 10 & 17

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.



Thank You for Making Our Fundraiser a Hit!

13th Annual **Mallards Game** Tailgate Fundraiser On Behalf of



The 13th Annual Mallards Game Tailgate and Fundraiser took place on July 20, 2017 and the turnout was fantastic. This event is sponsored by the RASCW Affordable Housing and Equal Opportunities Committee, the Home Buyers Round Table of Dane County and the Women's Council of REALTORS® Madison Metro Chapter on behalf of Movin' Out, Inc.

Movin' Out, Inc. is a non-profit organization devoted to helping people with disabilities obtain safe, affordable housing and enable them to be good neighbors and community members.

Please visit www.movin-out.org for more information.

A very special Thank You to our generous sponsors. Along with their support, and the support of individual ticket purchasers, we expect to be able to provide a donation of \$10,000 to Movin' Out – an all-time record amount.

Presented by the Affordable Housing/Equal Opportunities Committee of the Realtors® Association of South Central Wisconsin



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The Future of Integrated Technology and Commercial Real Estate

Leaders from RPR, Xceligent, Valuate and Buildout join Commercial Real Estate Show's Executive Producer Michael Bull, CCIM, to share insight on how the use of integrated technology can add efficiency and profits to your business. Michael and his guests, including Nathan Graham, RPR commercial services director, discuss the future of these technologies and how they'll help the real estate industry.

Part 1: Integrated Real Estate Technology from Valuate and Realtors Property Resource® ([click here](#))

In this segment, Nathan Graham and Bruce Kirsch with Valuate discuss the integration between their platforms.

Part 2: Integrated Real Estate Technology from Buildout and Xceligent ([click here](#))

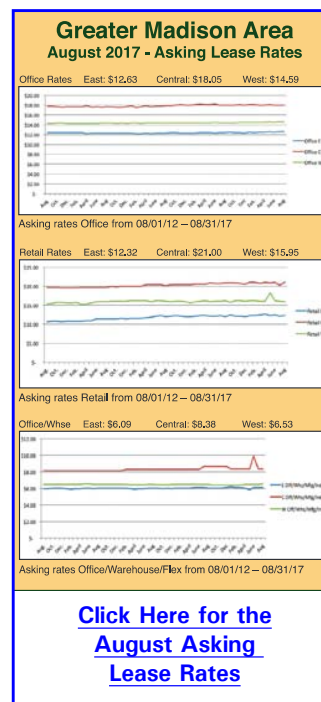
In this segment, Vishu Ramanathan with Buildout and Wayne D'Amico, CCIM with Xceligent discuss the integration between their platforms.

Part 3: Integrated Technology for Brokers ([click here](#))

In this segment, Michael and guests discuss how integrated technology can benefit brokers.

Part 4: The Future of Integrated Technology and Real Estate ([click here](#))

In this segment, Michael and guests discuss the future of these technologies and how they'll help the real estate industry.



Commercial Real Estate ALERT

This recent study by Swanepoel T3 Group -- Commercial Real Estate ALERT: Analysis of the Latest Emerging Risks and Trends -- discusses the top emerging risks and trends influencing the commercial real estate industry. Unlike other reports, the ALERT report includes the perspectives of Commercial real estate practitioners as well as many other sources of research and analysis about the sector. Commissioned by the National Association of REALTORS®, the extensive yet digestible report covers such topics as:

1. Capital Markets
2. Regulations
3. Technology
4. Crowdfunding
5. E-Commerce
6. Demographics
7. Sustainability
8. Regulations

[Download your issue of the ALERT.](#)

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Roger Erickson
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WaunakeeCommunityBank.com

Calendar: August 15 - September 15

Wednesday, August 16
SCWMLS Board of Directors Meeting
11:00 am – RASCW/SCWMLS Conference Room

Thursday, August 17
New Member Orientation
8:30 am – WRA Education Center

RASCW Board of Directors/Committee Chairs
8:30 am – Crowne Plaza

Wednesday, August 23
Bocce Ball and Backpacks
1:00 pm – East Side Club of Madison

Monday, September 4
RASCW/SCWMLS Offices Closed
Labor Day

Wednesday, September 6
Membership Networking Committee
9:00 am – Preferred Title

Wednesday, September 6 (continued)
Professional Development Committee
10:00 am – Preferred Title

Thursday, September 7
Affordable Housing Equal Opportunities Committee
9:00 am – RASCW/SCWMLS Conference Room

Friday, September 8
MLS Committee
9:00 am – RASCW/SCWMLS Conference Room

Wednesday, September 13
Southwest Annual Golf Outing
12:00 pm – Dodge Point Country Club

Thursday, September 14
New Member Orientation
8:30 am – WRA Education Center

[CLICK HERE](#)
**RASCW EVENT
CALENDAR**

is on our website!

[CLICK HERE](#)
**COMMITTEE DESCRIPTIONS
COMMITTEE SELECTIONS**

Join a RASCW committee today!

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**2017 RASCW
SOUTHWEST ANNUAL
GOLF OUTING**



SEPTEMBER 13TH

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The Convention Helps Your Office Hit a Grand Slam

Now is the time of year to reflect on your achievements of 2017 and to establish new goals for 2018. We must admit: December is always so busy, so fall is the perfect time to prepare! And the WRA Annual Convention in Milwaukee on September 12-13 is the prime opportunity for you and your agents to learn new strategies, add names to your network and get motivated to help you score a run in the new year.



The convention guarantees to give every agent in your office -- both novices and seasoned agents -- new ideas, approaches and concepts so they can develop a winning game plan for the new year. With more than 50 workshops, 70 exhibitors, several networking events and motivational speakers, your agents will leave the convention as real estate all-stars!

The convention will also feature two Expanded Broker Track workshops, which are broker-only sessions designed exclusively for brokers, owners and managers. These sessions will provide insight into increasing agent productivity in your office and overall profitability across your organization.

In the September 12 broker track seminar, "Retention -- Calendar of Events," Anthony Askowitz will explore tips and techniques for hiring and retaining successful agents. The September 13 broker track seminar, "The Ins and Outs of Real Estate Teams," conducted by Verl Workman, will discuss how you can help, accommodate and facilitate the massive draw toward real estate teams.

I hope you'll join me September 12-13 at the Potawatomi Hotel & Casino in Milwaukee. You and your agents are destined to learn new ideas as you gear up for 2018!

Sincerely,
Peter Sveum
2017-18 WRA Chairman of the Board

Win a Free Registration for the WRA Convention

The WRA will offer one FREE convention registration for a RASCW Member to attend the Convention on September 12 – 13, 2017. Join us in welcoming RASCW Member Peter Sveum as the 2017- 18 Chairman of the Board.

Criteria for the FREE registration:

1. Registration may not be sold and is not transferable;
2. Recipient must be a member of RASCW in good standing;
3. Recipient may not be a RASCW Director or Officer;
4. Deadline for submission is August 23, 2017;
5. Recipient may add ticketed items at his or her own cost.

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 by August 25

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- Car safety
- Importance of confident body language
- Who attackers choose
- Things an attacker does not want
- *Effective* self defense techniques

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Empowering women through
self-defense and awareness.

[CLICK HERE FOR MORE INFORMATION](#)

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)

September 21: CE 2 (8:30 am) and CE 1 (1:00 pm)

September 28: CE 4 (8:30 am) and CE 3 (1:00 pm)

October 5: CE B (8:30 am) and CE C (1:00 pm)

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

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MEMBERSHIP UPDATE

NEW MEMBERS

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First Weber Inc

Victor Aviles
The Frugal Broker LLC

David Barsky
Century 21 Affiliated

Melody Byl
Great Day Real Estate

Todd Evers
eXp Realty, LLC

Korpo Kolu Gorvego
Restaino & Associates

Victoria Hasz
eXp Realty, LLC

Rebecca Jackson
Boardwalk Realty

Ashley Johnson
Bunbury & Associates, REALTORS®

Danice Kalscheur
Restaino & Associates

Kory Kober
Property Revival Realty

Nate Kruse
Century 21 Affiliated

Casey Lamb
First Weber Inc

Ben Larson
The Frugal Broker LLC

Tenzin Lhundup
First Weber Inc

Jason Nettesheim
First Weber Inc

Diane Neuenschwander
Century 21 Affiliated

Brendan Potter
RE/MAX Preferred

Liz Quinn
Mode Realty Network

Jordan Roberts
Roberts Realty

Valerie Shea
Sprinkman Real Estate

Davis Simon
DSI Real Estate Group

Dave Singer
First Weber Inc

Christina VandeHei
Century 21 Affiliated

Elaine Vanderslice
Vanderslice Appraisals

Karrah Watson
WIHBN Realty LLC

AFFILIATES

David Haviland
Baker Tilly

MEMBERSHIP TRANSFERS

NAME	FROM	TO
Phillip Anderson	Silver Compass Realty	First Weber Inc
Vaughn Bauch	Boardwalk Realty	Reliant Appraisals
Roger Berg	Allen Realty, Inc	Berg Real Estate Inc.
Serena Charlton	Restaino & Associates	Realty Executives Cooper Spransy
Karen Gray	Sam Simon Real Estate, LLC	First Weber Inc
Patricia Johnson	Boardwalk Realty	Patricia Johnson, Broker
Barrett Karabis	Keller Williams Realty	Realty Executives Cooper Spransy
Michael Knade	First Weber Inc	Keller Williams Realty
Donna LaBarge	Century 21 Affiliated	Badger Realty Group
Linda Laitinen-Ulmer	First Weber Inc	eXp Realty, LLC
Amy Lewison	Keller Williams Realty	Gold Star Real Estate LLC
Sharmara Moll	Century 21 Affiliated	Turning Point Realty
Brendalee Neitzel	Fred Kaping Realty, LLC	Dynamic Realty Group, LLC
Larissa Pertzborn	Sam Simon Real Estate, LLC	First Weber Inc
Steve Reese	Sam Simon Real Estate, LLC	First Weber Inc
Chris Richards	Newmark Grubb Gialamas	Oakbrook Corporation
Ember Schultz	First Weber Inc	eXp Realty, LLC
Gladys Simon	Sam Simon Real Estate, LLC	First Weber Inc
Jane Simon	Sam Simon Real Estate, LLC	First Weber Inc
Nick Simon	Sam Simon Real Estate, LLC	First Weber Inc
Sam Simon	Sam Simon Real Estate, LLC	First Weber Inc
Scott Sklare	Key Realty, Inc	Synergy Real Estate Group
Kerri Smith	Century 21 Affiliated	eXp Realty, LLC
Tyler Sweeney	RE/MAX Preferred	Sweeney Real Estate, LLC
Jennifer Utter	Sam Simon Real Estate, LLC	First Weber Inc

NEW OFFICES

Baker Tilly
Madison, WI

Patricia Johnson, Broker
Montello, WI

Reliant Appraisals
Portage, WI

Sweeney Real Estate, LLC
Middleton, WI

Synergy Real Estate Group
Madison, WI

Vanderslice Appraisals
Mauston, WI

Unlock the Dream Tour



Want to feel good about good things happening in our profession and our community? Take 1 hour out of your day to learn how Habitat for Humanity® is building homes, communities and hope. This "mission tour" (informational only – no fundraising or volunteering ask) happens at the Dane County Habitat office in a Habitat homeowner neighborhood on the south side just off the Beltline at Park Street. The tour closes with the personal story of a Habitat homeowner you will meet.

The next Habitat "Unlocking the Dream" Tour date is (lunch included): • Thursday, September 14 • 12 pm

All tours take place at the Habitat for Humanity® of Dane County headquarters at 1014 Fiedler Lane, #29, Madison. Register by clicking: <https://habitatdane.org/Register-Dream-Tour>. You will then receive an email with directions and parking details. This is a great chance to re-energize your passion for your profession!