



February 2018

Volume 23 • Number 2

## MARK YOUR CALENDAR

### Game Changer

#### **Business Reboot 2018**

Thursday, March 8, 2018

[Click here for details.](#)

### Networking: Brackets & Bags

Wednesday, March 14, 2018

[Click here for details.](#)

### Be a Hero - Downpayment Assistance CE Program

Wednesday, March 14, 2018

[Click here for details.](#)

### Southwest Lunch & Learn

Wednesday, April 11, 2018

[Click here for details.](#)

[CLICK HERE](#)  
FULL EVENT CALENDAR

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Sponsored by:



## Game Changer

### *Business Reboot 2018*

#### Featuring Game Changers in Business and Communities

Thursday, March 8, 2018 • 8:30 – 11:00 a.m.  
Promega BTC Auditorium

**Master of Ceremonies:**  
Tom Farley

**Featured Speakers:**  
Nobu Hata & Tommy Walls

**Continental Breakfast Provided**

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



RASCW Membership Networking Event



## Brackets & Bags

Wednesday, March 14, 2018  
2:00 pm - 5:00 pm  
5100 Club  
5100 Erling Ave, McFarland



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

## BE A HERO,

### HELP YOUR BUYERS WITH DOWN PAYMENT ASSISTANCE!

Attend a Real Estate CE program on Down Payment Assistance and  
How to Write the Offer to Purchase for them.

Approved for  
3 hours of  
Real Estate  
Continuing  
Education

Wednesday, March 14<sup>th</sup>, 2018

WRA Education Center

Only \$20

[CLICK HERE FOR MORE INFORMATION.](#)

# REALTOR® REVIEW

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

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Janine Punzel, Treasurer	807-0660

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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](mailto: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](http://www.rascw.org)



## President's Message – Stan Hill



Where did January go?

That was certainly an interesting and quick first month. One day the weather was 50 degrees, and the next it was below zero. A see-saw ride all month long. But the real estate industry in South Central Wisconsin got off to a rousing start!

Our Association held its annual Installation event in conjunction with the SCWMLS on January 18th at the Nakoma Golf Club in Madison. The outgoing directors were recognized for their service. Thank you all for your dedication to our Association, especially to outgoing 2017 RASCW President Tom Weber and SCWMLS President Shawna Alt. The incoming Directors were installed by former RASCW President Mary Duff. Congratulations to all, particularly to new SCWMLS President Jennifer Lancaster.

It was my pleasure to attend the Holiday Party on January 24th for the Green Lake/Ripon Chapter at Norton's Supper Club on Green Lake. The event was well attended and everyone seemed to have a great time. Thank you Green Lake/Ripon members for your hospitality!

The SCWMLS released its year-end housing market report. These statistics show that 2017 was almost another record year for single family and condominium sales in Dane County - 2nd best all time! And a new record was set for the annual median price. As a matter of fact, there were new record high median prices set for all of our SCWMLS market areas.

Certainly these are good signs. But the issue we still contend with in 2018 is available inventory which remains lower than buyer demand. According to representatives from the City of Madison at the recent Commercial Forecast, Madison is not producing enough housing units (rentals included) to keep up with our population growth. Dane County is currently the fastest growing county in Wisconsin, and the entire region benefits from this phenomenon. We need to create more housing stock by encouraging current owners to sell and through new construction.

As I write this, the annual REALTOR® and Government Day is coming up on Wednesday, February 7th. Since this publication comes out after that, I hope I will have seen many of you there to support our REALTOR® efforts throughout our great State of Wisconsin. The economy of the country, our state, and our local communities depends on the premise that people are able to buy and sell property in a free market without too many governmental constraints. This event supports that effort in a way that no other can quite as effectively.

Moving forward, let's prepare for the spring market with purpose and direction, and with great confidence that we have the information we need to assist our buyers and sellers in their quest toward the American Dream!



**Join us for our  
1980's LIP SYNC BATTLE  
HOTEL RED  
FEBRUARY 15, 2018, 5:30PM**

**[www.WCRmadison.com](http://www.WCRmadison.com)**

**Visit the Women's Council of REALTORS® Madison website for the following information:** Our Leadership Team, Calendar of Events, Volunteer Opportunities, Strategic Partnership Opportunities & PMN Designation Requirements.



Southwest Membership Networking Committee

## LUNCH AND LEARN

Wednesday, April 11, 2018 • 11:00 am to 1:00 pm

Sportspage Bar & Supper Club, 117 W Commerce St. Belmont, WI 53510

**FREE LUNCH!**

**This is a FREE program but reservations are required.**

**[CLICK HERE FOR MORE INFORMATION.](#)**

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## MLS News

Visit [www.scwmls.com](http://www.scwmls.com) for expanded details.



### Updated Resources

Click [here](#) for updated 2017 Tax/Mill Rates.

Click [here](#) for a copy of the 2018 Gregorian Calendar.

### My Client Has Opted Out

If you receive an email alerting you that a client has opted out of receiving emails from you via Paragon™, this may be because they accidentally clicked on the opt out link within an email, or because Paragon™ received a bounce back from your clients email provider. To opt them back in, email them the following link or open the link and type in their email address: <http://p50.fnismls.com/paragonsubscriptions/optin.aspx>. Your client will be sent a confirmation email containing an opt-in option they will need to click on within 72 hours to opt back in. This opt in link can be found within the links in the orange banner on the top of the Paragon™ home page.

You can proactively check for clients that have been opted out by clicking on Contacts and View/Manage Contacts within Paragon™. Look at the Email column. Clients should have an orange envelope indicating a valid email address. If you see a white envelope with a red exclamation point, this client is opted out and is not receiving emails.

### 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 one of these rooms listed as Other Room 1-4.

### Showing Rule Reminder

The 4-day grace period allowed to gather information before entering a new listing on the MLS, is not a barrier to showings by a potential subagent or buyer's agent. All MLS eligible properties must be made available for showings on the effective date of the contract, unless the seller has indicated that no showings are allowed for a specific time. Any no showing stipulation would apply to showings for all perspective buyers, including those working with the listing agent.





REALTORS® Association of South Central Wisconsin  
**HOUSING FOUNDATION**  
Established 1989

*The REALTORS® Association of South Central Wisconsin Housing Foundation – building a foundation for affordable housing in South Central Wisconsin.*



### Please Support Your RASCW Housing Foundation!

Down payment assistance like our Housing Foundation Home Start program can help to improve affordability of a home for many buyers. Your dollars help individuals and families own their homes, which benefits all.

[Click here for more information.](#)



REALTORS® ASSOCIATION OF SOUTH CENTRAL WISCONSIN



### Fair Housing Makes U.S. Stronger: Commemorating 50 Years of the Fair Housing Act

Fair housing is more than a list of dos and don'ts, rights and penalties, and mandatory continuing education. As stewards of the right to own, use and transfer private property, fair housing protects our livelihood and business as REALTORS® and depends on a free, open market that embraces equal opportunity.

In 2018 the National Association of REALTORS® will join with our partners and allies in a year-long commemoration of the 50th Anniversary of the Fair Housing Act. The commemoration will focus on three key elements of Fair Housing:

- Acknowledging the organization's past role in the fight for fair housing;
- Understanding how we as a nation are constantly improving our commitment to fair housing; and
- Embracing REALTORS®' role at the forefront of advancing fair housing, leading efforts to address community fair housing issues.

*Fair Housing Makes U.S. Stronger*

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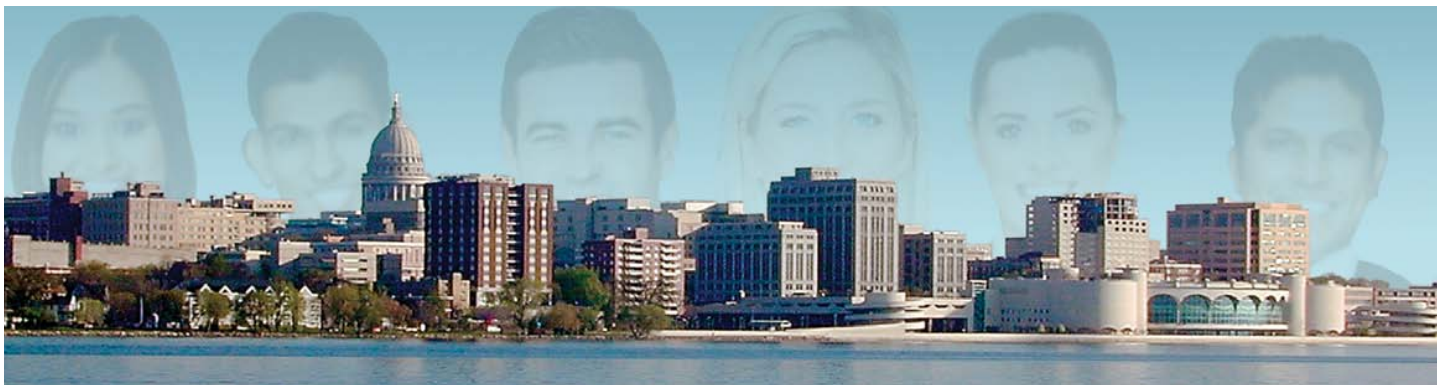
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## 2018 RASCW Commercial Real Estate Forecast Thank You

Thank you to all attendees at the 2018 RASCW Commercial Real Estate Forecast held on January 25th in the TDS Corporate Conference Center. We appreciate your time and hope the program provided value to your practice.

We also extend our thanks to our presenters:

(Click on the speaker's name below to see copies of their presentations.)

- [Jason Zook](#), IRA Loan Officer, North American Savings Bank, FSB, Kansas City, MO
- [Christian Beaudoin](#), Research Director, Jones Lang LaSalle, IP, Inc., Chicago, IL
- [Matt Wachter](#), Manager of Real Estate Services and [Dan Kennelly](#), Manager of the Office of Business Resources, City of Madison

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\*Closing cost credit available on construction loans and first mortgage purchase and refinance transactions that are for primary residences and second homes. This offer is not available when refinancing a State Bank of Cross Plains Construction loan to permanent financing. This offer is also not available for loans secured by a second lien, home equity lines of credit, VA, FHA or USDA loans. This offer is available for loans with applications dated from January 1, 2018 through December 31, 2018. The closing cost credit will be applied at the time of loan closing. This is not valid with any other mortgage offers and is subject to change.



## RPR: Rule your real estate world with one simple app

We know you love real estate, but it can't always be fun keeping all those plates in the air.

The good news is, you have the power to be more productive right in the palm of your hand. With the app from Realtors Property Resource® (RPR®), REALTORS® have exclusive access to a whole host of tools that improve productivity while on the go, not to mention RPR's abundance of property data and reports.

From simple solutions like search by voice to creating a CMA using your phone, these [new RPR app](#) and website features will definitely keep you in the driver's seat.

- *Save those keystrokes for later.* Tap the magnifying glass icon from within any search field to initiate voice transcription. This new feature is also available when using the Property Notes function.
- *Be the first to know ...* Visit the app's Settings tool to start receiving notifications about status, price, and estimated value changes on your saved properties or listed inventory.
- *A comp analysis on the fly.* Why wait to get back to your desk? Create an on-the-go CMA using your phone or tablet.
- *On-the-spot rental and lease searches.* More than 165,000 active lease properties and eight million off-market rental properties can be viewed from your handheld device or desktop.

When client needs and quick attention are paramount, don't forget all of the app's features enable you to immediately respond. For example, within seconds of getting an inquiry, jump into the app, create a report and text or email it back to the client within seconds.

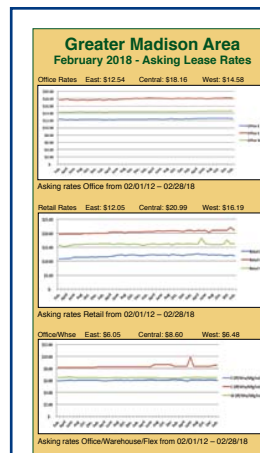
### RPR Commercial Workshop Links

[Introduction to RPR Commercial](#)

[Valuing Long Term Real Estate Investments for You and Your Clients](#)

[3 Key Benefits to Wow Commercial Clients](#)

[Creating the Perfect Presentation Package](#)



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

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## Calendar: February 15 - March 15

Friday, February 16

New Member Orientation  
8:30 am – WRA Education Center

Wednesday, February 21

Paragon™ Basic  
9:00 am – SCWMLS Training Room

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

Thursday, February 22

RASCW Board of Directors  
8:30 am – Education Center &  
RASCW/SCWMLS Conference Room

Thursday, March 1

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

Friday, March 2

SCWMLS Committee  
8:30 am – RASCW/SCWMLS Conference Room

Wednesday, March 7

Membership Networking Committee  
9:00 am – Preferred Title

Thursday, March 8

Game Changer – Business Reboot 2018  
8:30 am – Promega BTC Auditorium

Wednesday, March 14

Be a Hero - Down Payment Assistance Program  
8:30 am – WRA Education Center

Brackets and Bags

2:00 pm – 5100 Club, McFarland

[CLICK HERE](#)

RASCW EVENT  
CALENDAR

*is on our website!*

[CLICK HERE](#)

COMMITTEE DESCRIPTIONS  
COMMITTEE SELECTIONS

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### In Memoriam

Our sincere condolences go to the family and friends of RASCW Member **Bruce Shanley** of Platteville. A United States Army veteran serving in Viet Nam and Germany, Bruce owned and operated Shanley Real Estate and Appraisals since 1978.



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## 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 Code of 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)

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

March 15: CE 3 (8:30 am) and CE 4 (1:00 pm)

March 22: CE A (8:30 am) and CE B (1:00 pm)

March 28 CE 2 (8:30 am) and CE 1 (1:00 pm)

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

April 18: CE C (8:30 am) and CE D (1:00 pm)

[To register, please click here.](#)



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## Habitat ReStore's Contractor Support Services


The Habitat ReStore now offers new services exclusively for contractors, subcontractors, tradespersons and service professionals, such as REALTORS®. It knows you have little time to make donations and little space to store them. Call the Habitat ReStore to schedule a pick-up or drop-off and take advantage of:

- **48 Hour Pick-Up Guarantee:** Habitat will send a truck within 48 hours of your call - guaranteed!
- **Hassle-Free Drop-Offs:** Stop by during the ReStore's open hours and it will accept all of your donations
- **On-Site Removal Experts:** Habitat has a skilled team that can travel to your location and assist with removing cabinetry, vanities, doors or lighting.

With Habitat ReStore, your donations get a second life and help fund decent, affordable homes in Dane County. Plus you can lower your waste removal costs and receive a receipt for your tax donation.

Habitat for Humanity ReStore  
4201 Monona Drive  
5906 Odana Road  
608-661-2813 ext 7  
[restoredane.org/contractors](http://restoredane.org/contractors)

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Are you making it difficult for hackers to crack your passwords online? Create smart passwords by incorporating capital letters, numbers, and special characters, and using more than six characters.

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## Home Buyer Classes



**home'own'er-ship** = a smart investment in your future

2018 Home Buyer Class Schedule:

Tuesday Nights • 5:30 pm to 9:00 pm • March 13 and 20 • April 10 and 17  
Saturdays • 8:00 am to 3:30 pm • March 3 or May 12

Register: (608) 251-4446 Ext. 7 or [rw@movin-out.org](mailto:rw@movin-out.org)

Class location: Villager Mall Atrium Entrance, 2300 S Park St, Madison, WI 53713

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



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 \*UW Credit Union is ranked among the top ten home loan lenders in the state based on information from county Register of Deeds Offices; CoreLogic.



## MEMBERSHIP UPDATE

### NEW MEMBERS

**Cathy Bermudez**  
American, REALTORS®

**Tasha Cheney**  
Martinson Real Estate LLC

**Shayla Clark**  
Clark's Realty LLC

**Paige Darnick**  
RE/MAX Preferred

**Tara Feick**  
Elite Real Estate

**Emily Georgeson**  
First Weber Inc

**Trevor Gilson**  
Century 21 Affiliated Roessler

**Nicole Goggio**  
Realty Executives Cooper Spransy

**Rachel Govin**  
IA Management, LLC

**Stella Guevara**  
eXp Realty, LLC

**Ramaun Harris**  
Keller Williams Realty

**Aleshia Johnson**  
First Weber Inc

**Sharon Johnson**  
Keller Williams Realty

**Jeanette Knauf-Masanz**  
Bunbury & Assoc, REALTORS®

**Carolyn Knutson**  
Knutson Country Realty

**Mary Clare Kull**  
eXp Realty, LLC

**Mike Moore**  
Century 21 Affiliated

**Michael Morgan**  
Century 21 Affiliated Roessler

**Kate Murrain**  
Restaino & Associates

**Jody Nibbe**  
eXp Realty, LLC

**Stacey Lewis Norland**  
Keller Williams Realty

**John Oehme**  
RE/MAX Preferred

**Craig Ostrom**  
First Weber Inc

**Francine Ranger**  
Stark Company, REALTORS®

**Jamie Riley**  
Stark Company, REALTORS®

**Alexis Rosholt**  
First Weber Inc

**Paul Shapiro**  
Stark Company, REALTORS®

**Christopher Stern**  
Midwest Commercial Real Estate

**Evan Swain**  
Keller Williams Realty

**Anand Verma**  
Restaino & Associates

**Christina Weitzel**  
Potterton-Rule Inc

**John Winters**  
Keller Williams Realty

#### AFFILIATES

**Katie Lindquist**  
Wisconsin Bank & Trust

**Michael Redman**  
MAC Family Properties LLC

**Kiera Schindler**  
Wisconsin River Title Consultants

**Mark Schmid**  
Premier Inspection and Consulting

**Congratulations to the 36 new Members who completed Orientation in January sponsored by Pete Stebbins and Fairway Independent Mortgage.**

**Thank you to Bonnie Dixon, Scott Walker, Cindy Ulsrud, Kevin King, and Tiffany Tobias for imparting their wisdom and time as January Orientation Instructors.**

**You did an excellent job!**

### MEMBERSHIP TRANSFERS

NAME	FROM	TO
<b>LeRoy Abplanalp</b>	American, REALTORS®	First Weber Inc
<b>Randy Alsmo</b>	Brad Bret Real Estate	Right on Target Real Estate, LLC
<b>Corey Kaiser</b>	Marshall Insurance & Realty LLC	Coldwell Banker Dominic Goodman RE
<b>Dominic Landretti</b>	Century 21 Affiliated	The Alvarado Group, Inc
<b>Jamie Miller</b>	Bunbury & Assoc, REALTORS®	Keller Williams Realty
<b>Anna North</b>	Stark Company, REALTORS®	Realty Executives Cooper Spransy
<b>Dana Nowland</b>	Nth Degree Real Estate	Elite Real Estate
<b>Angel Phillips</b>	Inventure Realty Group, Inc	eXp Realty, LLC
<b>Justin Pusateri</b>	RE/MAX Preferred	eXp Realty, LLC

### NEW OFFICES

**Elite Real Estate**  
Prairie Du Sac, WI

**IA Management, LLC**  
Madison, WI

**Knutson Country Realty**  
Westfield, WI

**MAC Family Properties LLC**  
Middleton, WI

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**#1 MORTGAGE LENDER IN DANE COUNTY\***



\*#1 mortgage lender based on number of mortgages recorded with Dane County register of deeds.  
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