

REALTOR® REVIEW

"THE VOICE OF REAL ESTATE™ IN SOUTH CENTRAL WISCONSIN"



June 2017

Volume 22 • Number 6

MARK YOUR CALENDAR

Foot Golf Tournament

Wednesday, June 14, 2017

Southwest Chapter

MLS Lunch & Learn

Tuesday, June 20, 2017

REALTOR® Riders -

Bike for Boys & Girls Club

Saturday, July 15, 2017

RASCW Golf Outing

Wednesday, July 19, 2017

RASCW Mallards Outing

Thursday, July 20, 2017

[CLICK HERE](#)
FULL EVENT CALENDAR

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Membership Update

On behalf of the REALTORS® Association of South Central Wisconsin And the Women's Council of REALTORS® Madison Metro

Please join Team REALTOR® Riders in the

July 15, 2017

A RIDE TO BENEFIT DANE COUNTY CHILDREN

BIKE

FOR BOYS & GIRLS CLUB
PRESENTED BY TREK

Sign up today at www.bike4bgc.com

Under the Menu tab, locate "Find a Team" – Then select REALTOR® Riders

SIGN UP TO RIDE OR MAKE YOUR DONATION TO YOUR TEAM TODAY!

CINDY STRANGE MEMORIAL GOLF OUTING

Wednesday, July 19, 2017

University Ridge Golf Course

REGISTER YOUR TEAM TODAY • SPACE FILLS UP FAST!

CLICK HERE FOR MORE INFORMATION

13th Annual MALLARDS GAME

Tailgate Fundraiser

All profits to: **Movin' Out**

Recognized by the National Association of REALTORS® with its 2011 HOPE Award

Please Join Us

THURSDAY, JULY 20TH AT THE DUCK POND

Tickets are only \$25 and include tailgate party of hamburgers, brats, hot dogs, veggie burgers, cranberry walnut chicken salad sandwiches, chips, potato salad, coleslaw, beer*/water/soda **PLUS** the Mallards game!

*while supply lasts

5:00 pm - 7:00 pm Pepsi Tailgate Area **inside** the Duck Pond; 7:05 pm Mallards Baseball Game

[CLICK HERE FOR TICKET INFO.](#) [CLICK HERE FOR SPONSORSHIP INFO.](#)

REALTOR® REVIEW

A REALTORS® Association of
South Central Wisconsin
Publication

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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



Hello and welcome to June!

Summer is a busy time both in and out of real estate. I am sure you have heard but we have several upcoming opportunities in July to get out and enjoy the Wisconsin weather while doing great things for our communities. Please join me in these worthwhile events.

July 15

[Bike for the Boys & Girls Club](#)

Please join the Realtor® Riders team or pledge your support on behalf of the boys and girls in Dane County

July 19

[Cindy Strange Memorial Golf Outing 2017](#)

The proceeds of this tournament go to the Cindy Strange Pay-It-Forward Award winner to be donated to the charity of his or her choosing.

July 20

[Mallards Game Fundraiser for Movin' Out 2017](#)

Your support goes to help Movin' Out with its mission to provide housing solutions to adults with disabilities and to families that include children with disabilities.

This got me thinking about the recently announced grant recipients for the Volunteering Works program through NAR. And I agree heartily with our NAR president William E. Brown when he said, "REALTORS® have an extraordinary reach into their communities. Many of them guide, mentor and volunteer in the places they live and work, and these Volunteering Works recipients are improving lives in ways that will continue far beyond 2017."

I know that locally, our REALTORS® are doing many great works for our communities. I want to use social media to help recognize those efforts. But I need your help. When posting on social media about an event or a group picture volunteering, add one thing to it, **#WIRealtorsCare**. If we all include the hashtag **#WIRealtorsCare** I can find them and help your post get an even broader reach. Maybe even help raise more assistance through a larger awareness. Thanks in advance for using the hashtag!

There is never a shortage of things to keep REALTORS® busy, so "Thanks" for all you do to help your communities, your clients and customers, and your peers throughout the year.

Now get out there and enjoy the wonderful Wisconsin summer.

Tom



"Madison Women's Council of Realtors® is a connection to National Leaders in the Real Estate Industry. The education, referrals, leadership training and Friendships are invaluable to me personally and in my business!"

Michelle Gille, REALTOR®
2017 WCR Madison
President-Elect

Women's Council of
REALTORS®
Madison Metro

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JOIN TODAY at WCRmadison.org

Notice of RASCW Nominating Committee and Board of Directors Petition Notice

In the July issue of the REALTOR® Review, you will be noticed of the slate of candidates selected for the 2018 RASCW Board of Directors. 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 (no more than 10 from their own company). Petitions must be received at the RASCW office before August 15, 2017. For specific details, see Article XI of the RASCW Bylaws or contact Janine Smith at 608.240.2800 or jsmith@wisre.com.

Recap:

Safety First! Protecting Yourself in the Physical and Digital World



On June 1, 2017, RASCW held a program to help you protect yourself and your clients. We wish to thank the presenters for sharing their time and expertise. In addition, we want to thank those who took time to attend the program and complete the evaluation. The program received rave reviews!

Presenters:

Jen Krueger Favour, Captain, Madison Police Department

Rick Corey, Technology and Marketing Coach, RE/MAX Preferred

Click Below for the PDF of Rick's Presentation
[Internet and Device Safety 101](#)



Product Demonstrations:

Amy Ritchie Pierquet, Woman to Woman Self Defense

Mark Augustine, Guard Llama

Chris Alexander, Midwest Defense Solutions and Century 21 Affiliated

Thank you to all!

MLS News

Visit www.scwmils.com for expanded details.



2 MLS Rule Changes

The Board of Directors recently voted to **reduce the grace period for the entry of new listings from 7 calendar days to 4 calendar days**. They also voted to set a maximum of 45 days that a listing can be set as the status of Withheld/Delayed. These changes will take effect for all new listings entered after June 30.

Search Made Easier – Attention Offices Subscribing to More than One MLS

We are now pulling non-SCWMLS listings, with a list date of 6/1/17+, that are located in the geographic area* SCWMLS members typically market in, from WIREX directly into the SCWMLS database. This means that when you do a search within the SCWMLS system for listings in any of these counties, all listings (listed after 5/31/17) will come up, even if some of them were input into a different MLS. You will no longer need to switch to WIREX to find these listings. WIREX will still be helpful if you are searching outside this area. The MLS numbers for these non-native listings will be the number that was assigned when it was input into its native MLS, but will be prefixed by 2 letters to make the number unique, and to identify them as being listings that originated in a different MLS system. For example, listings from Metro Milwaukee MLS will be prefixed with MM. You will need to include the alpha prefix as part of the MLS number when searching by MLS number. The native MLS will also be listed within the disclaimer at the bottom of the agent full report.

If your office currently enters the same listings into SCWMLS and another MLS that participates in WIREX, we would like you to only enter them into the other MLS and let them flow to Paragon™. Besides the time saved in entering the listing, other advantages are the same MLS number will be used in both systems, and all subsequent changes will also automatically be made. If you choose to continue to enter the same listing into SCWMLS and another MLS, we will delete the non-SCWMLS listing once it hits Paragon™ as we do not want duplicate listings within Paragon™.

**Adams, Columbia, Crawford, Dane, Dodge, Grant, Green, Green Lake, Iowa, Jefferson, Juneau, Lafayette, Marquette, Monroe, Richland, Rock, Sauk, Vernon, and Waushara counties. We plan to add listings within Fond du Lac, Jackson, Walworth and Wood counties before the end of the year.*



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Patrick Averill,
Vice President
NMLS #926414
Phone: (608) 833-2427

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RPR Releases 2017 REALTOR® Mobile Usage Report

CHICAGO (April 17, 2017)

Realtors Property Resource® (RPR®), a wholly owned subsidiary of the National Association of REALTORS®, announces the results of its recent 2017 REALTOR® Mobile Usage Report. The report includes findings from a survey of almost 200 REALTORS® about the way they use mobile devices in their everyday businesses. Client communication and housing research top the list of mobile activities REALTORS® rely on most throughout the course of each workday, according to the study. Those tasks are made possible through the growing availability of mobile technologies in the real estate marketplace, which include apps offered by RPR, Supra eKEY, Homesnap, ShowingTime, and a variety of MLS apps.

"Consumers appreciate experiences that are convenient, quick, and personalized," said RPR Vice President of Marketing Reggie Nicolay. "With a smartphone and the right app, REALTORS® are empowered to adapt their communication strategies to meet those consumer needs."

Mobile access to property data, and the ability to instantly communicate that information to consumers, has transformed the way REALTORS® conduct business. RPR's app, for example, enables more than 1.2 million REALTORS® to view data on nearly any U.S. property and then immediately convert it to a customized report, sent directly from the app to the client by way of text or email.

2017 REALTOR® Mobile Usage Report key findings include:

- An overwhelming majority (96 percent) of REALTORS® agree, using a mobile device to access housing data saves valuable time during the work day.
- 89 percent of all REALTORS® surveyed indicated that they often use a mobile device to communicate with clients. Other popular activities included researching housing data (72 percent), financial calculations (44 percent), prospecting (34 percent), and client presentations/ home showings (26 percent).
- 87 percent of REALTORS® agree that clients prefer to receive new housing alerts, market activity reports and more sent directly to their mobile device.

[View the full report](#)

About Realtors Property Resource® (RPR®)

Realtors Property Resource®, LLC (RPR®), a wholly owned subsidiary of the NATIONAL ASSOCIATION OF REALTORS®, is an exclusive online real estate database created to support the core competence of its members. The parcel centric database, covering more than 160 million residential and commercial U.S. properties, provides REALTORS® with the analytical power to help clients make informed decisions while increasing efficiency in the marketplace. For more on RPR, visit blog.narrpr.com.



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Wisconsin is ranked 5th in highest property taxes ... help us lower property taxes!



The WRA strongly supports the property tax relief and school funding provisions contained in the 2017-19 state budget bill. The proposed budget will significantly increase K-12 school aids to fund education, and eliminate the state portion of the property tax levy. The proposed budget cuts property taxes and provides millions more for schools. We need your help to make this possible.

[Click Here to Contact your Legislator](#)

Please take action today! Ask your state legislators to support the property tax relief and school funding provisions contained in the state budget under consideration by the State Legislature. Act today!

Historic Hotel Loraine to Undergo Exterior Restoration

In May, you received a Call For Action outlining the WRA's strong opposition to the proposed changes to the historic rehabilitation tax credit (HTC) program, which would have a crippling effect on one of Wisconsin's most successful economic development programs. The current HTC program has been very successful in meeting its objectives – generating economic development, creating jobs, growing local tax bases, restoring historically significant buildings, and generating state and local tax revenues.

Last week, a press release announced that the historic Hotel Loraine building – over 90 years old – will receive a major exterior restoration project this summer. The Loraine has been home to 84 residential condominium homes and five businesses since 2004. Two contractors will coordinate the use of historically appropriate materials and methods, enabling the use of Wisconsin historic tax credits to be granted to help ease the financial burden of the project.

It is projects such as this that make it important to retain the historic tax credit program in Wisconsin. It is not too late to ask your state legislators to oppose changes contained in the 2017-19 state budget.

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):

• Thurs July 13 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](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!

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The National Association of REALTORS® retained Swanepoel T3 Group to research and analyze the latest emerging risks and trends within the commercial real estate industry. We are proud to announce that the **Commercial Real Estate ALERT** is now available.

[DOWNLOAD NOW](#)

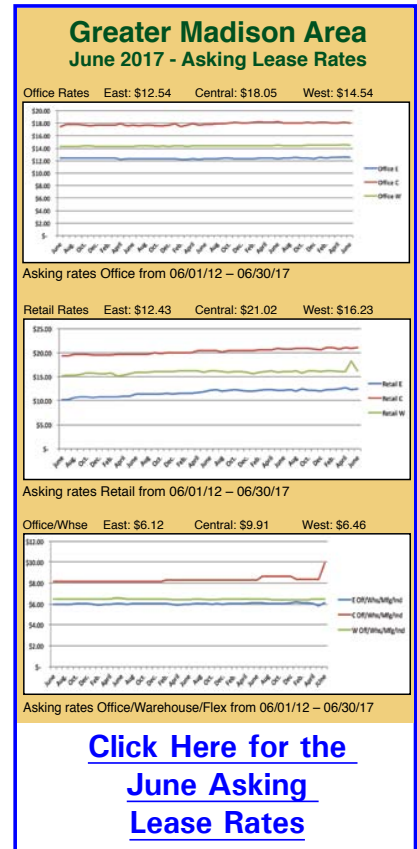
This 128-page report is not only for commercial real estate brokers and agents but also for residential brokers and agents who want to gain a better understanding of this important segment of the real estate market.

Detailing the risks and opportunities within the commercial real estate industry, the Commercial Real Estate ALERT employs the same rigorous standards that were used in the [DANGER Reports](#), [Swanepoel Trends Reports](#), [T3 Sixty case studies](#) and more.

If your time is limited and you want only an overview, read just the Abstract and Takeaway sections in each chapter. Within 30 minutes you will have a high-level overview – you can dig into the full report later.

[Download your free PDF copy now.](#)

The T3 Research Team
The Swanepoel T3 Group



New Developments for Commercial Brokers 2017

Members attending the New Developments for Commercial Brokers 2017 were treated to a fact-filled program on May 24, 2017. Thank you to the City of Sun Prairie for the use of the Sun Prairie Westside Community Service Building.

The program opened with a special welcome from Sun Prairie Mayor Paul Esser and Chad Fedler, Vice President of Prairie Development, followed by community updates from Neil Stechschulte, Sun Prairie Director of Economic Development, [DeForest and Windsor Community Development](#) from Sam Blahnik, DeForest Community Development Director and Amy Anderson Schweppe, Director of Planning and Development for the Village of Windsor. Attorney Cori Lamont, WRA Director of Corporate and Regulatory Affairs concluded the event with [Key Legal and Regulatory Updates](#) affecting commercial real estate.

Thank our program sponsors:

Bank of Sun Prairie,
Knight Barry Title Group,
Prairie Lakes,
CIREX and the

RASCW Commercial Services Committee



Mayor Paul Esser



Chad Fedler



Neil Stechschulte



Sam Blahnik



Amy Anderson Schweppe



Attorney Cori Lamont

Calendar: June 15 - July 15

Monday, June 19

RASCW Nominating Committee
10:00 am – RASCW/SCWMLS Conference Room

Tuesday, June 20

Southwest Chapter MLS Lunch & Learn
11:30 am – Dodger Bowl, Dodgeville

Wednesday, June 21

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

Thursday, June 22

New Member Orientation
10:00 am – WRA Education Center

Wednesday, June 28

RASCW Board of Directors
1:00 pm – Ripon, WI

Tuesday, July 4

RASCW/SCWMLS Offices Closed
Independence Day

Thursday, July 6

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

Friday, July 7

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

Wednesday, July 12

Membership Networking Committee
9:00 am – Preferred Title

Professional Development Committee
10:00 am – Preferred Title

Thursday, July 13

Housing Foundation Board of Directors
8:30 am – RASCW/SCWMLS Conference Room

[CLICK HERE](#)

**RASCW EVENT
CALENDAR**

is on our website!

[CLICK HERE](#)

**COMMITTEE DESCRIPTIONS
COMMITTEE SELECTIONS**

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*\$500 off closing costs offer valid for purchase and refinance transactions closed May 1, 2017, through October 31, 2017. The \$500 discount will be applied at closing as a lender credit. Offer excludes VA, FHA, WHEDA, lot, construction and Rapid Refinance loans. Offer valid for first mortgages only. 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. ¹UW Credit Union is ranked among the top ten home loan lenders in the state based on information from county Register of Deeds Offices; CoreLogic.



REALTORS' Association of South Central Wisconsin
HOUSING FOUNDATION
Established 1989

Building a foundation for affordable housing in South Central Wisconsin.

RASCW Housing Foundation Update

Loan requests keep coming in as we get into the busy time of year for REALTORS® and Lenders.

This month's feed back comes from Rachel of Black Earth who said: "It was a good experience overall."

The Housing Foundation relies on donations from members and affiliates like you to continue our mission to continue to help home buyers like Rachel 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
President of the RASCW Housing Foundation Board
Clayton Real Estate
Platteville and Darlington

WRA Annual Convention

Please join us in welcoming RASCW Member Peter Sveum as the 2017-18 Chairman of the Board of the Wisconsin REALTORS® Association.

WRA **Be An MVP**
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SEPTEMBER 12-13, 2017

WISCONSIN REALTORS® ANNUAL CONVENTION
POTAWATOMI HOTEL AND CASINO | MILWAUKEE, WI

- Keynote speaker Scott Burrows
- General Session with Leigh Brown
- "Chill by the Grill Tailgate Party" Icebreaker Party
- 50+ sales, marketing and technology workshops
- Real estate CE included with registration
- Golf tournament at Tripoli Country Club (9/11/17)
- Chairman's Reception (open to all attendees)
- Over 70 exhibitors
- Door prizes, awards, \$500 in cash
- Register early and save!
- Two-fer savings: bring a REALTOR® friend who is new to the convention, and you both save!

www.wra.org/convention

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Good morning!

Let me start with an enormous thank you for participating in this year's Movers for Moms campaign. Donations have been collected and the YWCA is busy counting the thousands upon thousands of items we were all able to collect! Due to the large numbers associated with the drive, communication has been key in facilitating our efforts. That said, sometimes we do miss some things, so if we have missed any donations, please let me know!

This is the biggest donation event of the year for both YWCA Janesville and YWCA Madison, and donations help them make life comfortable for women in need for an entire year. This is an impact that would be impossible without you. Your generosity, compassion, and community involvement have made an impact with very real results. As soon as we have results from the YWCA, we will share the total contribution with everyone who participated!

We will be meeting with YWCA in the coming weeks to discuss ways that we can make next year's drive even better. We would love to hear from you too! This was a year of massive expansion, so there are new lessons being learned every day. If you have any comments or suggestions on what went well this year, and how we can improve next year, please let me know! We want to make this drive as beneficial to the community as possible, and your feedback is the best way to grow our impact!

Thank you again for participating and for your contributions. Every item helps a woman in need, and women all over the community will benefit from your giving.

Michael Fiez, Marketing Coordinator
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MEMBERSHIP UPDATE

NEW MEMBERS

Colleen Arndt
Clarks Realty LLC

Brooke Benigni
Century 21 Affiliated

Patrice Bennett
Century 21 Affiliated

Sarah Bennett
Alterra Real Estate Group LLC

Alicia Bosben
The Realty Tree, LLC

Susan Brabender
Wisconsin Real Estate Brokers, LLC

Roger Burton
Century 21 Affiliated

Bradley Collins
Collins Real Estate Group

Corde Crothers
Robert W. Crothers Realty

Kennan Crothers
Robert W. Crothers Realty

Raven Crum
Home In Wisconsin

Charles Fiesel
The Fiesel Firm/Cambridge Real Estate

John Finn
John Finn

Tuangporn Fitzgerald
Property Revival Realty

Shelly Freeman
RE/Max Preferred

Boyd Gerry
Land Water Group, LLC

Jackie Grande
Restaino & Associates

Mitchell Hamberger
Stark Company, REALTORS®

Eloise Kelly
First Weber Inc

Paul Kerr
Home Buyers Marketing II, Inc

Jane Kerscher
First Weber Inc

Laura Kubesheski
MadisonWI123.com

Kris LaPree
First Weber Inc

Tu Le
Dwellhop, LLC

Brenda Lins
Bunbury & Associates, REALTORS®

Jordan Mack
Century 21 Affiliated

Caleb M.L. Maier
First Weber Inc

Neil Mathweg
Realty Executives Cooper Spransy

Erina Oistad
Keller Williams Realty

Benjamin Raupp
Great Day Real Estate

Heather Reinicke
The Realty Tree, LLC

Mary Kay Roseneck
First Weber Inc

Monique Scher
Stark Company, REALTORS®

Kathi Schmidt
Keller Williams Realty

Jane Simon
Sam Simon Real Estate, LLC

Kim Stocklein
Fast Action Realty

Tracy Thompson
RE/Max Grand

Tracy Tompkins
First Weber Inc

Crystal Urlacher
Stark Company, REALTORS®

Eileen Urso
Century 21 Affiliated

Paula Walker
Keller Williams Realty

Lucas Winn
Bruner Realty & Management

Blaine Young
Young Real Estate Inspections LLC

AFFILIATES

Ellen Bernards
Old National Bank

Sean Martinson
Compass Home Inspection

Congratulations to the 44 new Members who completed Orientation in May sponsored by Pete Stebbins and Fairway Independent Mortgage.

Thank you to Bonnie Dixon, Scott Walker, Tom Weber, Robert Procter, Kevin King, Joe Long, and Tiffany Tobias for imparting their wisdom and time as May Orientation Instructors.

You did an excellent job!

MEMBERSHIP TRANSFERS

NAME	FROM	TO
Jessica Adams	T. Wall Enterprises Mgt, LLC	First Weber Inc
Cory Barr	Preferred Realty Group	Keller Williams Realty
Michael Carlson	Solidarity Realty, LLC	Tapestry Building & Real Estate
Corey Fischbach	Century 21 Affiliated	Rock Realty
Zachary Hines	Restaino & Associates	eXp Realty LLC
Shannon Holt	First Weber Inc	Stark Company, REALTORS®
Kristine Jaeger	Stark Company, REALTORS®	Sprinkman Real Estate
Jerome Jeffrey Jones	Realty Executives Cooper Spransy	Century 21 Affiliated
Mary Lausted	Century 21 Affiliated	eXp Realty, LLC
Leanne Liautaud	Realty Executives Cooper Spransy	eXp Realty, LLC
Nancy Noot Schmelzer	Stark Company, REALTORS®	Keller Williams Realty
Cory Otto	Realty Executives Forward	Turning Point Realty
Mary Ramsey	Century 21 Affiliated	Turning Point Realty
Katie Simon	Home Savings Bank	Monona State Bank
Paula Steiner	Preferred Realty Group	Keller Williams Realty
Crystal Stoudemayer	Century 21 Affiliated	Terra Firma Realty
Jeremy Teske	Building Equity Development	Restaino & Associates
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