







March 2016

Volume 21 • Number 3

REALTORS® ASSOCIATION OF SOUTH CENTRAL WISCONSIN

MARK YOUR CALENDAR

March Madness Tip Off Tuesday, March 15, 2016 Babe's, Madison Click here for more information.

RASCW & SCWMLS Offices Closed at 12 noon

Friday, March 25, 2016

Construction 101

Wednesday, April 6, 2016
WRA Education Center
Click here for more information.

Appy Hour

Wednesday, May 11, 2016 The Coliseum Bar, Madison Details to Follow

CLICK HERE FULL EVENT CALENDAR

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Membership Update

MARCH MADNESS TIP OFF

Join the RASCW Membership Networking Committee

Babe's Madison Tuesday, March 15, 2016 4:00 - 6:00 pm

- Brackets to Fill Out (no cost) Must be present to register your bracket.
- Appetizers
- Cash Bar Available
- Prizes for the Top 3 Winners & Last Place

Great Opportunity to Network with Your Peers and Grow Your Business



CONSTRUCTION 101

Wednesday, April 6, 2016
WRA Education Center, 4801 Forest Run Road, Madison
Registration 8:30 a.m. • Program 9:00-11:00 a.m.

Continental Breakfast Courtesy of Tim O'Brien Homes

PANEL:

Jason Kratochwill, Alterra Design Homes Brian McKee, Midwest Homes Craig North, Tim O'Brien Homes Alan Lamb, Wisconsin Bank & Trust Cindy Wirth, Preferred Title

MODERATOR:

Michelle Gille, First Weber

Construction 101 - How to Work with Builders

Do your buyers have inventory woes? How about building? Attend this program and learn about the building process from a panel of local experts.

What are the benefits of new construction?

What's a model home vs a custom home?

What is your role as an agent working with a buyer?

How will you get paid?

What's involved with the construction loan process?

What's the difference between Turn Key and construction loans?

Come and get the answers to these questions and more!

PLEASE REGISTER FOR THIS **FREE** PROGRAM BY EMAILING BETH@WISRE.COM.

REALTOR® REVIEW

A REALTORS® Association of South Central Wisconsin Publication

OFFICERS OF THE ASSOCIATION

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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 801 Forest Run Road, Suite

4801 Forest Run Road, Suite 101 Madison, WI 53704-7337

Phone: (608) 240-2800 Fax: (608) 240-2801

Items submitted in Microsoft® Word programs are also welcome.

www.rascw.org







President's Message: Dewey Bredeson

Greetings Fellow REALTORS® and Fellow Citizens! Warning!!!! Political message ahead ...

(Note to Reader: I know I've just turned half of you off and you won't read any further because there is a political message ahead but please just read the 3 things you need to do.)

There are things you need to do, listed in order of importance:

- 1. Vote
- 2. Stay Informed
- 3. Respond to Calls For Actions

Now you are saying to yourself - Why? Because if you want to be able to make a living in real estate, protect private property rights and continue living in a free democracy it is your duty to do so. OK, the Calls For Action may or may not keep you living in a free democracy, but they will help your industry and they are free, so why wouldn't you?

(Congratulations if you are still reading, the following is the second thing you need to do.)

I just attended REALTOR® and Government Day put on by our Wisconsin REALTORS® Association. It was a fun afternoon with your lobbyists at WRA filling us in on all the legislation that passed this year that helps us in our day-to-day business. It was a lot - they have been working hard and were very successful this year. Governor Walker spoke to us and signed a bill into law that provides liability protection for real estate licensees by creating a two-year statute of limitations on lawsuits and codifies our ability as licensees to fill out forms. Then we met with our local state assembly representatives and senators – Senators Marklein, Miller, Olsen and Ringhand along with Representatives Born, Brooks, Hebl, Considine, Hesselbein, Subeck and Taylor. In addition, Julie Laundrie from Senator Erpenbach's staff and Mike Bruhn from Representative Loudenbeck's office joined us. It was very nice of them to take time out of their busy schedules to meet with us. Kudos to Robert Procter, our Government Affairs Director, for his admirable job facilitating that meeting. Finally we met back at the Monona Terrace for a social hour.

Do not forget the three things you need to do! Oh, and as long as I'm giving out unsolicited advice, eat your vegetables. It will make your mom happy.



Mike Watson Mortgage Loan Officer NMLS #486766 282.6177



Santino VanDerWielen Mortgage Loan Officer NMLS #283563 282.6173

Great Rates Are A Given

You help homeowners achieve their dreams. We help with very competitive rates and expertise. Want proof? Sign up for *Rate Watch* in our online mortgage center.

THAT'S COMMITMENT

Too much? No way! Our incredible service, innovative home loan products and local expertise inspire customers to channel their inner landscaper!

SAVINGS BANK

Since HERE FOR YOU 1895

Stop at River Valley Bank and start packing!

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RiverValleyBank.com

River Valley

REALTOR Benefits® Program



It's here! The REALTOR Benefits® Program 2016 Catalog is hot off the presses and is full of offers and discounts just for REALTORS®! Grow Your Business. Gain a Competitive Edge. Save Time & Money. Download your copy today at:

http://www.realtor.org/sites/default/files/handouts-and-brochures/2016/2016-RBP-Catalog-v1.pdf

Get Realtor®

NAR's new campaign, "Get Realtor®," communicates REALTOR® brand value to consumers, targeting up-and-coming generations of home buyers, sellers, owners and investors. We want today's consumers to understand that REALTORS® are their competitive advantage in all things real estate.

"Get Realtor®" aims to "redefine the R®" for current generations of home buyers, sellers and real estate investors. The campaign aims to build REALTOR® brand awareness and drive consideration of REALTORS®, especially among millennials and today's hyperconnected consumer.

We want consumers to know that REALTORS®:

- Are their competitive advantage
- Understand and have insights into local markets
- See what can't be uncovered in a simple online search
- Are consumer advocates; they will fight for consumers' real estate dreams

To learn more about the "Get Realtor®" ad campaign and to find campaign materials to use in your business, visit www.realtor.org/consumer-advertising-campaign.









South Central WI MLS Database Changes – March 29, 2016

To further advance work being done to align data elements with the Metro Milwaukee and Northeast WI MLSs, the following changes will be made on March 29. There is still work to be done, but we have opted to break it into stages to minimize disruption in your work flow.

Updated profile sheets can be found on the **Profile Sheet Portal**. Profile sheets in ZipForms will also be updated.

Adding

- Additional 88 characters for Public Remarks (512 to 600)
- Dining Area level and dimensions
- Other Room 3 & 4 name pick list, level and dimensions
- Annual HOA Dues (vacant land)
- State VA as type of financing for sold listings
- Lot Description Feature Horses Allowed and Sidewalk
- Heating/Cooling Feature Gravity, Zoned Heating and Multiple Heating Units
- Water/Waste Feature Community Well, Sand Point Well and Mound System
- Interior Feature Indoor Pool (Single Family)
- Waterfront Feature Boat Ramp/Lift
- Terms/Misc Feature Relocation Sale
- Barrier Free Feature Elevator/Chair Lift
- Condo Common Amenities Feature Indoor Pool, Outdoor Pool and Boathouse (removing Swimming Pool)

Removing

- Type Feature Fixer Upper
- Basement Feature Unfinished
- Exterior Feature Slate
- Lot Description Feature Standard, On Dead End, Irregular and Interior
- Heating/Cooling Feature Wood Burning Furnace

Changing

Current Other Room Name fields will be changed from free form entries to the pick list below. If you select Other, you may want to include the room name in the remarks. Please only select Other for actual rooms. Dimensions for decks, patios and garages should be mentioned in the remarks if noteworthy.

- Bedroom - Bonus Room (above garage)

Den/Office
Foyer
Loft
Rec Room
Second Kitchen
Theater
Exercise Room
Mud Room
Screened Porch
Sun Room
Three-Season

- Other



The WRA recently passed four important pieces of pro-homeowner, pro-property owner and consumer-friendly legislation in Madison. Your support and advocacy for these issues makes continued legislative success possible. Thank you!

Background:

Chapter 452 Modernization (AB 456/SB 375): Updates Chapter 452 of the Wisconsin statutes to address a number of key issues impacting the real estate industry, including creating an independent contractor safe harbor.

Status: passed.

Private Property Rights Package (AB 582/SB 464): Better protects private property rights by improving the regulatory environment at both the state and

Landlord/Tenant Bill (AB 568/SB 445): Modifies current landlord-tenant law to better protect the interests of both tenants and landlords, including the option to expedite evictions for criminal activity.

Chapter 30 Reform Package (AB 600/SB 459): Makes a number of changes to the Wisconsin statutes that regulate activities near navigable waterways.

Status: passed.

What's in play:

Proposals: Four pieces of legislation that are beneficial to the Wisconsin real estate climate.

Bill status:

All four pieces of legislation passed and are awaiting Gov. Walker's signature.



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











What's New at RPR - February 2016 by Reggie Nicolay, RPR

2016 is off to a great start for RPR users. In January alone, RPR squashed 37 of the 55 highest priority bugs we were tracking, and all thanks to input we received from our valued REALTORS®. During this time, we also managed to introduce some other useful improvements. Let's take a closer look ... For more information, please click here.



Integrity Home Inspections

of South Central WI, LLC

Ed Anderson - Owner Designing, Building, Inspecting for over 36 years.

Certified Infrared Thermography Inspector

Monkey wrench not included.

Call or Text (608) 206-4950 e-mail edanderson209@gmail.com





Green Madison is Looking to Make a Big Impact

Do you have cold and drafty rooms in your home? Mold, moisture or ventilation issues in your home? Is your energy bill high in comparison to the size of your home? An energy audit will provide you a clear road map of what is going on in your home in terms of energy loss.

Green Madison is building a grassroots, community-based effort to significantly reduce Madison's energy use. Madison is one of 50 cities competing to win the Georgetown \$5 million energy prize. Green Madison is providing a financial incentive for Madison homeowners to have an energy audit during this competition.

Over the past several months Green Madison has hosted energy house parties in every Madison neighborhood. The energy house party format is fairly simple. The host offers his or her home as a platform for educating neighbors and friends about energy efficiency concepts. As a thank you for their efforts, hosts receive a free comprehensive energy audit. By taking an energy tour of the home, these parties show homeowners how even the most basic energy saving technologies, such as insulation, can significantly cut household energy use.

In our effort to win the Georgetown prize, Green Madison is looking to sign up more people to host house parties or have an energy audit. If you have considered having a home energy audit, but couldn't fit it into your schedule, this is time to do it. Contact jen.rubin@greenmadison.org or check out http://greenmadison.org/ if you want to learn more.

RASCW Commercial Corner

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

Who is moving in to all these apartments? Dan Roseliep

Everyone sees the explosion of new apartment properties these past couple of years. I often get asked: Who is filling these up? That is a good question, and the answer isn't so simple. First of all the market is fragmented by housing type. In Madison, for instance, there is student housing, senior housing, pure market rate and affordable housing. It is not always possible to drive by any of these and know what type it is.

The economy has improved quite a bit since development peaked in the 2007 season. Energy prices recently have seemed to add to the improving economic picture. Unemployment, which has stubbornly stayed high, is showing some improvement finally. The recent picture of the multifamily market has been a good one. Overall home ownership which peaked at 69% before the Great Recession is at a low 65% today. National vacancy rates are below 5% and the cost of capital remains at historic lows.

There are two segments of the market which will receive the most attention from developers and investors. The first is the millennials or, as they are referred to sometimes, the echo boomers. There is finally some movement from the parents' house to the first apartment along with other employment related factors. The second hot place to focus is the senior market. Downsizing and retirement as well as health related moves will solidly drive this cohort for many years to come.

The future looks good for apartment buildings. Location and job growth remain high on the list of things to look for when purchasing. Luxury Class A units will run their course sooner so the rehab and value add plays should be the best investment types to look at. It goes without saying that affordable housing of all categories will remain strong as it has since the end of the Second World War.

RPR Commercial Ralph Kamps

If you are interested in commercial real estate you definitely need to get a login and password for RPR Commercial. Loads of demographic data, ESRI Tapestry Data, analysis and other tools for the commercial practitioner is available. You can blend the data with the MLS or commercial information exchange (such as Property Drive, Loop Net, etc.) for a world class report for your clients.

Here is the link: http://blog.narrpr.com/commercial/ plus a 24 hour hotline and chat to help walk you through the sign up. Look for training and other course information from RPR Commercial on the web site coming soon.



Click Here for the March Asking Lease Rates

WHEN IT COMES

TO A MORTGAGE LENDER, CONSIDER US PREAPPROVED.

State Bank of Cross Plains offers 110 years of experience and above-and-beyond service, so when you refer a client to us, you're referring them to someone both you and they can trust. And with our easy online or in-person preapproval process and \$500 credit* on closing costs, a referral to us is a referral to stress-free financing.

(608) 497-4640



sbcpmyhome.com

*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, Foundations for Families product, VA, FHA or USDA loans. This offer is available for loans with applications dated from March 1, 2016 through April 30, 2016. 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.





Calendar: March 15 - April 15

Tuesday, March 15

March Madness Tip Off 4:00 pm - Babe's Grill & Bar

Wednesday, March 16

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

Ghoulish Gallop 9:00 am - Bunbury & Associates, Fitchburg

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

Friday, March 18

New Member Orientation 10 am – WRA Education Center

Thursday, March 24

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

Friday, March 25

RASCW/SCWMLS Offices Closed 12:00 pm - Good Friday

Monday, March 28

Paragon™ Basic 9:30 am - SCWMLS Training Room

Friday, April 1

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

Wednesday, April 6

Construction 101 8:30 am – WRA Education Center

Membership Networking Committee 9:00 am - Preferred Title

Paragon™ Basic 9:30 am - SCWMLS Training Room

Thursday, April 7

Affordable Housing Equal Opportunities Committee 9:00 am – RASCW/SCWMLS Conference Room Wednesday, April 13

> RASCW Housing Foundation Directors 8:30 am - Egg & I

Thursday, April 14

Professional Development Committee 9:00 am - Preferred Title

CLICK HERE RASCW EVENT CALENDAR

is on our website

CLICK HERE

COMMITTEE DESCRIPTIONS

COMMITTEE SELECTIONS

Join a RASCW committee today!

CLICK HERE

REGISTER FOR PARAGON™ TRAINING

on-site classes & webinar based

SAVE THE DATE:

March Madness Tip Off Tuesday, March 15, 2016 Babe's, Madison Click Here for Details

SAVE THE DATE:

Construction 101
Wednesday, April 6, 2016
WRA Education Center, Madison
Click Here for Details

SAVE THE DATE:

Appy Hour

Wednesday, May 11, 2016 (3-5 p.m) The Coliseum Bar, Madison Details to Follow

\$499 Flat-Fee Closing Costs*

Help your clients save on their dream homes with our \$499 flat-fee closing costs* and low rates on a seven-year ARM.

Our friendly experts make the home finance process easy. Call us at 800.533.6773, ext. 2810, visit uwcu.org or stop by a branch.

*\$499 closing cost option available for 7-year adjustable rate mortgages only. Offer valid on purchase transactions closed January 15, 2016, through May 31, 2016. Applies to single-unit owner-occupied properties only. Offer excludes refinances, lot, 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, origination fee of \$499, term of 360 months and monthly payments of \$652.81. Rate subject to change. Offer 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. See us for details.



Continuing Education

Our goal in partnering with the Wisconsin REALTORS® Association is to provide a high standard of real estate education, enabling you to better serve your clients. All Wisconsin real estate licenses must be renewed by December 14, 2016. License renewal requires 18 hours of continuing education.

There are four mandatory courses and four DSPS-approved electives. Licensees must complete the four mandatory courses and two electives from the DSPS-approved electives list.

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

Course 1 W	Visconsin	State-Approved	Listing	Contracts
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Course 2 Wisconsin State-Approved Offers to Purchase

Course 3 Wisconsin New Developments

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

Elective Topics (Licensees must take two of the following)

Elective A Disclosures in a Wisconsin Transaction

Elective B Risk Reduction for Wisconsin Salespeople and Brokers

Elective C Inspections and Testing in Wisconsin Transactions

Elective D Wisconsin Condominiums

Upcoming Classes at WRA (Madison)

March 17: CE 3 (8:30 am) and

CE 4 (1:00 pm)

March 24: CEA (8:30 am) and

CEC (1:00 pm)

April 7: CE 2 (8:30 am) and

CE 1 (1:00 pm)

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

Project Home "Home Maintenance Classes"

Classes are free and open to the public. Advance registration is required. Please call (608) 246-3737 Ext. 2000 or email michellek@projecthomewi.org to register

All classes are from 6:30 pm to 8:00 pm (unless otherwise noted).

All classes will be held at 1966 S. Stoughton Rd., Madison, WI 53716 (unless otherwise noted).

Classes are taught by Project Home staff and other local, skilled professionals.

Wed. Mar. 9

All Things Painting: Tips from a Pro Madison Central Library Room 302

Wed. Mar. 30

Basic Spring Home Maintenance

FREE Home Buyer Education Classes

Presented by GreenPath, Home Buyers Round Table of Dane County and Project Home.

Where: Project Home's Training Center, 1970 S. Stoughton Road, Madison

Next classes:

Tuesday 6:00 - 9:30 pm • March 8 and 15

Saturday 8:30-5:00 pm • March 19

Tuesday 6:00 - 9:30 pm • April 12 and 19

For more information, please click HERE.



MEMBERSHIP UPDATE

NEW MEMBERS

Shane Baganz

Stark Company, REALTORS®

Sue Baumer eXp Realty, LLC

Mary Berry First Weber Inc

Michael Brennan Century 21 Affiliated

Linnea Burk Keller Williams Realty

Lisa Heiar First Weber Inc

Ryan Hodel Fourcap Real Estate

Brian Hoppe

United Country Hamele Auction & Realty

Ashley Jacobs Keller Williams Realty

Dick Zentner

Tanya Klubertanz Dwellhop, LLC

Amber Larson Century 21 Affiliated

Katie Lichtie

Stark Company, REALTORS®

Jeremy Manthey Keller Williams Realty

Apollo Marquez Keller Williams Realty

Douglas Nelson New Home Star Wisconsin LLC

Sara Northouse

Restaino & Associates

Jesse Pycha-Holst
Solidarity Realty, LLC

Adam Russell

Century 21 Tri-County Real Estate

Century 21 Affiliated

Robert Ryde

New Home Star Wisconsin LLC

John Skatrud Madison Realty Group

Jeff Steckel

Stark Company, REALTORS®

Jeremy Teske

Building Equity Development

Chantel Torkelson Century 21 Affiliated

Tracie Tuescher-Johnson Century 21 Zwygart Real Estate

Cat Williams

Clayton Real Estate & Auction

AFFILIATES

Bryan Bazan Bank of Sun Prairie

Brad Beghin

Pillar To Post Home Inspection

Craig Freng Bank of Sun Prairie

Michelle Hahn Bank of Sun Prairie

Lyle Schober Century 21 Affiliated

Leonard Wilkosz
Wolf Home Inspection LLC

Congratulations to the 34 new Members who completed Orientation in February sponsored by Rebecca Laird and AmeriSpec Home Inspection Services.

Membership Transfers

NAME FROM то Kate Baldukas Keller Williams Realty eXp Realty, LLC Nicole Charles Keller Williams Realty eXp Realty, LLC Keller Williams Realty Alejandra Creech eXp Realty, LLC Michael Fujihira Realty Executives Cooper Spransy New Home Star Wisconsin LLC Karen Gauer Fred Kaping Realty, LLC Dynamic Realty Group, LLC Lindsay Hagens Keller Williams Realty eXp Realty, LLC **Gretchen Heberling** Geiger, REALTORS® Realty Executives Cooper Spransy Jim Jera Keller Williams Realty eXp Realty, LLC Mary Lausted Keller Williams Realty Century 21 Affiliated Southwestern Realty Ronna Lefeber Keller Williams Realty eXp Realty, LLC Jennifer Luedtke Keller Williams Realty eXp Realty, LLC Derek Mengar First Weber Inc Accord Realty **Christian Schartner** Stark Company, REALTORS® Keller Williams Realty Century 21 Affiliated Roessler Tya Kottler Sprinkman Real Estate Pat Sternad First Weber Inc Badger Realty Group Juanita Tomlinson Fast Action Realty Keller Williams Realty Keller Williams Realty Century 21 Affiliated Southwestern Realty Risa Topper

Thank you to Kim Moermond,
Scott Walker, Gary Lukens,
Robert Procter, Christi & Lon
Hill, Kevin King and Dewey
Bredeson for sharing their
knowledge and time as
February Orientation
Instructors.
You did an excellent job!

NEW OFFICES

Dynamic Realty Group, LLC Beaver Dam, WI

New Home Star Wisconsin LLC Fontana, WI

Pillar To Post Home Inspection Stoughton, WI

Wolf Home Inspection LLC Madison, WI



Keller Williams Realty



RASCW Member Benefit - Car Wash

Kwik Trip Deluxe Car Wash Cards • \$5 each (includes tax)

Mermaid Total Wash Tickets
• \$8 each (includes tax)

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

CLICK HERE FOR MORE INFORMATION