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3

March 2017

Number

22

MARK YOUR CALENDAR

Sauk/Columbia March Madness Monday, March 13, 2017 Click here for details.

RASCW March Madness Tip Off Tuesday, March 14, 2017 Click here for details.

Be a Hero - Down Payment Assistance Program Friday, March 24, 2017 Click here for details.

Diamond Jo's Casino Trip Wednesday, May 10, 2017 Click here for details.

CLICK HERE FULL EVENT CALENDAR

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Membership Update

BE A HERO,

HELP YOUR BUYERS WITH DOWN PAYMENT ASSISTANCE!

Attend a FREE program on Down Payment Assistance and How to Write the Offer to Purchase.

Friday, March 24th, 2017

WRA Education Center

There are programs to help your buyers with their down payment. This session will allow you to be more confident when discussing options with your buyers. You will learn directly from industry professionals and gain tips to help you with your business on programs such as:



Home-Buy The American Dream

Movin' Out

Momentum

Down Payment Plus

WHEDA Easy Close Advantage



CLICK HERE FOR MORE INFORMATION OR TO REGISTER

Home Start



REALTOR® REVIEW

A REALTORS® Association of South Central Wisconsin Publication

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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



A challenging and brisk Spring market sets the tone for 2017.

As we begin to close out this first quarter, I can't help but reflect on what an amazing job of customer service our members and affiliates provide the public in our respective roles in transactions.

The market has had its challenges with slightly increased interest rates and crazy low inventory, all with an amazing sales pace. It places a bright light on our values and rules that help govern our cooperative efforts. Without these rules and the consistency they bring, it would be impossible to maintain such a high-level professional experience for our clients and customers.

At the heart of it all is the integrity of our MLS database. Used skillfully, it is arguably our most valuable asset to our appraisal and banking members as well as our REALTOR® members. Its availability and accuracy is of the upmost importance.

My personal experiences, however, have shown that we have room to grow. How so? Utilizing "Pending" status for one.

It's amazing to me the number of properties that are flowing straight from an active status to sold without ever achieving a pending status. This has resulted in frustration for the public and for us due to properties in "Offer-Show" status that really aren't being allowed showings by the seller. These homes should be in the pending status to allow for a better experience by the public buyers and fellow REALTORS®. But most importantly, it will allow our appraiser members to possibly use these pending sales as supporting data to justify market price increases in the mortgage appraisals.

When you receive a call from an appraiser asking about the details of your pending listing's offer to purchase, remember that the DSPS-approved offer to purchase forms allow for you to share that information with the appraiser. This hugely benefits the appraisal process by letting current activity support older comparable sales. In a hyper and improving market, this will help everyone involved in the industry have smoother transactions.

Did you know that by using the pending status, if anything happens and the original offer fails, moving it to active status will cause the property details to be sent out to prospective buyers on home searches? There is no real down side to using the pending status if in fact the seller prefers to stop showing the property.

I would challenge us all to try and help ourselves, the industry, and ultimately our clients by using all of the status tools at our disposal to create a more accurate representation of our available inventory.

Now get out there and enjoy the warming Spring weather and the very hot real estate market!

Tom



Welcome Nancy K. Smith Back to the Board of Directors

Nancy K. Smith, First Weber, Inc., has been appointed to fill a vacancy on the RASCW Board of Directors. This seat represents those with primary practice outside of Dane County and expires at the end of this year. Char Eversoll resigned from the position late last year. Nancy previously served a three year term from 2009-2011 when RASCW merged with the Southwest Association.





CLICK HERE FOR MORE INFORMATION AND A COPY OF THE CONTRACT





Building a foundation for affordable housing in South Central Wisconsin.

RASCW Housing Foundation Update

This month the RASCW Housing Foundation would like to thank the Madison Chapter of the Wisconsin Mortgage Bankers Association for making the Housing Foundation one of the beneficiaries of their Bowling Benefit which is to be held on March 16th at the Village Lanes in Monona. Thank you to everyone who is helping with and/or participating in this important event.

This month's Housing Foundation feedback comes from Ashley in Portage who said:

"If it wasn't for down payment assistance funds from the REALTORS® Association of South Central Wisconsin, I do not believe I would have been able to secure a home- Thank you."

The Housing Foundation relies on donations from members and affiliates like you to continue our mission to help home buyers like Ashley 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 support.

Paul Place

Clayton Real Estate Platteville and Darlington President, RASCW Housing Foundation



C. Eric Sweeney



Mike Watson oan Officer Sr. Mortgage Loan Officer Sr. Mortgo



Katie Simon

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608.282.6103

608.282.6000 home-savings.com

Great Rates Are A Given

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www.msbonline.com





Click here for updated 2016 Tax/Mill Rates.

Building Contract/Under Construction/ New Construction

Our Type feature pick list contains three distinct stages for properties under construction or newly built. It is important to update this feature as a home moves from plan, through construction, to finish. Select Building Plans with Lot for proposed homes not yet started, select *Under Construction* once a hole has been dug, and select New Construction/Never Occupied to indicate the new home is finished. While Under Construction, you must also include the estimated completion date or stage of completion in the first line of the public remarks. A photo is required once the home hits the New Construction/Never Occupied stage. If you show a property and find it is not labeled correctly, please let us know and we will follow up with the listing agent.

The Map on your Listing is Very Important

If you have a listing that is not mapped correctly, it may be missed if an agent is searching by map. Please make it part of your routine to always check the map placement when adding a new listing. If the map placement is not correct, you can adjust it under Listing Maintain - Change GeoCode. When the map displays under maintain, click on the orange map placement marker and move it as needed. Switching to a bird's eye view (click the down arrow next to the word Road in the upper left corner) and using the zoom feature helps to pinpoint the exact location. There is also an option to enter the latitude and longitude. Before clicking Save, you may want to zoom out a bit as the zoom level will also be saved.

Drone Photography

Thinking about using a drone to take photos of your listing? Aerial photos are cool, but capturing them via a drone requires a license. Please review the NAR Field Guide to Drones and Real Estate for more information at: https://www.nar.realtor/field-guides/ field-guide-to-drones-and-real-estate.

Home Warranty Inclusion

If you are including a home warranty, you may want to use the new Includes field to indicate specifics such as type, cost and company. The agent writing the offer will thank you ©

Get Realtor®

NAR's current 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 hyper-connected 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

NAR's newest campaign creative features character Phil Dunphy from ABC's hit show Modern Family, played by Emmy Award winning actor Ty Burrell. Phil Dunphy is the epitome of a helpful, knowledgeable real estate professional, who in a series of social posts and :15 and :30 TV and digital video spots humorously engages consumers about all the ways REALTORS® provide value in the home buying and selling process.

Visit NAR's consumer-facing social media sites for shareable Get Realtor® content.

Facebook | Twitter | Instagram | YouTube





RASCW Member Benefit



Madison West • Madison East

Call 608.240.2800 or email <u>beth@wisre.com</u> for detailed information and orders.

Mermaid Total Wash Tickets \$8 each (includes tax) Too much business has become far too impersonal, leaving out the humanity.

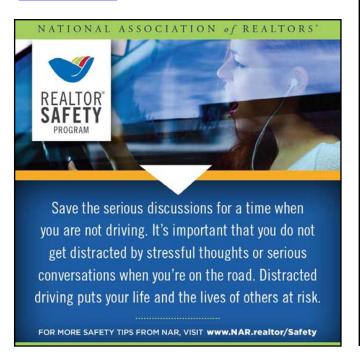
[Capitol Bank] goes beyond basic service - they're bringing back a needed personal touch.





Do You Like to Sing? Can You Sing?

One of our RASCW members would like to form a 4-6 person male acapella group to perform the National Anthem and God Bless America at REALTOR® events. He is also interested in the creation of a similar female group that could blend together with the male group. Please email Janine Smith (janine@wisre.com) or Kevin King (kevin@wisre.com) if interested in learning more.





Home Buyer Classes

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

2017 Home Buyer Class Schedule
Tuesday Nights • 5:30 pm to 9:00 pm
March 14 & 21
April 11 & 18
May 9 & 16

Saturday • 8:00 am to 4:00 pm May 6

> 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.





Integrity Home Inspections

of South Central WI, LLC

Ed Anderson - Owner Designing, Building, Inspecting for over 36 years. Certified Infrared Thermography Inspector

Inspection prices start at \$250.00
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Call or Text (608) 206-4950 e-mail edanderson209@gmail.com

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1.99% / 3.655% APR* CONSTRUCTION LOANS

*APR is based on a loan amount of \$300,000 and a 20% down payment. Must be a single family, primary residence. Offer valid for new construction loan transactions opened between 2/27/17 and 11/30/17. Subject to credit approval. Rates subject to change.





608.643.3393 BANKPDS.COM



RASCW Commercial Corner

RPR Mobile™ Now Includes Commercial Data



<u>What</u>: Commercial Data Comes to the RPR® App. The new Commercial mode, easily activated from within the RPR® app, recognizable by its red theme, is similar to the platform's Commercial website. Once logged-in, REALTORS® can swipe through three home screens: property search, nearby market activity, and area demographics.

Who: This app is offered exclusively to REALTORS®.

When: The RPR® App with commercial data is live now.

Where: This app is available in the Google Play and Apple Stores.

Apple: https://itunes.apple.com/us/app/rpr-mobile-property-research/id900143341? Mt = 8 Google Play: https://play.google.com/store/apps/details?id = com.rpr.mobile&hl = en

<u>How</u>: Searching properties in commercial mode will return active (for sale or lease), sold or leased, off market, and distressed properties within a specific area. And every search easily converts to a branded report with a REALTOR®'s photo and contact information. The reports (Commercial Property, Trade Area or Best Business) can instantly be downloaded and/or emailed to a client.

About RPR®: Realtors Property Resource® (RPR®) delivers on-the-go access to an all-encompassing real estate data platform, available exclusively to REALTORS®, and offered at no additional cost. Easily accessed through desktop, iOS and Android devices, RPR® offers residential and commercial agents, brokers, and appraisers with data sets ranging from tax and mortgage history, to listings, sales, valuations, demographics, psychographics, and school information, to name just a few.

With RPR®, members can:

- Research hundreds of datasets on over 160 million properties
- Access the entire RPR® platform via desktop, iOS and Android devices
- Create winning listing presentations
- Calculate the ROI for home improvements
- Use the exclusive REALTOR Valuation Model® (RVM®) in pricing discussions
- Refine the value of a home when conducting a comps analysis
- Build a comprehensive relocation packet
- Create customized, client-friendly reports from any handheld or desktop device



\$999 Off Home Loan Closing Costs*

You helped them find their dream home – let us make it more affordable, with reduced closing costs on a seven-year ARM. Our mortgage loan officers can help find the right loan for the unique needs of each client.

Offer Also Available on Jumbo Loan Amounts

800.533.6773, ext. 2810 | uwcu.org

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



Calendar: March 15 - April 15

Wednesday, March 15

SCWMLS Board of Directors 9:30 am - RASCW/SCWMLS Conference Room

REALTOR® & Government Day 12:00 pm – Monona Terrace

Thursday, March 16

New Member Orientation 10:00 am – WRA Education Center

Wednesday, March 22

Paragon™ Basic 9:30 am - SCWMLS Training Room

Thursday, March 23

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

Friday, March 24

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

Wednesday, April 5

Membership Networking Committee 9:00 am – Preferred Title

Professional Development Committee 10:00 am – Preferred Title

Thursday, April 6

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

Friday, April 7

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

Friday, April 14

RASCW/SCWMLS Offices Closed at Noon

CLICK HERE RASCW EVENT CALENDAR







Save the Date

Next Professional Development Committee Program

Safety First! Protecting Yourself in the Physical and Digital World

Thursday, June 1, 2017 • 9:00 a.m. - 11:00 a.m. • WRA Education Center, Madison

Watch for Details





Wednesday, March 15, 2017 Monona Terrace and Convention Center

REALTOR® & Government Day is your opportunity to help shape the laws that impact you and your real estate business in Wisconsin. Through lobbying efforts at the state Capitol, you'll meet with state lawmakers and have a unique opportunity to advocate for issues that impact the real estate industry in Wisconsin.

Industry success requires advocacy from every REALTOR® in the state. Wisconsin lawmakers saw an impressive demonstration of REALTOR® strength in 2016 with the WRA bringing more than 325 REALTORS® to Madison. With your support, REALTOR® & Government Day 2017 will be a day to remember.

12:00 - 1:00 p.m. Registration

1:00 - 1:15 p.m. Welcome

1:15 - 1:45 p.m. Assembly Speaker Robin Vos &

Minority Leader Peter Barca

1:45 - 2:30 p.m. Issues Briefing

2:30 - 3:00 p.m. Move to Capitol

3:00 - 4:30 p.m. Capitol Hill Visits

4:30 - 5:30 p.m. Cocktail Reception

Click here for more information and to register.

FREE to 1st 300 Registrants.

REALTOR Benefits® Program -Maximize Your Membership



Designed with you in mind, the REALTOR Benefits® Program is your official member benefits resource, bringing you savings and unique offers on products and services just for REALTORS®.

Click here for the 2017 Program Catalog.



The proposed 2017-19 state budget would end the state portion of the property tax levy, thereby permanently lowering property taxes by approximately \$90 million per year. The state forestry tax, which increases each time a property's value increases, would no longer be imposed on Wisconsin property owners.

Background:

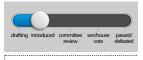
The new funding will protect state payments to the forestry account in the conservation fund.

Ending the state-levied property tax will save the median value homeowner approximately \$27 per year today and more in the future as home value:

What's in play:

Proposal: The WRA supports the elimination of the state forestry property tax and will work with the legislature to see this proposal signed into law with the passage of the state budget later this year.

Bill status:



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





We'll keep you and your buyer informed through every step of the loan process, and close your deals on time.

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*Purchase transactions only. The following loan programs are not eligible for the closing cost credit: Federal VA, FHA, Rural Development, WHEDA, Investment Property and Construction loans. Offer valid on home purchase applications submitted from January 1, 2017 through April 30, 2017 where the loan's interest rate Is locked by April 30, 2017. The \$500 closing cost credit cannot exceed the actual amount of closing costs, prepaid interest, and escrow reserves. This includes if the credit is combined with a seller closing cost credit. First mortgages only (offer does not apply to second mortgages or home equity lines of credit). The credit will be applied at the time of the loan closing and will be reflected on the closing disclosure. Not valid with any other offers.

MEMBERSHIP UPDATE

NEW MEMBERS

Jason Anderson First Weber Inc

Mo Afshar Sprinkman Real Estate

Chris Bartine First Weber Inc

Tina Bloomenkranz First Weber Inc

Ann Brown

Northern Exposure Real Estate LLC

John David

Keller Williams Realty

David Ferris FeeSimpleLLC

Christopher "Fish" Fisher

Bunbury & Associates, REALTORS®

Cal Fleming

Realty Executives Cooper Spransy

Steven Griepentrog eXp Realty, LLC

Stan Henson

Keller Williams Realty

Vince Hotter

Rock River Appraisal Services

Jason Jaskula

Property Revival Realty

Dave Johnson First Weber Inc Kellie Kramer

RE/MAX Ridge-N-River

Donna LaBarge Century 21 Affiliated

Jenni Landretti

Century 21 Affiliated

Chris Larson First Weber Inc

Chris Loshaw

ALTUS Commercial Real Estate, Inc.

Kimberly Meitner First Weber Inc

Terry Patrick

Whitetail Properties Real Estate LLC

Dick Peck

Century 21 Affiliated

Alicia Rivas First Weber Inc

Amy N Roberts

Right on Target Real Estate, LLC

Melissa Ryan Century 21 Affiliated Steve Schroeder

Great Day Real Estate

Terrence Wall

T. Wall Enterprises Mgt, LLC

Karl Wirag First Weber Inc

Thank you to Bonnie Dixon, Tom Weber, Scott Walker, Robert Procter, Kevin King, Laura Lahti and Mary Duff for imparting their wisdom and time as February Orientation Instructors. You did an excellent job!

Melody Wirth

Stark Company, REALTORS®

AFFILIATES

Carrie Dixon

Fairway Independent Mortgage

Doug Gjertson

Nth Degree Real Estate

Barb Miller PrimeLending

Bryan Piper

AmeriSpec Home Inspection Services

Rich Reinart

The Home Inspector LLC

Congratulations to the 41 new Members who completed Orientation in February sponsored by Cindy Mack and State Bank of Cross Plains.

NEW OFFICES

Capitol Inspection Services

Madison, WI

RE/MAX Ignite Beloit, WI

Rock River Appraisal Services Jefferson, WI

The Home Inspector LLC Arena, WI

MEMBERSHIP TRANSFERS

NAME FROM
Sara Boxrucker RE/MAX Ridge-N-River
Christine Edwards WIHBN Realty LLC
Brandon Godboldt RE/MAX Preferred

Aime Hartgerink House To Home Properties LLC Paul Hughet Stark Company, REALTORS®

Otis JohnsonCentury 21 AffiliatedDeb KregerBadger Realty Group

Katie Licht

Bunbury & Associates, REALTORS®

Jay McDonoughSolidarity Realty, LLCJeff MinterStark Company, REALTORS®Michelle MinterStark Company, REALTORS®Matt MordhorstKeller Williams Realty

George Oliveira
Keller Williams Realty
Kathy Razzano
Restaino & Associates
Sue Romens
Keller Williams Realty
Katie Simon
River Valley Bank
Kate Sullivan
Century 21 Affiliated

Brandon Wikman Whitetail Properties Real Estate LLC

то

Kramer Real Estate & Auction LLC

First Weber Inc

Realty Executives Cooper Spransy Dynamic Realty Group, LLC Capitol Inspection Services

RE/MAX Ignite

Conrad Real Estate Services LLC

First Weber Inc Keller Williams Realty

Realty Executives Cooper Spransy Realty Executives Cooper Spransy

Prairie Home Realty LLC eXp Realty, LLC First Weber Inc First Weber Inc Home Savings Bank RE/MAX Preferred

United Country Badgerland Auction & Realty