

FAQs

Why is RASCW changing its name?

RASCW is considering changing its name to Forward Realtors Association to reflect how we're thinking beyond today and building a stronger, more flexible association for the future. The name change is about creating a stronger future for our members and giving the association an identity that can grow with us as the real estate profession evolves.

What could the new name be?

Over the past several months, we've been taking a strategic look at what our association needs to look like for the future and how we can continue to evolve to better serve our members. The proposed new name, Forward Realtors Association, reflects our focus on helping members work smarter, stay informed, get real support, protect their businesses and have a voice on issues that matter to them and their communities.

Does changing the name change what RASCW does?

No. The name change does not change our commitment to members or the services and support we provide. We will continue to advocate for the real estate profession, provide education and resources, support members in their businesses and represent the interests of REALTORS® in our communities.

Will my membership or benefits change?

No. Members will continue to have access to the services, resources, advocacy and support they receive from the association.

The proposed name change is about positioning the association for the future, not changing the value of membership.

Will the MLS be changing its name too?

No. The proposed name change applies to the REALTORS® association. The South Central Wisconsin MLS will continue to operate separately and provide MLS services to its subscribers.

When will the name change take effect?

The proposed name change is subject to approval by the membership. Members will have a variety of ways to vote: in person at the Nov. 19 Annual Meeting and online starting Nov. 12.

If approved, we will share additional information about the transition to the Forward Realtors Association name.

How will members vote on the proposed name change?

We encourage all members to make their voices heard.

Members will have two opportunities to vote on the proposed name change:

- **Online:** Voting begins Nov. 12
- **In person:** Members can vote at the Nov. 19 Annual Meeting

Additional information about the voting process will be provided directly to members.

Will RASCW's website, email addresses and other communication channels change?

Over time, you may see changes to our communication channels if the name is approved. We'll be sure to communicate any changes in advance and provide members with the information they need to stay connected with us and access our resources.

Is Forward Realtors Association replacing WRA or NAR?

No. Forward Realtors Association would continue to be part of the broader REALTOR® association network and maintain its relationships with the Wisconsin REALTORS® Association (WRA) and the National Association of REALTORS® (NAR).

Does WRA support this name change?

Yes. "We are excited to stand behind Forward Realtors Association as they create a brighter tomorrow for their membership and drive our industry ahead. This modern identity showcases a visionary mindset that ensures sustained growth, fosters collaborative relationships, and enhances member support well into the future." Tom Larson, President & CEO WRA