

REALTOR® REVIEW



January 2019

V o l u m e 2 4 • N u m b e r 1

MARK YOUR CALENDAR

Installation Dinner

Wednesday, January 16

[Click here for details.](#)

Commercial Real Estate Forecast

Wednesday, January 23

[See page 6 for details](#)

Lunch and Learn

Wednesday, February 6

[See page 1 for details.](#)

See page 4 for
additional events.

[CLICK HERE](#)
FULL EVENT CALENDAR

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Membership Update



Anne Baranski Appointed to the RASCW Board of Directors

Anne Baranski, Bunbury & Associates, REALTORS®, has been appointed to fill a vacant three-year term on the Board of Directors beginning January 2019 representing non-owners from a Class I Firm (26+ agents). Anne will be installed into office on January 16th at the RASCW & SCWMLS Installation Dinner.

LUNCH AND LEARN

New Format Offered by the Professional Development Committee

The Life Cycle of a Listing and How MLS Rules Apply

Wednesday, February 6, 11:45 a.m. - 1:00 p.m.

WRA Education Center, 4801 Forest Run Road, Madison

Our MLS Director, Patty Stuard, will walk you through the life cycle of a listing and how MLS rules apply along the way. This informal session is designed for both new and seasoned agents. Hot topics will include: Deadlines and fines, the status of Withheld/Delayed, days on market, rules regarding pictures, options for reporting an offer, where your listings display on the Internet, tracking listing activity, and anything else MLS you want to chat about.

This is a free program with lunch included, but you must sign up in advance. Space is limited! Registrations will be taken through Monday, February 4 or until full. Please email registrations@wisre.com to reserve your seat.

In Memoriam



Our thoughts and prayers go out to the family and friends of **Larry Gleasman** who passed away earlier this month. Larry was the Governmental Affairs Director for RASCW from January 1, 1991 until December 31, 2004. Larry was a true supporter of the REALTOR® and equal opportunities for all, once writing that the work REALTORS® do is "of great benefit to our communities. Helping people

to achieve the dream of home ownership is indeed a wonderful goal. Thus believing, representing REALTORS® is an honor." One of his favorite sayings was "We cannot have Fair Housing if we don't have Affordable Housing."

Larry was also well-known for another passion - that as the owner and gunsmith of Grampa's Gun Shop. We will miss Larry and are blessed to have known him.

[Click here to view his obituary.](#)



REALTOR[®] REVIEW

A REALTORS[®] Association of
South Central Wisconsin
Publication

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Sommer Von Behren, Vice President	643-3800
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Jessica Vezakis	437-7653

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: Scott Walker

Happy New Year! Strap in for what promises to be yet another exciting and intense year that will no doubt be filled with many opportunities for those who are ready to seize them. It is fair to say that 2018 was a bit of a roller coaster ride, and perhaps some even felt a bit overwhelmed at times. But I would encourage everyone to bear in mind that even the most daunting issues provide opportunities if we take the time to look for them.

Let me seize this opportunity to introduce myself, your 2019 RASCW President, Scott Walker of Walker Real Estate, LLC. After 20 years of practice in residential real estate and over 10 years of volunteering at the Association in things like Orientation, Professional Standards, Arbitration and Mediation, I am honored to serve as President. In the many years I have been involved with RASCW I have become increasingly impressed by the array of resources that we have available to us as members. I invite you to take advantage of those resources and to contact me, any of the Directors, or the staff if you have any questions, concerns or requests.

Right off the bat I would encourage you to take advantage of the 2019 RASCW Commercial Real Estate Forecast on January 23, featuring Mark J. Eppli, Director of the James J. Graaskamp Center for Real Estate at the University of Wisconsin. You don't need to be a practitioner of commercial real estate to get a lot out of this presentation. Please see page 6 for more information and registration.

I'd also like to highlight the upcoming [RASCW & SCWMLS Installation Dinner](#) on January 16, featuring the installation of yours truly as well as our new Vice-President, Sommer Von Behren, and Treasurer, Mike Lenz. We have two new RASCW directors being sworn in: Anne Baranski and Nicole Bunbury-Sjowall. And continuing in their positions as Directors: Carla Nowka, Janine Punzel, Amy Roehl, Nancy K. Smith, Chris Stark, Cindy Ulsrud and Jessica Vezakis. We will also install 2019 SCWMLS President Peter Sveum and the new Officers and Directors of the SCWMLS.

The end of one year and the beginning of a new one is a time for reflection, for showing gratitude and for planning to finally go to the gym. Let me extend a heart-felt thank you to those who serve our Association in so many ways--such as committee members, attendees at events, and members who have served on the board of directors--their participation is vitally important and greatly appreciated. RASCW is better and stronger when our members, such as 2018 RASCW President Stan Hill, step up to attend and/or serve. In addition, I would like to thank the RASCW Staff, which is exceptionally good at keeping this ship afloat.

And so without further ado, I give you 2019. Let's make it a great year!



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Howard Cagle
NMLS#593729

Cori Femrite
NMLS#594085

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Congratulations to the 2018 RASCW REALTOR® Emeritus Recipients

In order to receive the status of REALTOR® emeritus from the National Association of REALTORS®, one must be able to demonstrate membership in the REALTOR® organization for at least 40 years and at least one year of service to NAR, the WRA or his/her local association. RASCW is proud to recognize 7 new members awarded this incredible status in 2018:

Ralph Kamps	Crown Commercial Real Estate & Development
Dwight Kruse	Century 21 Affiliated
Dan Lee	First Weber, Inc.
Harry Machtan	Harry Machtan Realty, Inc.
Nick Rahn	Metro Brokers Nick Rahn Real Estate
Dave Schultz	First Weber, Inc.
Dave Stark	Stark Company, REALTORS®

There are now 59 RASCW members who have received REALTOR® Emeritus status from the National Association of REALTORS®

RASCW Now Live on All Social Media Platforms



RASCW has expanded its messaging to all the major social media outlets. These outlets consist of Facebook, Twitter, LinkedIn and Instagram. Shortcuts to these individual programs are available in the header of RASCW.org when viewing the full site and in the footer, when viewing the site on a mobile device. These shortcuts will take you to the platform of your choice. We will be cross-posting important articles, events, announcements, monthly stats and more via these platforms in an effort to make it easier to access the information from whatever source you feel is best and most efficient for you.



HELPING REALTORS SELL HOMES

With a fluctuating and dynamic housing market, Dane County realtors have faced challenges helping homebuyers reach their goals. Park Bank has remained a steady and trusted partner to real estate agents in our market. As a community bank, the mortgage advisors at Park Bank make it their primary focus to help buyers achieve their dream of homeownership. To learn more about how we believe we can help get buyers into homes, contact a Park Bank mortgage advisor today.

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MLS NEWS

Visit www.scwmls.com for expanded details.



Collaboration Center Training

The preference for communicating with clients regarding search matches via Paragon™ is migrating from the legacy email auto-notification to Collaboration Center. Within Collaboration Center, e-mails regarding listing matches allow clients to click through to an agent-branded interactive website which gives them the ability to view and organize their listing matches. It also allows them to make comments, request showings, and create their own searches. Collaboration Center has been available for a while now, and agents and clients using it really seem to like it. Collaboration Center is included within Paragon™. There is no additional fee. [Click here](#) to register for a free one-hour hands-on training session offered at the MLS office. [Click here](#) for an instructional video on Collaboration Center.

Sanctions for Keybox Violations

The security of clients' properties is a top priority for all of us. At a recent meeting, the MLS Board of Directors reviewed guidelines used when issuing sanctions for Supra keybox violations. Please note that you and your broker may be assessed a fine of \$500 each if you access a keybox without a confirmed appointment, or if you allow another person to use your eKEY. These fines double, and Supra eKEY access may be suspended for a second offense. These penalties are guidelines, and depending on the circumstances may be more severe. In 2018, there were two instances that resulted in keybox sanctions.

Recent Paragon™ Enhancements

- Google Maps Driving Directions has been incorporated within Paragon™. Use and presentation is much improved over Paragon™ Driving Directions. There is a Google imposed limit of nine properties per route, however.

- Several improvements to Collaboration Center including the automatic creation of a url for the agents Collaboration Center website. Also, the Contact Activity Widget on the Home Page now contains helpful information and links to Collaboration Center client activity.

- A new Midwest theme banner has been added to your preference options...finally! Go to Preferences -> System -> User Interface.

UPCOMING EVENTS

Watch for details coming on Social Media and Emails/Etc

January:

Wednesday, January 23rd • 1pm - 4 pm
Commercial Real Estate Forecast at TDS

February:

Wednesday, February 20th • 2 pm - 5 pm
Euchre Tournament at Bridges Golf Course

April:

Bags Tournament

May:

Wednesday, May 8th
Brewer Game

July:

Wednesday, July 17th
Cindy Strange Golf Outing at
University Ridge Golf Course

August:

Bocce Ball and Backpacks

October:

Wednesday, October 16th
Trivia Extravaganza at Vintage Brewing

December:

Monday, December 9th
Holiday Party/Toys for Tots at Beacon Lounge

Upcoming Professional Development Offerings

Mark Your Calendars and Watch for Registration Details!

Safety Program

Co-sponsored with the Wisconsin Mortgage
Bankers Association Madison Chapter
Tuesday, February 26, 2019, 1:30-4:30 p.m.,
Networking to Follow
Location TBD
Active Shooter Training,
Dane County Deputy Josalyn Longley
Cyber Safety, Rick Corey, Director of Membership
Engagement and Jason Horstman, Horstman Computers

What Does the Future Hold?

Co-sponsored with the
Women's Council of REALTORS® Madison Metro
Thursday, March 14, 2019, 8:30-11:00 a.m.
Harley Davidson Banquet Room,
6200 Millpond Road, Madison
Cost: \$25

Featuring two industry leaders –
Mark Eppli, Director of the James A. Graaskamp Center
for Real Estate, University of Wisconsin - Madison
Cori Lamont, Director of Corporate and Regulatory
Affairs, Wisconsin REALTORS® Association

New Construction Panel

Wednesday, April 17, 2019, 9:00-11:00 a.m.
WRA Education Center, 4801 Forest Run Road, Madison

A panel of local experts to include builders, an appraiser
and a lender will help you navigate the building process.



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Use Your Sixth Sense - There's a lot you can do to avoid potential dangers on the job.

[The following article is authored by Jeff McKissack, a crime prevention expert and founder of Defense by Design in Dallas, TX, which offers personal safety consulting to businesses and individuals (www.defensebydesign.com). It originally appeared in REALTOR® Magazine]

I want to reintroduce you to the real estate professional's best friend, the natural gift that helps keep you safe from harm while you go about your daily routine—your instincts.

One of the greatest mistakes I've seen and heard from practitioners—in more than two decades of helping people prevent violent crime—is their tendency to put their faith, trust, and sense of security in places. I have never heard of brick or mortar attacking anyone. I've also never heard of pavement rising up to lure a would-be victim. People, not places, commit crimes. It is not where you are but who you are around (or who is around you) that matters.

The risks are real. Most real estate agents have little if any security training and regularly are meeting with strangers at various times of day in vacant homes. Although some attacks against real estate pros are seemingly random acts of violence, premeditated attacks are more common. These are typically the more dangerous scenarios because the attackers have put thought into their approach. Commonly, these strangers are individuals who upon first glance would not seem to pose any threat. They may be well-dressed, educated, articulate, personable individuals who often weave a great story that will garner your interest as a potential prospect.

Yet, often there is something that just seems a bit out of place. For instance, maybe someone spoke of bringing his or her wonderful spouse or significant other when setting up the appointment, yet this other person does not appear at the appointment, leaving you and the prospect alone.

Or maybe the prospect insists you come take a closer look at that closet space deep inside the house or the garage with a question about possible damage. And what was it about those very personal questions he or she was asking that seemed just a bit out of place during a business meeting?

If those scenarios sound suspicious to you (or even familiar), it's because your instincts are already engaged in the possibility of such a moment being both real and potentially dangerous. Many real estate professionals in any of these situations would probably not give it a second thought, focusing instead on the promise of potential business. But my point is that you know more than you think you know.

Take a moment to engage that second thought, to be in tune with your instincts. They can do the kind of advanced math in a millisecond that your cognitive brain may take minutes to calculate.

I'm not talking about being afraid. I'm talking about being aware and cautious so that you can avoid being lured into a dangerous situation.



Some preemptive strategies to try:

Survey a property before showing it. Get to know the entrances, exits, and any other points of vulnerability as well as possible security systems that you can use if needed.

Check out the neighborhood, its visibility, its lighting, its common foot and car traffic. These can tell you what help may be seen and accessible if needed.

Meet the neighbors. While a buddy system through your office is optimal, next-door neighbors may be your best line of defense if a situation arises in which you need quick assistance or allies.

Have a plan of action. Think through, in advance, what your options would be if a property showing were to go from good to bad or worse.

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2019 RASCW Commercial Real Estate Forecast

Wednesday, January 23, 2019

Registration 1:00 pm • Program 1:30 pm – 4:00 pm

Corporate Conference Center • TDS Building
525 Junction Road, Madison

Welcome

Presenters

Commercial Real Estate: What is Next?

Mark J. Eppli, Director of the James A. Graaskamp Center for Real Estate

Tax Cuts & Jobs Act of 2017: What Does it Mean in 2019?

Jeff D. Olson, CPA, MBA - Berndt CPA

Madison Development

Matt Wachter, Manager of Real Estate Services and
Dan Kennelly, Manager of Office of Business Resources,
Economic Development Division, City of Madison

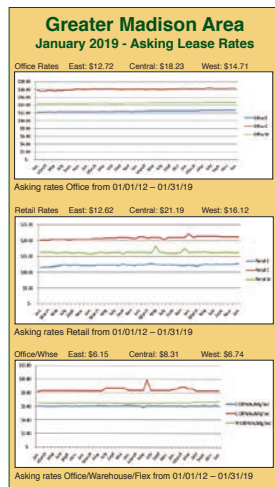
Social Networking 4:00 pm – 5:30 pm

Eno Vino Wine Bar & Bistro

This is a FREE seminar.

Please email registrations@wisre.com to reserve your seat.

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Calendar: January 15 - February 15

Wednesday, January 16

MLS Board of Directors

11:00 am – RASCW/SCWMLS Conference Room

RASCW/SCWMLS Installation Dinner

5:00 pm – Nakoma Golf Club

Thursday, January 17

New Member Orientation

8:30 am – WRA Education Center

Friday, January 18

Paragon™ Basic

9:00 am – SCWMLS Training Room

Wednesday, January 23

2019 Commercial Real Estate Forecast

1:00 pm – Corporate Conference Center, TDS Building

Thursday, January 31

RASCW Board of Directors

9:00 am – RASCW/SCWMLS Conference Room

Friday, February 1

Paragon™ Basic

9:00 am – SCWMLS Training Room

Wednesday, February 6

Membership Networking Committee

9:00 am – Preferred Title

Professional Development Committee

10:00 am – RASCW/SCWMLS Conference Room

RASCW Lunch & Learn

11:45 am – WRA Education Center

Thursday, February 7

Affordable Housing Equal Opportunities Committee

9:00 am – RASCW/SCWMLS Conference Room

[CLICK HERE](#)

RASCW EVENT
CALENDAR

is on our website!

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COMMITTEE DESCRIPTIONS
COMMITTEE SELECTIONS

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Every Vote Counts - Pledge to Vote in 2019



The work we do as REALTORS® is important and lasting. Voting is an opportunity to help build strong communities.

You can register to vote, update your name and address, find your polling place and other helpful information on the MyVote Wisconsin website: myvote.wi.gov.

Important upcoming dates:

Spring Primary Elections: Tuesday, February 19
Spring Elections: Tuesday, April 2

Make sure your voice is heard: PLEDGE TO VOTE IN THIS YEAR'S ELECTIONS.

Homeownership Matters



NATIONAL
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WHAT IS HOME OWNERSHIP MATTERS?

Homeownership Matters is an education and advocacy campaign committed to protecting the dream of homeownership. This initiative provides useful information on real estate, tax and property policies in an effort to inspire homeowners to take action, protecting homeownership now – and for generations to come.

WHY IS HOMEOWNERSHIP MATTERS IMPORTANT?

Homeownership Matters provides an ideal platform for current and prospective homeowners to have their voice heard at the local, state and national levels of government on core tax and property issues. With proposed policy changes happening in communities across the country, it is more important than ever to stand-up for homeowner rights.

For more information, please go to www.homeownershipmatters.realtor.



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The National Association of REALTORS® proudly introduces Commitment to Excellence (C2EX), a program that empowers REALTORS® to demonstrate their professionalism and commitment to conducting business at the highest standards.

REALTORS® defined professionalism in this industry more than 100 years ago when they created the Code of Ethics. C2EX takes professionalism to the next level by enabling NAR members to assess their expertise in 10 (11 for brokers) elements of professionalism ranging from customer service to use of technology.

This innovative engagement tool encourages participation in all levels of the REALTOR® organization. It's not a designation or a course. It's not a requirement, but a benefit available to all NAR members at no additional cost.

To get started, log in to www.C2EX.realtor and take the self-assessment that measures your proficiency in each of the elements of professionalism, known as the C2EX Competencies. Based on your results, the platform will generate customized learning paths, recommend experiences, and provide tools and resources to increase your knowledge and enhance your skillsets.

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Center for REALTOR® Financial Wellness



Did you know that 42% of REALTORS® are NOT prepared for a financial emergency and 43% are NOT saving for retirement? That's why the NATIONAL ASSOCIATION OF REALTORS® created the Center for REALTOR® Financial Wellness. This new program will help you be financially solvent and independent, both in your career and at retirement.

The Center for REALTOR® Financial Wellness is a comprehensive online resource that has something to offer all NAR members no matter your level of professional expertise or stage of financial planning.

Log-in to www.FinancialWellness.realtor using your nar.realtor log-in credentials to find:

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MEMBERSHIP UPDATE

NEW MEMBERS

Jaye Barbeau Realty Executives Cooper Spransy	Bryan Earleywine Property Revival Realty	Andrea Huston Stark Company, REALTORS®	John Runte Synergy Real Estate Group
Nancy Barth First Weber Inc	Tom Farley First Weber Inc	Scott Kluetzman First Weber Inc	Mandi Schwarz Restaino & Associates
Kenny Beal Starritt-Meister Realty, LLC	Gary Faulkner Synergy Real Estate Group	Allison Kneebone First Weber Inc	Stephanie Showers Realty Executives Cooper Spransy
Arin BonDurant eXp Realty, LLC	Jennifer Frese Jennifer Frese, Appraiser	Kaelani Knutson Keller Williams Realty	Sadie Stocks Elite Real Estate
Elise Capicik Restaino & Associates	Stacy Geiger Century 21 Affiliated	Lindsey Lang RE/MAX Community Realty	Holly Swanson Berkshire Hathaway HomeServices Metro Realty
Amanda Coleman Keller Williams Realty	Taylor Gmeiner Pointe Realty LLC	Shannon Lobaccaro Keller Williams Realty	Alexis Thompson Tim O'Brien Homes Inc
Stephanie Coy American, REALTORS®	Sarah Hodges American, REALTORS®	Julianne McGill Keller Williams Realty	Scott Tilton Emmer Real Estate Group, Inc.
Laura Crowell Big Red Realty	Rockney Howard Harrop Realty	Jessika Offerdahl eXp Realty, LLC	Melanie Ula Century 21 Affiliated

MEMBERSHIP TRANSFERS

NAME	FROM	TO
Anna Amineva	Stark Company, REALTORS®	eXp Realty, LLC
Phillip Anderson	Silver Compass Realty	eXp Realty, LLC
Kelli Baron	Restaino & Associates	True Blue Real Estate
Kathy Battaglia	Stark Company, REALTORS®	Rowantree Properties
Charity Bauman	Keller Williams Realty	Inventure Realty Group, Inc
Ivory Brooks	Century 21 Affiliated	eXp Realty, LLC
Josey Cabaj	Waterstone Mortgage	Guild Mortgage
Bonnie Dixon	Stark Company, REALTORS®	First Weber Inc
Rebecca Drafall	First Weber Inc	Mode Realty Network
David Enge	Keller Williams Realty	Inventure Realty Group, Inc
Shelly Freeman	RE/MAX Preferred	First Weber Inc
Michelle Gille	First Weber Inc	Mode Realty Network
Trevor Gilson	Century 21 Affiliated	eXp Realty, LLC
Elizabeth Grabe	Keller Williams Realty	First Weber Inc
Jackie Greaney	Stark Company, REALTORS®	eXp Realty, LLC
Kathy Jasper	Keller Williams Realty	Inventure Realty Group, Inc
Gina Marie John	RE/MAX Preferred	Realty Executives Capital City
Danice Kalscheur	Restaino & Associates	NextHome Metro
Bobbi Jo Kunz	Keys 4 Real Estate	My Property Shoppe LLC
Kevin Lodholz	RE/MAX Preferred	Badger Realty Team
Joe Long	Waterstone Mortgage	Guild Mortgage
Jim Lowrey	Badger Realty Group	eXp Realty, LLC
Holly Markley	Restaino & Associates	Markley & Associates, REALTORS® LLC
Steven Markley	Restaino & Associates	Markley & Associates, REALTORS® LLC
Alan Mikkelson	Badger Realty Group	eXp Realty, LLC
John Morris	Castle Rock Realty LLC	RE/MAX RealPros
Robyn Ogden	Badger Realty Group	eXp Realty, LLC
Meghan Peters	Caribou Realty Group, LLC	Keller Williams Realty
C.J. Postawa	RE/MAX Preferred	Accord Realty
Liz Quinn	Mode Realty Network	Realty Executives Cooper Spransy
Lou Reed	Inventure Realty Group, Inc	Lou Reed & Krugman LLC
Todd Schade	Todd Schade Appraisal Service, LLC	Stark Company, REALTORS®
Lobsang Tsering	Tri-River Realty	Keller Williams Realty
Trina Winger	Badger Realty Group	eXp Realty, LLC

Jonathan Wilson
Century 21 Advantage

Hinnerk Wolters
Hageman Realty, LLC

Anna Ysquierdo
Stark Company, REALTORS®

AFFILIATES

Frank Raupp
Corner To Corner Home Inspections, LLC

NEW OFFICES

Big Red Realty, Waunakee, WI

Corner To Corner Home Inspections, LLC
Cuba City, WI

Guild Mortgage, Baraboo, WI

Guild Mortgage, Monona, WI

Hageman Realty, LLC, Remington, IN

Jennifer Frese, Appraiser, Madison, WI

Lou Reed & Krugman LLC, Madison, WI

Markley & Associates, REALTORS® LLC,
Waunakee, WI

Rowantree Properties, Sun Prairie, WI