

REALTOR® REVIEW



RASCW

REALTORS® ASSOCIATION OF SOUTH CENTRAL WISCONSIN



June 2019

V o l u m e 24 • N u m b e r 6

MARK YOUR CALENDAR

Mallards Tailgate
Thursday, June 27

[Click here - ticket details.](#)

[Click here - sponsorship details.](#)

**Lunch and Learn
Dispute Resolution**
Wednesday, July 10
[See page 1 for details.](#)

Golf Outing
Wednesday, July 17

[Click here - registration details.](#)

[Click here - sponsorship details.](#)

[CLICK HERE
FULL EVENT CALENDAR](#)

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15th Annual
MALLARDS GAME
Tailgate Fundraiser

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LUNCH AND LEARN

Offered by the Professional Development Committee

Dispute Resolution: Mediation & Arbitration
Wednesday, July 10, 2019, 11:45 am -1:00 pm

WRA Education Center, 4801 Forest Run Road, Madison

Commission disputes happen. Come learn about the services RASCW offers to help you reach a resolution and maintain business relationships.

Presenters:

Scott Walker, RASCW President

Tom Weber, RASCW Professional Standards Chairman

This is a free program with lunch included,
but you must sign up in advance. Space is limited!
Registrations will be taken through Monday, July 8 or until full.
Please email registrations@wisre.com to reserve your seat.

CINDY STRANGE MEMORIAL GOLF OUTING



Wednesday, July 17, 2019 • University Ridge Golf Course

[CLICK HERE FOR SPONSORSHIP INFO](#) • [CLICK HERE FOR REGISTRATION INFO](#)



REALTOR[®] REVIEW

A REALTORS[®] Association of
South Central Wisconsin
Publication

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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

Once again, much like REALTOR[®] & Government Day in Madison in April, we REALTORS[®] had the opportunity to put on the full-court press (and I'm still hurting over the Bucks' loss) with our law makers, but this time at the federal level. At the National Association of REALTORS[®] meeting in Washington D.C., I was proud to be part of a contingent that met with and presented some important REALTOR[®] issues to Senators Ron Johnson and Tammy Baldwin along with Representatives Bryan Steil, Mark Pocan, and Glen Grothman.

Last month I talked about how beautiful our state capitol is but the U.S. Capitol is no slouch, either. Unfortunately, it isn't quite as easy to wander through its corridors, so we focused on our visits in the congressional offices, which are somewhat more mundane.

One thing I was struck by is the great diversity of approaches that we received from our legislators. The issues we put forth included: continuing to fund national flood insurance, Qualified Opportunity Zones, transportation and infrastructure investments, data privacy and security, expanded access to association health plans, FreddieMac/FannieMae reform, federal taxation, and fair housing reform. They all seemed to take us seriously and listened intently. But their responses really ran the gamut:

- Telling us we need to come with fully-formed solutions
- Saying these are indeed important issues but not taking a stand on any of them
- Taking an issue we presented and tying it to another issue which they support
- Agreeing to consider the issues with staff
- Or saying plainly what they agreed with and what they disagreed with.

It was also impressive just how busy they all were. Right from the start we got a very good feel for how tightly packed their schedules can be while they are in D.C. And this made it all the more incredible just how willing they are to carve thirty minutes out of their day to talk with us. Perhaps this speaks to the weight behind the REALTORS[®] Association and how there is strength in numbers. They also made it very clear that they are interested in hearing from all their constituents and that when people call, send a letter or an email, a member of their staff will review the communication and these concerns will be heard.

I'm sure many of you also heard that the President of the United State, Donald Trump, spoke to the REALTORS[®]. It is notable that this is the first time in 14 years that the sitting President appeared at our spring meeting.

Lastly, we held the largest Board of Directors meeting I ever had the pleasure of attending. I must say it was very interesting (for the most part!) and we had the opportunity to hear NAR's chief economist Lawrence Yun provide an economic forecast. We have a couple of links here from both meetings that you might find of some value: [Hot Topics in Broker Risk Reduction](#) and [Dr. Lawrence Yun's Housing and Economic Outlook presentation](#).

I hope you're all as busy as you can manage! Happy beginning of summer!





Ryan Smith
NMLS # 287314



Dave Grauwels
NMLS # 287330



Joe Long
NMLS # 288316



Jossey Cabaj
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Our success reflects the hard work of our real estate colleagues.

Cori Femrite NMLS#594085	Amy Gile-Engle NMLS#586017	Howard Cagle NMLS#593729
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MLS NEWS

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Two Changes for the Status of Withheld/Delayed

On June 3, Paragon™ was modified such that listings in the status of Active can no longer be moved to the status of Withheld/Delayed. Once a listing is moved from Withheld/Delayed to Active, there is no option to move it back to Withheld/Delayed. If a listing is Active, and showings are temporarily suspended, the listing should remain Active and a note should be added to the first line of the public remarks indicating when the listing will again be available for showings.

In addition, the description label for the status of Withheld/Delayed has been changed to simply Delayed. There has been confusion regarding Withheld/Delayed versus Withdrawn by Seller, and we hope this will help with the distinction. Delayed should be used for listings that are new, but not yet ready to show. Withdrawn by Seller should be used when a seller decides they no longer want to sell their property that has been Active in MLS, but the listing broker opts not to release them from their listing contract.

CRS Tax - View Data on Larger Map

A feature of our new CRS Tax program that members have been very impressed with is the larger map view, and the ability to visually see information on the map. For example, you can pull up the map of an area and add a layer showing the owner name, the last sale date/price, and the acreage. To give this a try, first do a search within CRS Tax and display the list of your search matches. From there, click on Map View, View Larger Map, and Change Layers (upper left corner). Open the Labels layer and toggle the layers on to view. Zoom in if labels are too crowded to read.

Appraiser Request

If your listing is part of a Home Owners Association, please include the annual HOA dues as part of the data on Paragon™. I often see this listed on the condition report, but it is not included within the listing data. Having it front and center helps me turn around appraisals faster for you. Thank you.

Goodbye Chris -- Hello Gretchen

MLS Key Services Administrator Chris Schwantes has left the MLS to take a position as an assistant project manager for a local construction company. For the past 7 years Chris has assisted our members with their keycards and keyboxes. We will miss Chris and his smile, but wish him well in his new position.

When you call or stop in for help with your keycard, you will now be greeted by Gretchen Schutz.



Gretchen Schutz

I am thrilled to be joining the team at SCWMLS as the MLS Key Services Administrator. I recently graduated from Loras College in Dubuque, IA with my bachelors and moved back home to a small town called Lodi. I am part of an amazing family of 5 and a proud new dog mom to a little girl Husky named Kona. In my free time I love spending time with friends and going on new adventures. If you find yourself in the MLS office come say hi, I have candy!



Have you picked up your Little Black Book from the REALTOR® Store yet? Aimed at helping you build more successful relationships, the new *Little Black Book: Relationship Rules to Live By for REALTORS®* offers hundreds of tips:

- #1 Thing You Wish You Knew
- Relationship Philosophies
- Key Do's and Don'ts
- Building and Maintaining Relationships
- Best Advice You Ever Received
- Tricks of the Trade
- Using Technology to Support Relationships
- Networking
- Essentials for Success

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In the first 30 days, NAR's national ad campaign, "That's Who We R," registered 484 million impressions, and 845,000 people liked, commented, shared, and clicked on the ads in social media. The campaign demonstrates to consumers the value you as a REALTOR® brings to the real estate transaction and beyond – in your communities, in your understanding of local markets, and in your influence on public policies that encourage and facilitate real property transfer and ownership. For more information, please visit www.nar.realtor/thats-who-we-r.



Nearly nine out of 10 REALTORS® are independent contractors and face complex situations when it comes to personal finances. Unique attributes such as fluctuating income, taxing issues, and lack of salary cap require a different perspective.

Log-in to www.FinancialWellness.realtor to assess your current financial profile, receive personalized financial planning goals, practice financial planning decisions in a risk-free way, and explore a robust library of budgeting, retiring, and real estate investing resources.



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UPCOMING EVENTS

Watch for details coming on Social Media and Emails/Etc

June:

Thursday, June 27th
Mallards Tailgate on Behalf of Movin' Out
[Click here for ticket information.](#)
[Click here for sponsorship information.](#)

July:

Wednesday, July 17th
Cindy Strange Golf Outing at
University Ridge Golf Course
[Click here for registration information.](#)
[Click here for sponsorship information.](#)

August:

Wednesday, August 21st
Bocce Ball and Backpacks
East Side Club

October:

Wednesday, October 16th
Trivia Extravaganza at Vintage Brewing, Madison

December:

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

SOUTHWEST CHAPTER:

September: Community Day (Details TBD)
December: Holiday Party (Details TBD)

SAUK COLUMBIA CHAPTER:

July: Christmas in July (Details TBD)
September: Bags Tournament (Details TBD)
December: 3rd Annual Toys for Tacos (Details TBD)

Upcoming Professional Development Offering

Lunch & Learn

Dispute Resolution: Mediation & Arbitration
Wednesday, July 10, 2019
11:45 a.m. – 1:00 p.m.
WRA Education Center
4801 Forest Run Road, Madison

Commission disputes happen.
Come learn about the services RASCW offers to help you reach a resolution and maintain business relationships.

Presenters:

Scott Walker, RASCW President
Tom Weber, RASCW Professional Standards Chairman

This is a free program with lunch included, but you must sign up in advance. Space is limited! Registrations will be taken through Monday, July 8 or until full.

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

Mark Your Calendars

Annual Membership Meeting
Thursday, November 21, 2019
8:00-10:30 a.m.
Sheraton Madison Hotel

Installation Dinner
Wednesday, January 29, 2020
5:00-8:00 p.m.
Nakoma Golf Club



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2019 RASCW Commercial Real Estate Update

Thank you to all that attended the 2019 RASCW Commercial Real Estate Update on May 29. Attendees were treated to excellent and informative presentations from:

- Dr. Mark J. Eppli, Director of the James A. Graaskamp Center for Real Estate, University of Wisconsin
- Attorney Cori Lamont, Director of Corporate and Regulatory Affairs, Wisconsin REALTORS® Association
- Jeff D. Olsen, CPA, MBA, Berndt CPA
- Matt Wachter, Manager of Real Estate Services, and Dan Kennelly, Manager of the Office of Business Resources, Economic Development Division, City of Madison.

[Click here to access the presentations from our speakers.](#)

A special Thank You to our Sponsors which helped make this program possible:



Esri Refreshed with New Trade Area Data and Site Selection Options

Each year, Esri (Environmental Systems Research Institute) undergoes a refresh of its geodatabase. In turn, the data is updated within all of the tools and reports within RPR.

This year’s Esri refresh brought two new options for site selection along with the annual refresh of economic, demographic and tapestry segment data, available to REALTORS® nationwide!

The most exciting addition is found in your attribute based site selection tool. The update now shows spending behavior at brick and mortar stores for multiple retail types.

This pairs well with last year’s addition of spending online, which also got a refresh to include [Etsy](#) to the list of online retailers, which allows users to see ordering habits in a community.

Lastly, as with every year, the data used to display economic, demographic and tapestry details has been updated to reflect changes based off of annual surveys like the [American Community Survey](#).



Check out the links below and learn how to use Esri’s data more effectively for your clients:

- [Using national trends to identify local opportunities](#) – This webinar walks users through using the attribute-based site selection tool to find the perfect location for their clients.
- [Getting to know a community](#) – This short video takes a deep dive into Esri’s Tapestry Segmentation to help you understand their benefits as well as how they develop them.
- [Creating a custom trade area](#) – This blog post shows users how to use the drive time and radius pin to create a custom trade area around a property and run a report.

**Greater Madison Area
June 2019 - Asking Lease Rates**

Office Rates: East: \$12.83 Central: \$18.33 West: \$14.75

Asking rates Office from 06/01/12 – 06/30/19

Retail Rates: East: \$13.01 Central: \$21.38 West: \$16.15

Asking rates Retail from 06/01/12 – 06/30/19

Office/Warehouse: East: \$6.14 Central: \$8.24 West: \$6.71

Asking rates Office/Warehouse/Flex from 06/01/12 – 06/30/19

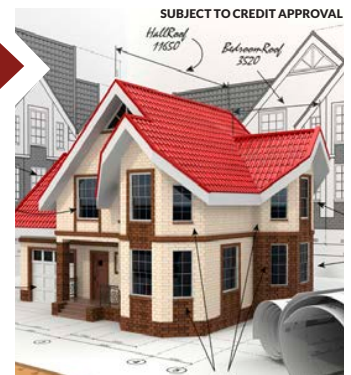
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Calendar: June 15 - July 15

Monday, June 17

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

Tuesday, June 18

MABA Parade Open House for REALTORS®
12:00 pm – Savannah Brooks, DeForest

Wednesday, June 19

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

Thursday, June 20

Paragon™ Basic
9:00 am – SCWMLS Training Room

Thursday, June 27

RASCW Board of Directors
3:30 pm – Warner Park Community Recreation Center

15th Annual Mallards Game Tailgate Fundraiser
5:00 pm – Madison Mallards Duck Pond

Thursday, July 4

RASCW/SCWMLS Offices Closed
Independence Day

Wednesday, July 10

Membership Networking Committee
9:00 am – Preferred Title, LLC

Green Lake-Ripon Chapter Committee
9:00 am – Guaranty Title, Green Lake

Professional Development Lunch and Learn
11:45 am – WRA Education Center

Friday, July 12

MLS Committee
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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Continuing Education 2019-20

It's Never Too Early to Start. Only 533 Days to Renewal



By partnering with the Wisconsin REALTORS® Association RASCW is able 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 of even-numbered years. License renewal requires 18 hours of continuing education.

Mandatory Courses

- Course 1 – Wisconsin Listing Contracts
- Course 2 – Wisconsin Offers to Purchase
- Course 3 – Wisconsin New Developments
- Course 4 – Wisconsin Real Estate Ethics and Consumer Protection
- Course 5 – Wisconsin Real Estate Law and Practice
- Course 6 – Wisconsin Real Estate Transactions

[To register for live, online and self-study courses, please click here.](#)

REALTOR® Safety Program



Knowledge. Awareness. Empowerment. These are the core components of REALTOR® Safety. And helping our members understand the risks they face can mean the difference between life and death.

Safety Webinar: Harness Your Mental Strength. *Harness Your Mental Strength* is a FREE REALTOR® Safety Webinar from the National Association of REALTORS®. Presenter Danielle Martin, Founder and Ambassador of True Boundaries, emphasizes the importance of situational awareness, being empowered by knowing your own strengths and limitations and committing to confidence.

[To view the webinar, please click here.](#)



The REALTORS® Association of South Central Wisconsin Housing Foundation – building a foundation for affordable housing in South Central Wisconsin.



Please Support Your RASCW Housing Foundation!

Down payment assistance like our Housing Foundation Home Start program can help to improve affordability of a home for many buyers. Your dollars help individuals and families own their homes, which benefits all.

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REALTORS® Association of South Central Wisconsin

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Notice of RASCW Nominating Committee & 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 2020 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, 2019. For specific details, see Article XI of the RASCW Bylaws or contact Janine Smith at 608.240.2800 or jsmith@wisre.com.



REALTORS
PROPERTY
RESOURCE

REALTORS® and Social Media: Latest RPR Survey Reveals Trends

Realtors Property Resource®, a wholly owned subsidiary of the National Association of REALTORS®, is pleased to announce the results of its 2019 REALTOR® Social and Digital Media Report. The report includes findings from a survey of over 650 REALTORS® concerning how they use social and digital media to market themselves and build their businesses.

Of the REALTORS® surveyed, almost 74% indicated that awareness is the main reason they look to social media to boost their marketing tactics. An overwhelming majority of respondents, nearly 65%, plan to commit more time to social and digital media. And just over 62% have more of their marketing budget earmarked towards social media for the coming year.

"Social and digital media should play a huge role in any agent's marketing efforts," says Reggie Nicolay, RPR Vice President of Marketing. "Raising awareness of yourself and your services via channels such as Facebook, Instagram and email are the new normal in real estate marketing. It really comes down to fishing where the fish are, and the sea is full of social media users."

Facebook and Instagram are the most popular social outlets for REALTORS®. Interestingly, Instagram edged out LinkedIn, which was 2017's second most used platform. Property listings are the most popular form of social media posts for real estate professionals, with local events and buying tips coming in second and third. When it comes to the type of content and format that REALTORS® are posting, photos are the number one choice, followed up by video and other content links.

When it comes to digital media, email is far and away the big winner, with over 78% of REALTORS® saying the use it as their digital marketing tool of choice. Texting, videos and eNewsletters rounded out the other top digital media deliverables.

Additional 2019 REALTOR® Social and Digital Media Report key findings include:

- Over 60 percent of respondents said they will commit more time to social and digital media in the coming year
- 57 percent of REALTORS® spend 1-4 hours per week on their social media presence
- Almost 58 percent of REALTORS® spend 1-4 hours per week on their digital marketing efforts

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Gen Z Wants to Be Homeowners Before 30

Courtesy of Down Payment Assistance Resource

According to the latest Bank of America Homebuyer Insights Report, a majority of prospective Gen Z homebuyers between the ages of 18 and 23 want to buy within the next five years, and more than half are already saving for a home. That could mean a lot of first-time homebuyers in their 20s, setting up some long term wealth building.

Top barriers to homeownership, but new perspectives

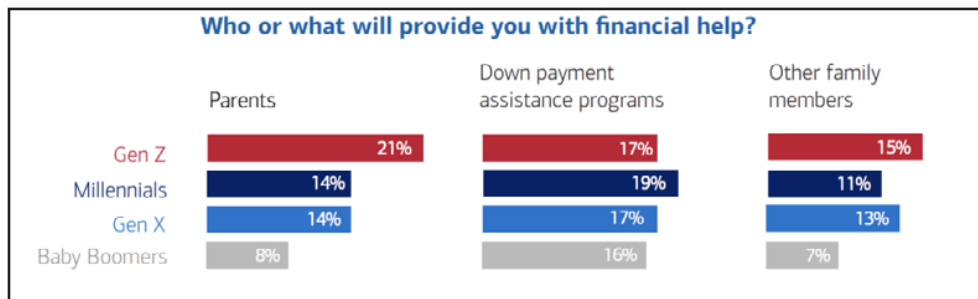
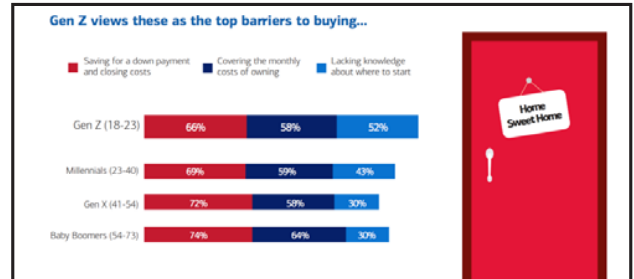
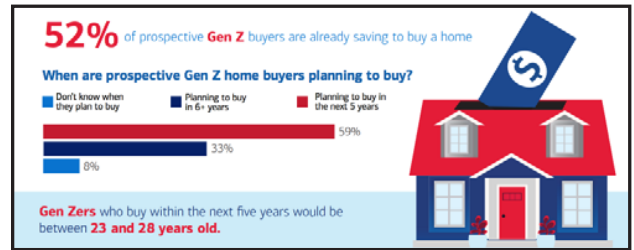
While young prospective buyers identify saving for a down payment and closing costs as the top barrier to buying, they see it as less of a challenge than other generations do. In fact, Baby Boomers ranked the down payment as a bigger challenge than Gen Z.

Is it possible our youngest generation is more knowledgeable about down payment solutions than others?

Gen Z ready to do what it takes

This generation might be young, but they are willing to do what it takes to reach their goal, including getting financial help and making sacrifices. And, it's not just the bank of mom and dad — down payment assistance is ranked as a key solution for young homebuyers.

Gen Z was also the most likely to consider attending a college or university that would leave them with less student loan debt.



For the complete Bank of America 2019 Spring Homebuyer Insights Report, please [click here](#).

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MEMBERSHIP UPDATE

NEW MEMBERS

Angi Ackard eXp Realty, LLC	Ashley Grossmann Restaino & Associates	Roger McMunn Keller Williams Realty	Liz Schreiber First Weber Inc
Toni Baker Keller Williams Realty	Sheena Hall eXp Realty, LLC	Amy Miller EXIT Realty HGM	Kyle Schultz Whitetail Properties Real Estate LLC
Kurt Belshaw Bartz Realty, LLC	Erin Halvorson Brunker Realty Group LLC	Leah Miller Keller Williams Realty Signature	Andrew Serri Inventure Realty Group, Inc
Antonia Bentzler Home Buyers Marketing II, Inc	Tracy Howard Madison Realty Group	Shelly Netzer eXp Realty, LLC	Sandy Shawback Wisconsin Dells Realty
Karla Bing Rock Realty	Beth Iyer Key Commercial Real Estate, LLC	Donna Niewinski Castle Rock Realty LLC	Billy Shipler eXp Realty, LLC
Dustin Bittner First Weber Inc	Ashley Jones First Weber Inc	Mike Noskoviak Whitetail Properties Real Estate LLC	Cody Shively First Weber Inc
Dennis Butteris Century 21 Affiliated	Andrea Kane Rock Realty	Mark Otto MJO Appraisals	Sam Staskal First Weber Inc
Emily Butteris Century 21 Affiliated	Candi Kennedy My Property Shoppe LLC	Arden Parfitt House To Home Now	Kevin Stubbendick Flat Fee Pros WI
David Castellanos Stark Company, REALTORS®	Jacey Kessenich Turning Point Realty	Jeff Pedriana Home Buyers Marketing II, Inc	Jillian Surman Century 21 Affiliated
Levi Davis Madison Realty Group	Tyler Klaas Keller Williams Realty	Sarah Pelletter Rockwood Realty Group	Bill Symes Symes Realty LLC
Kevin DeLap Century 21 Affiliated	Joseph Lambert eXp Realty, LLC	Brice Petsel Century 21 Affiliated	Noah Tredinnick Turning Point Realty
Robbie Earl Restaino & Associates	Molly Leeder Allen Realty, Inc	Bob Phillips Elite Real Estate	David Viotto Real Estate Nerds, LLC
Cody Eilenfeldt eXp Realty, LLC	Ned Liebl Keller Williams Realty	Liz Potter RE/MAX Preferred	Becky Wagner Marshall Agency, REALTORS®
Michael Ertmer Special Properties of Green Lake LLC	AnnaMarie Litchfield Birwood Property Management	Abby Ramsden eXp Realty, LLC	Tenzin Wangchuk First Weber Inc
Christian Fermanich Storylane Properties	Alex Mathews The McGrady Group, LLC	Judy Roller Pavelec Realty	Amber Weisser First Weber Inc
Tracy Girardi eXp Realty, LLC	Amy Matthews Century 21 Affiliated	Rachel Romens First Weber Inc	Rebecca Witherspoon Elite Realty Services, LLC
Brent Grauerholz Artisan Graham Real Estate	Sharon McGann McGann Properties	Brian Rudolph Century 21 Affiliated	Lori Witt Terra Firma Realty

MEMBERSHIP TRANSFERS

NAME	FROM	TO
Pam Brookens	United Country Town & Country Realty	Platteville Realty LLC
David Fandrich	RE/MAX Connections	Restaino & Associates
Jenny Hewitt	Keller Williams Realty	Inventure Realty Group, Inc
Mark Hewitt	RE/MAX Preferred	Realty Executives Capital City
Barrett Karabis	Keller Williams Realty	Inventure Realty Group, Inc
Candy Lauby	RE/MAX Preferred	RE/MAX Property Shop
Julianne McGill	Keller Williams Realty	Realty Executives Cooper Spransy
Rachel Miller	Keller Williams Realty	Inventure Realty Group, Inc
Jennifer Peterson	Turning Point Realty	eXp Realty, LLC
Brian Schurman	Newline Real Estate, LLC	Symes Realty LLC
Kathy Zastrow	Keller Williams Realty	eXp Realty, LLC

Congratulations to the 39 new Members who completed Orientation in May sponsored by Olga Efremova and Associated Bank.

Thank you to Dominic Colosimo, Bonnie Dixon, Laura Stanfield, Shelley Reynolds, Tom Weber, Robert Procter and Tiffany Tobias for imparting their wisdom and time as May Orientation Instructors.

You did an excellent job!

NEW OFFICES

McGann Properties, Verona, WI

MJO Appraisals, Fitchburg, WI