



RASCW

REALTORS® ASSOCIATION OF SOUTH CENTRAL WISCONSIN



August 2019

V o l u m e 24 • N u m b e r 8

MARK YOUR CALENDAR

Sauk Columbia Chapter Paint and Sip

Monday, August 19

[Click here - registration details.](#)

Bocce Ball & Backpacks

Wednesday, August 21

Sold Out

RPAC Silent & Live Auction

Thursday, October 3, 2019

[See page 8 for details.](#)

[CLICK HERE](#)
FULL EVENT CALENDAR

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Membership Update

Welcome Our New CEO!



Please join RASCW President Scott Walker and SCWMLS President Peter Sveum, along with the RASCW and SCWMLS Boards of Directors, in welcoming our new CEO **Ruth A. Hackney, RCE.**

Ruth comes to us from Missoula, MT where she has led the Missoula Organization of REALTORS® (MOR) as its Chief Executive Officer since 2010. Prior to that, she served MOR as the Public Affairs Director. Ruth also holds the position of Chief Executive Officer for the Montana Regional MLS, LLC after its creation three years ago.

Selected from an outstanding list of candidates from across the country, Ruth has demonstrated the ability to build strong and important relationships with members, leadership, staff and community. While new to Madison, family ties have often brought her to Wisconsin and the Midwest. Ruth's husband Tyler is employed by the USDA at the National Technology Development Program and has experience working with Madison's Forest Products Lab.

Community involvement plays a very large role in Ruth's life as well, as evidenced by her activities with Big Brothers & Big Sisters, the Missoula Food Bank, American Cancer Society, Camp Mak-A-Dream, Habitat for Humanity and more. Since 2011, she has been the Secretary of MOR4Kids, a 501(C)3 organization that has provided over \$300,000 in products and direct contributions to children in need of food, clothing and school supplies.

Ruth takes over from Kevin King, who is retiring after 19 years with RASCW and the SCWMLS. He will remain on staff until the end of the year assisting Ruth with her transition.

Ruth will begin on September 23. In her own words, she states, "I'm honored to be joining the REALTORS® Association of South Central Wisconsin's talented staff and dedicated volunteers. Together, we can build on RASCW's traditions while facing the opportunities of tomorrow. We will make great things happen."

We believe that great things will happen! Welcome Ruth.



Bocce Ball & Backpacks!

RASCW's Annual Tournament





SOLD OUT

Wednesday, August 21, 2019 1:00 pm - 5:00 pm

The East Side Club of Madison



REALTOR[®] REVIEW

**A REALTORS[®] Association of
South Central Wisconsin
Publication**

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Chris Stark	256-9011
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

As you have undoubtedly noticed we have exciting news at RASCW and the SCWMLS with the announcement of our new CEO, Ruth Hackney. The announcement has already done a good job of singing Ruth's praises and describing her background, so we thought this President's Message could be better focused on the process we used to find such a great candidate.

The role of CEO of both RASCW and the SCWMLS is an incredibly important role and we have had the luxury of outstanding stewardship with Kevin King all these years. I wanted you all to know how seriously we took our charge of recruiting a new CEO with Kevin's retirement, so I am taking this opportunity to describe how we went about this process.

First of all, we hired a national recruiter in Jerry Matthews. Jerry has a long and successful history with REALTOR[®] Associations, first as CEO of two large state associations and then in his current role as a recruiter. His contacts and knowledge of the REALTOR[®] association at all levels is legendary. He helped us develop a game plan to handle each step along the way.

Jerry conducted a brainstorming session to find out what we really wanted in a new CEO. We invited a diverse group of owners, brokers, past presidents and board members representing a broad cross-section of our industry to get ideas on what we need in our CEO to take us into the future. Our participants were not shy about putting forth a great many fantastic thoughts and observations. At the end of the session we had such a long list it was clear that if our new CEO had even a fraction of those qualities we'd be in great shape.

We had formed a Search Committee, comprised of current, past and future RASCW Presidents, the SCWMLS President, board members of both RASCW and the SCWMLS, and the future WRA Chairman of the Board. This group met to offer guidance to Jerry in how he should conduct his search to meet our goals.

After a nationwide search, tapping into his sources at the National Association of REALTORS[®], Jerry was able to present us with four superbly qualified candidates from around the country, each one bringing their own unique experience and skill sets. The Search Committee carefully interviewed each one of the candidates with an eye toward how applicable their experience was and how they presented themselves in terms of their vision for how to manage our Association.

One candidate in particular stood out to the entire committee and the choice seemed clear. After a second interview two weeks later, the committee was unanimous, Ruth had in the words of one of the members, "knocked it out of the park!"

Change is difficult and no one ever knows what the future holds, but we did our very best to tip the scales in our favor. With Ruth Hackney at the helm, we feel our future looks bright. I would like you all to join me in offering Ruth a heart-felt welcome!

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Safety Alert on your Supra eKEY Agent Alert is a feature built into Supra's eKEY, providing peace of mind for agents. With the press of a button, agents have a simple discreet method to send an alert message to selected contacts. The message and up to three contacts are set in advance. Holding the alert button automatically sends the message to the contacts. The message can be sent as an email or text message. A link to a map of the key's exact location is included with the message. For more information, here is a [short video](#) or [click here for written instructions](#).

New Senior and Elder Members

Are you eligible to be a Senior Member? You are if, on January 1, 2020, you are 60 years of age or older and have been a continuous Member of RASCW for at least 20 years. This means that you can reduce your local RASCW dues by 1/3 for 2020.

If, on January 1, 2020, you are 65 years of age or older with 25 or more years of continuous membership in RASCW or you are 70 years of age or older with 10 or more years of continuous membership in RASCW, you are eligible for Elder Status. Your local RASCW dues are then just \$12.00 for 2020.

Please contact Beth at the RASCW office – 608.240.2800 or beth@wisre.com – to change your Membership status.

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.realtor™ is the trusted domain in online Real Estate and exclusively available to members, firms and boards of the NATIONAL ASSOCIATION OF REALTORS® and the Canadian Real Estate Association. For more information, please go to www.get.realtor.



As a member of Women's Council of REALTORS®, I belong to an elite group of business leaders, advancing women as professionals and leaders in business, the industry and the communities we serve.

www.WCRmadison.com

Calling all REALTORS®!! Join us for Happy Hour at Drumlin Winery August 15th — 4:00 pm to 6:00 pm
**Bring a REALTOR® that joins WCR, and you and that REALTOR® will enjoy lunch on us for one of our upcoming luncheons.



Our team averages 24 years of mortgage lending experience in **Dane County.**

Cori Femrite NMLS#594085 Amy Gile-Engel NMLS#586017 Howard Cagle NMLS#593729



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MLS NEWS

Visit www.scwmls.com for expanded details.



Moving Listings from Paragon™ to CRS Tax

If you want to move a list of properties from Paragon™ to the new CRS Tax Program, pull up the list of properties in Paragon™ via a search or lookup and select the listings. Once selected, click on the Actions drop down and select View in CRS Data. The selected listings will be imported into CRS and all CRS functions, such as reviewing the assessment/tax info, viewing on the CRS map, and creating mailing labels will be available for this group of listings.

Input Reminder for Condos

When selecting features for a condo listing, please remember that the features Basement and Parking are for the individual condo unit, not the building as a whole.

Are Your Listings Being Missed via Map Searches?

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 as assigned by Paragon™ is not correct, you can adjust it under Listing Maintain - Change GeoCode. When the map displays under maintain, click on the red 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.

If you are not familiar with the location of a property, our new CRS tax program can help you pinpoint it exactly using the latitude and longitude. Click on the red T from the listing to pull the property up within the CRS tax program. Scroll down to the Property Characteristics: Lot section. The Latitude and Longitude is listed. Copy and paste it into the Change GeoCode option within listing maintain.

ShowingTime Text Alerts

By default, ShowingTime only sends texts and push notifications during the hours of 8 am to 8 pm. If you want to receive these alerts at any time, you can change this preference. Within Paragon™, click Preferences and Showing Assist. Click on your name within the left panel to open your preferences. Agent Communication is an option under Additional Preferences.

Backpacks for Buddies • 2019

RASCW is seeking new backpacks for children in foster care in the RASCW area.

How You Can Help

Have your office collect new backpacks by August 21, 2019.

Once you have collected the items, please drop them off at:
RASCW (4801 Forest Run Road, Madison)
Preferred Title (2728 Coho St, Madison)

or contact Beth Fletcher at 608.240.2800 or beth@wisre.com
to arrange for a pick up at your office.

A REALTOR® Supported Service Project

Foster care children often relocate, toting their possessions in plastic garbage bags because they cannot afford bags of their own.

In 2006 RASCW started its involvement in this project and to date has provided over 2,000 bags to various human services organizations in Dane, Columbia, Crawford, Grant, Green Lake, Iowa, Lafayette, Richland and Sauk Counties.

For more information, please contact Beth Fletcher a beth@wisre.com.

Home Buyer Classes

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



This home buyer education meets requirements for down payment assistance and lending programs.



2019 Home Buyer Class Schedule:

Tuesday Nights • 5:30 pm to 9:00 pm
September 14 and 21

Register:

<http://homebuyersroundtable.eventbrite.com>

Class location:

Villager Mall Atrium Entrance,
2300 S Park St, Madison, WI 53713

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NMLS: 523701



Brandon Strayer
Madison
608-259-2079
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NMLS: 526126



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UPCOMING EVENTS

Watch for details coming on Social Media and Emails

August:

Wednesday, August 21st
Bocce Ball and Backpacks - *Sold Out*
East Side Club

October:

Thursday, October 3rd
[Silent & Live RPAC Auction](#)

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

December:

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

SAUK COLUMBIA CHAPTER:

August: [Paint & Sip](#) - Monday, August 19
September: Bags Tournament (*Details coming soon.*)
December: 3rd Annual Toys for Tacos (*Details coming soon.*)

SOUTHWEST CHAPTER:

September: Community Day (*Details coming soon.*)
December: Holiday Party (*Details coming soon.*)

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

Join the Sauk Columbia Chapter for:

Paint and Sip

Monday, August 19th, 2019
4:00 pm

Countryside Refind
115 3rd Ave in Baraboo

[CLICK HERE TO REGISTER,](#)
[SELECT YOUR SIGN & PAY.](#)

Register by August 16th.

Paint & Sip
Sign Painting,
Wine Coolers and Beer



Member Benefits Program

The REALTORS® Association of South Central Wisconsin welcomes AFLAC to our Member Benefit program.

Contact:
Ernie Pearson at 920-858-7505

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Commercial Real Estate Market Trends and Outlook 2019.Q2

The NATIONAL ASSOCIATION OF REALTORS® Quarterly Market Survey gathers information about the commercial transactions of REALTORS® and members of affiliate organizations (CCIM, SIOR, RLI, IREM, and the Counselors of Real Estate) and the opportunities and challenges facing commercial practitioners.

The 2019 Q2 survey was sent to approximately 64,953 commercial REALTORS® and members of affiliate organizations during July 1–9, 2019, of which 681 responded to the survey.

The report covers economic conditions, commercial construction, sales and leasing. The following is an excerpt from the report’s Outlook:

Modest Macroeconomic Outlook Given the latest trend, NAR projects GDP growth to slow to 2.2 percent in 2019. The growth projections assume no increase in the federal funds rate in 2019, with the Fed policy rates currently at 2.25 to 2.5 percent. The unemployment rate is expected to remain below 4.0 percent in 2019 and 2020, given the current low level of unemployment.

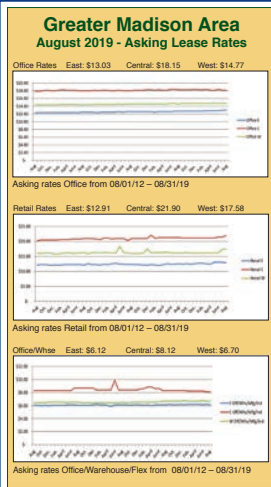
Housing starts will increase in 2019 to meet demand from household formation, which is growing at about 1.5 million.

Positive Outlook for Multi-family and Industrial Assets Multi-family and industrial will continue to be strong commercial asset classes. The multi-family market is expected to remain bright in metros with low vacancy rates and affordable rents. E-commerce will continue to sustain demand for industrial properties, particularly flex properties. Retail brick and mortar will continue to do well in growing metros and in retail niches that require face-to-face customer service. The office market will be sustained by the growth in technology-driven jobs. The Opportunity Zone tax break on capital gains is expected to bolster commercial and residential real estate sales in 2019-2020.

Respondents reported commercial market opportunities in co-working space, adaptive re-use of properties, mixed-use development, transit-oriented development, senior health care, and warehouse and flex spaces.

The primary challenge was rising construction cost that is constraining development, sales, and leasing.

[To download the entire report, please click here.](#)



[Click Here for the August Asking Lease Rates](#)

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Calendar: August 15 - September 15

Monday, August 19

Sauk Columbia Chapter Paint and Sip
4:00 pm – Countryside Refind

Wednesday, August 21

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

Bocce Ball and Backpacks
1:00 pm – The East Side Club

Thursday, August 22

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

RASCW Budget and Investment Committee
12:00 noon – RASCW/SCWMLS Conference Room

Monday, September 2

RASCW/SCWMLS Offices Closed
Labor Day

Wednesday, September 4

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

Thursday, September 5

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

Friday, September 6

MLS Committee
8:30 am – RASCW/SCWMLS Conference Room

Thursday, September 12

New Member Orientation
9:00 am – WRA Education Center

[CLICK HERE](#)

**RASCW EVENT
CALENDAR**

is on our website!

[CLICK HERE](#)

**COMMITTEE DESCRIPTIONS
COMMITTEE SELECTIONS**

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¹CoreLogic mortgage recordings: Dane County 2018 and first quarter 2019.
²UW Credit Union critical measure survey data from 2018.

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Thank You for Making the Bike for Boys & Girls Club a Success

The annual Bike for Boys & Girls Club brings families, friends, coworkers and neighbors together for a fun-filled ride through Dane County. Pledges raised support the ongoing mission of the Boys & Girls Club of Dane County to provide programs that inspire and enable our youth to realize their full potential. This year's event was held on Saturday, July 20th.

In 2016, the National Association of REALTORS® joined forces with the Boys & Girls Club of America. As part of that association, RASCW Members, Affiliates and their families have participated in the Bike for Boys & Girls Club ride under the team REALTORS® Riders. With their efforts and your support this year, they have raised \$1895, helping the overall fundraising effort to a grand total of \$510,422 – truly a community effort!



Thank you for your support of Team REALTORS® Riders.
 If you have not had an opportunity to donate,
 you may still do so at www.bike4bgc.com/teams/?id=218.
 All donations are welcomed and valued.

In Memoriam



Our sincere condolences to the family and friends of Maxwell Miller who died unexpectedly on July 26, 2019. Maxwell was affiliated with the Stark Company, REALTORS® and specialized in new construction for Veridian Homes. His family asks that Maxwell be remembered with a contribution to the charity of your choice.



SILENT & LIVE AUCTION
Thursday, October 3rd, 2019

PARK HOTEL | DOORS: 5:00PM
 22 S. CARROLL ST. | *Silent auction closes and live*
 MADISON, WI 53703 | *auction begins at 6:30PM*

- Democratic Party
- Republican Party
- Realtor® Party



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Convention Highlights

TERRY WATSON
Author/Motivational Speaker
OPENING SESSION
"Small What You're Stepping In"
Tuesday, September 10

MIKE STAYER
Leadership Expert/Author
GENERAL SESSION
"Emotional Customer Experience"
Wednesday, September 11

ICEBREAKER PARTY
with Super Tuesday
CAMP TAKE-A-HIKE-A
Tuesday, September 10

WILD ROCK GOLF
at the Wilderness Resort
GROUP GOLF CUTTING
Monday, September 9

WRA Annual Convention
SEPTEMBER 10-11, 2019

REGISTRATION NOW OPEN. VISIT WRA.ORG/CONVENTION TO REGISTER

Win a Free Registration for the WRA Convention

The WRA will offer one FREE convention registration for a RASCW Member to attend the [Convention](#) on September 10-11, 2019.

Criteria for the FREE registration:

1. Registration may not be sold and is not transferable;
2. Recipient must be a member of RASCW in good standing;
3. Recipient may not be a RASCW Director or Officer;

Deadline for submission is August 21, 2019. Recipient may add ticketed items at his or her own cost.

Mail, fax or e-mail your name, company name and telephone number to:

Free Registration - RASCW
 Attn: Patricia
 4801 Forest Run Road, Suite 101, Madison, WI 53704
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The winner will be notified by August 23.

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Continuing Education 2019-20

Only 493 Days to Renewal – Don't Wait



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.](#)

RASCW Is Live on All Social Media Platforms



RASCW has expanded its messaging to all the major social media outlets - Facebook, Twitter, LinkedIn, Instagram and YouTube. 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 statistics 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.

Cindy Strange "Pay It Forward" Award

"Success is always sweetest when it's shared."

That was the mind set of Cindy Strange. She also believed in giving people more than they'd expect was the way she wanted to live.

Cindy Strange was a long-time and highly valued Member of RASCW whose untimely death in 2006 shocked us. She was recognized as the RASCW Affiliate of the Year in 2004. Her personality and inspiration are missed by all that knew her.

In wanting to preserve and honor her outstanding qualities, RASCW is proud to present the 2019 Cindy Strange "Pay It Forward" Award to a REALTOR® or Affiliate Member who demonstrates those same qualities. The Award will be presented to a RASCW Member who is unselfish with his or her time, is involved with the Association and shows contagious enthusiasm in all they do, whether it is serving on committees, participating in or sponsoring RASCW events. The individual nominated is always looking for ways to give to the real estate industry and community without expectation of return.

The recipient for the Award will receive the proceeds from the RASCW Cindy Strange Memorial Golf Outing to present to the charity of his or her choice.

If you would like to nominate a REALTOR® or Affiliate Member, please send his or her name, company and how this individual demonstrates the spirit and qualities of this Award to: Mike Jiru at jiles7@gmail.com or to Carla Nowka at cjm@ptitle.com. Nominations must be received by Friday, September 27, 2019.



Dawn Andersen
Assistant Vice President
Senior Mortgage Loan Officer
NMLS: 526254
dandersen@oregoncommunitybank.com

Brian O'Handley
Vice President
Mortgage Lending
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bohandley@oregoncommunitybank.com

Alan Lamb
Assistant Vice President
Construction & Mortgage Lender
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alamb@oregoncommunitybank.com

Josh Rounds
Assistant Vice President
Residential & Consumer Loan Officer
NMLS: 506827
jrounds@oregoncommunitybank.com

Ann Becker
Assistant Vice President
Mortgage Loan Officer
NMLS: 1205336
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MEMBERSHIP UPDATE

NEW MEMBERS

Rachel Adams
Bunbury & Associates, REALTORS®

Saima Afghan
Keller Williams Realty

Kyle Beld
REMS

Peter Boettcher
Century 21 Affiliated

Dori Botts
eXp Realty, LLC

Alyssa Bukolt
Stark Company, REALTORS®

Stephanie Burgess
EXIT Realty HGM

Adriana Contreras
Keller Williams Realty

Amy Curcio
Real Estate Nerds, LLC

Karla Davis
Century 21 Affiliated

Vincent DeMarte
United Country Hamele Auction & Realty

Trisha Dunaway
RE/MAX Ignite

Christine Goines
eXp Realty, LLC

Andy Grebe
Rock Realty

Natalie Green
eXp Realty, LLC

Terry Henning
Mode Realty Network

Brandon Housley
Artisan Graham Real Estate

Peter Hunt
Peter A Hunt Realty

Mina Johnson
Bunbury & Associates, REALTORS®

Whitney Johnson
Realty Executives Cooper Spransy

Janie Kampschroer
Stark Company, REALTORS®

Todd Maahs
First Weber Inc

Noah Miller
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Vera Radivojevich, Broker

Zane Rathbun
RE/MAX Connect

Paul Robertson
Keller Williams Realty

Daniela Tallard
eXp Realty, LLC

Samantha Tiry
Stark Company, REALTORS®

Gertrude Waigumbulizi
Keller Williams Realty

Andre Wallace
Badger Realty Team

MEMBERSHIP TRANSFERS

NAME	FROM	TO
Barbara Birmingham	Yellow House Realty	Forest Avenue Realty, LLC
Wendy Dalgety	Stark Company, REALTORS®	First Weber Inc
Erin Halvorson	Brunker Realty Group LLC	Keller Williams Realty
Cheryl Hjerstedt	Keller Williams Realty	Badger Realty Team
Jonathan Horsfall	eXp Realty, LLC	WisconsinLakefront.com, LLC
Cory Riccioni	First Weber Inc	Pavelec Realty
Rena Ripp	Realty Executives Cooper Spransy	eXp Realty, LLC

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