







November 2019

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REALTORS® ASSOCIATION OF SOUTH CENTRAL WISCONSIN

MARK YOUR CALENDAR

Annual Membership Meeting Thursday, November 21, 2019 Click here for details.

RASCW Holiday Party Monday, December 9, 2019 Click here for details.

Installation Dinner Wednesday, January 29, 2020 Save the Date

CLICK HERE FULL EVENT CALENDAR

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RASCW REDISCOVER THE VALUE OF

The Voice of Real Estate in South Central Wisconsin



COMMUNITY



- Children & Families
- Home Ownership
- Clean Water
- **Higher Education &** Schools

Direct Member Programs:

- RASCW Housing Foundation
- Minority Scholarship



EXPERTISE

- Resources and connections for career growth
- Training Opportunities
- **Continuing Education**
- **Networking Events**
- Social Media Connections
- Safety resources to help you understand & avoid safety risks
- Personalized service from educated and equipped staff



CODE OF ETHICS

- **Enforcement of the Code** of Ethics & Cooperation between members
 - Duties to the consumer
 - Duties to the Public Duties to REALTORS®

We:

- ✓ Equip new members to live by the Code of
- Facilitate Mediation
- ✓ Ensure brokerages are in compliance with NAR's Biennial **Ethics training**



- Monthly Market Updates
- Highlight local, state, and national real estate news
- Ask YOU about market conditions and the challenges
- you face Commercial
- **Economic Updates** Local Economic
- **Updates** Access to MLS Services
- Online resources



We Support:

- Issues that positively impact hom ownership
- Housing that is accessible to all
- Economic
- development ✓ Candidates that support our issues

We Oppose:

- Ideas that inhibit the ability to freely transfer real property
- ✓ Policies that are inequitable and limit opportunities for

REALTORS® Association of South Central Wisconsin • RASCW.org • 4801 Forest Run Road, Ste 101, Madison, WI 53704 • 608-240-2800 Visit WRA.org and NAR.REALTOR to re-discover the value of your state and national dues.



REALTOR® REVIEW

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

OFFICERS OF THE ASSOCIATION

| Scott Walker, President | 212-7400 |
|-------------------------------|----------|
| Sommer Von Behren, | 643-3800 |
| Vice President | |
| Mike Lenz, Treasurer | 318-4280 |
| Cindy Ulsrud, President-elect | 628-8640 |

DIRECTORS

| Anne Baranski | 246-7777 |
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| Nicole Bunbury-Sjowall | 441-7777 |
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| Jessica Vezakis | 437-7653 |

EDITORIAL STAFF

Ruth A. Hackney, 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 Ruth A. Hackney at ruth@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 (608) 240-2801 Fax:

Items submitted in Microsoft® Word programs are also welcome.

www.rascw.org















President's Message: Scott Walker



I just flew in from San Francisco and boy are my arms tired! All kidding aside, I did just return from NAR's 2019 Realtor® Conference and Expo in San Francisco and I'd like to share some highlights.

As always, the conference was replete with sessions to educate Realtors® on matters which have a significant impact on real estate agents and their practice such as technology, social media, economic trends, new marketing strategies, smart growth initiative, and Federal law and policies affecting our industry, just to name a few. In addition, with general session speaker Magic Johnson and celebrity concert featuring Pentatonix, we were all engaged and greatly entertained.

The Board of Directors also got down to business on the last day of the conference approving a host of important actions. Some of the more interesting and relevant among them are the following:

NAR Financial Report: The Treasurer, John Flor of Chetek, WI, reported that the association is in excellent financial health. Of particular note is the fact that not only are we on track to meet the minimum reserve requirement of 50% of operating budget, we may even hit reserves of 75% of operating budget. The surplus will partly be helpful in the funding of the renovation of the NAR National Headquarters in Chicago.

Professional Standards: The Board approved a new Standard of Practice under Article 3 that Realtors® may not refuse to cooperate on the basis of a broker's race, color, religion, sex, handicap, familial status, national origin, sexual orientation, or gender identity. We've long protected the consumers and our clients, so this seems like an obvious update.

Code of Ethics: The Board voted to change NAR's Code of Ethics training requirement from every 2 years to every 3 years. This means the current deadline becomes December 31, 2021 and the next cycle will be January 1, 2022 - December 31, 2024.

MLS: The Board approved the Clear Cooperation policy (MLS Statement 8.0) which now requires brokers who are participants in a multiple listing service to submit their listing to the MLS within one business day of marketing the property to the public. MLSs will have until May 1, 2020 to implement the policy. Click here for more information on the Clear Cooperation Policy.

This all serves as evidence of how your association is working hard to provide you with the tools and the education along with the well-run organization to support your practice or real estate. The Realtors® who serve on the Board and on all the committees at the national, state and local levels are volunteers who strive to make the association better for all its members. Please consider getting involved. A great way to start is by talking to people who are current or previous volunteers when you attend events put on by RASCW. If you have questions please contact us at RASCW today.



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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.







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

Cori Femrite NMI S#594085

Amy Gile-Enge NMI S#586017 **Howard Cagle** NMI S#593729

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NMLS #451162 Subject to Credit Approval





MLS Rule Change for Reporting Offers with a Bump

When reporting an offer with a bump, you have the option to change the status to AB (Offer-Bump), or to leave the status as Active. If you leave the status as Active, you must disclose the offer within the broker-to-broker remarks. The MLS Board of Directors recently voted to require this disclosure (Offer Bump) in the first words of the broker-to-broker remarks. This new rule applies to offers accepted on or after November 1, 2019. Complete rules regarding reporting offers can be found here.

Showing Time Alerts

Email notifications about showings can sometimes get blocked, delayed, or sent to your spam folder. The ShowingTime app uses push notifications that cannot be blocked. You also have access to showing instructions, feedback, buyer tours, and more while out in the field. Click here for installation instructions and other helpful articles.

Attention Yahoo/AOL/Verizon users: If you host your email via Yahoo, AOL or Verizon, please note that these providers have blocked ShowingTime emails several times in the past.

Helpful Map Layers

When viewing listings via the Google Map view within Paragon™, layers can be added to provide more information about the parcels. One of these layers is the Parcel Lines layer. If you turn this layer on (icon to the left of the printer icon in the map toolbar), it will display parcel boundaries (zoom in if you do not see them). When you click on a parcel, you will see lot dimensions and total parcel size on the map. In addition, the left panel will display the Google street view as well as owner information. If you would like this parcel layer to always display for you, you can set this via your personal preferences (Preferences -System - Search Options - Parcel Layer).

CRS Tax Hot Tips

- · When entering a name within the main search bar via CRS Tax, parcels that match based on multiple fields will come up as results. For example, if you type in Apple, you will see a list of owners with the last name that begins with Apple, as well as street names that begin with Apple. If you do not see the specific last name or street name you are looking for, click the View More link on the Owner's Name or Street Address header to see all the matches for the owner or street you are looking for.
- · When printing a parcel detail report, you have the ability to hide sections of the report you do not want to print. On the far right of each section header, you will see a down arrow. Click the arrow to hide the section.

Membership Renewal Notice

Thank you in advance for renewing your Membership in the REALTORS® Association of South Central Wisconsin! The 2020 Membership Renewal invoices were mailed to your preferred address last month. If you did not recieve your notice, please contact Beth at beth@wisre.com or 608.240.2800.

As your local Association, it is our responsibility to collect dues on behalf of the Wisconsin REALTORS® Association (WRA) and the National Association of REALTORS® (NAR). Your Membership Renewal reflects the following:

- NAR dues are \$150 plus a \$35 Special Assessment for the Consumer Advertising Campaign for a total of \$185.
- WRA dues are \$333 for REALTOR® Members and \$306 for State Affiliate Members. Renewals received after December 31, 2019 will be subject to the WRA reinstatement fees of \$75 for REALTORS® and \$25 for Affiliates.
- RASCW dues are \$180 for both REALTOR® and Affiliate Members. Renewals received after December 31, 2019 will be subject to a \$25 RASCW reinstatement fee.

There are three voluntary contributions included on your Membership Renewal.

- The first is a \$15 contribution to the RASCW Housing Foundation. The Foundation is your non-profit corporation dedicated to making homes affordable by providing low interest, deferred payment loans to qualified individuals to be used for the down payment and/or closing costs associated with the purchase of a home. Contributions to the Foundation are tax deductible as a charitable contribution. Please consider making a contribution to assist a new home owner in 2020. Click here to learn more about the Housing Foundation.
- The second is a \$50 contribution to RPAC. At the direction of the RASCW Board of Directors, these funds may be contributed on a nonpartisan basis to candidates for public office who support and protect the rights of home ownership and real estate interests important to your business.
- Lastly is a \$20 voluntary contribution to the Wisconsin REALTORS® Foundation. Contributions to the Foundation are tax deductible as a charitable contribution.

Paying 2020 Membership Renewals

Renew your dues by December 1, 2019 to avoid an interruption of your services, including MLS access, ZipForms and the Legal Hotline.

Please note that credit card payments will only be accepted online.

To pay by VISA or MC, go to www.rascw.org and click on the Pay Dues Online link at the top of the page. This service is handled by the National Association of REALTORS® (NAR) and is only available through December 31, 2019.

Exceptions to paying online:

• The online service is not available to local Affiliate Members (State Affiliate Members are able to use the online service.) Local Affiliate Members, please call the RASCW office at 608-240-2800 if you wish to pay your dues by credit card.

To pay by check, detach the lower half of your Renewal Notice and send check payable to RASCW, 4801 Forest Run Road, Suite 101, Madison, WI 53704.

All Membership Renewals received after December 31, 2019 will be subject to reinstatement fees. No exceptions will be granted.

If you have any questions, please contact the RASCW office at 608-240-2800.

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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MARCIA HOWE (608) 223-2192 NMLS# 504996



TARA JENKINS (608) 223-2181 NMLS# 553630



MICHA PETERSEN (608) 223-2184 NMLS# 505004



TOM SULLIVAN (608) 223-5147 NMLS# 505008



KATIE SIMON (608) 824-3241 NMLS# 500033



ERIC SWEENEY (608) 443-1991 NMLS# 1113922



ELLEN BERNARDS (608) 824-3232 NMLS# 1573234



| Member FDIC | 5515 Monona Drive, Monona, WI 53716 | BELLEVILLE | BROOKLYN | COTTAGE GROVE | CROSS PLAINS | MADISON | MIDDLETON | MONONA | SAUK PRAIRIE

UPCOMING EVENTS

Watch for details coming on Social Media and Emails

December:

Monday, December 9th **RASCW Holiday Party** We are collecting donations for Toys for Tots. Beacon Lounge at Bonfyre American Grille Click here for details.

Mark Your Calendars

Annual Membership Meeting

Thursday, November 21, 2019 8:00-10:30 a.m. Sheraton Madison Hotel Click here for details.

Installation Dinner

Wednesday, January 29, 2020 5:00-8:00 p.m. Nakoma Golf Club Watch for details.

SAUK COLUMBIA CHAPTER:

December:

Third Annual Toys for Tacos Wednesday, December 4th • 11 am - 2 pm Pierce's Express Market, 835 8th St, Baraboo

Upcoming Professional Development Offerings

Future of Real Estate Technology

Wednesday, February 12, 2020 8:30-11:30 a.m.

Promega - BioPharmaceutical Technology Center (BTC)

Speaker - Saul Klein, Realty Times Executive Editor

See page 6 for additional details.

Economic Update

Monday, March 23, 2020 8:30-11:30 a.m.

Promega - BioPharmaceutical Technology Center (BTC) Co-sponsored with WCR Madison Metro and WMBA Madison Chapter

Speaker - Lawrence Yun, NAR Chief Economist and Senior Vice President, Research

See page 6 for additional details.

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Upcoming Professional Development Offerings

Mark Your Calendar - More Details Coming Soon!

Future of Real Estate Technology

Wednesday, February 12, 2020 • 8:30-11:30 a.m. Promega – BioPharmaceutical Technology Center (BTC)

Speaker - Saul Klein, Realty Times Executive Editor



Saul Klein is known as the Grandfather of Technology Adoption in the Residential Real Estate Industry. He is generally recognized within the industry, as a technology pioneer and evangelist.

Over the last 25 years, he has introduced the real estate industry to the Internet and email, listings on the WWW, online education and certification, and listing data syndication. He is one of the few visionaries who paved the way for real estate's transition to technology.

Economic Update

Monday, March 23, 2020 • 8:30-11:30 a.m.

Promega – BioPharmaceutical Technology Center (BTC)

Co-sponsored with WCR Madison Metro and WMBA Madison Chapter

Speaker - Lawrence Yun, NAR Chief Economist and Senior Vice President, Research



Lawrence Yun is Chief Economist and Senior Vice President of Research at the National Association of REALTORS®. He oversees and is responsible for a wide range of research activity for the association including NAR's Existing Home Sales statistics, Affordability Index, and Home Buyers and Sellers Profile Report. He regularly provides commentary on real estate market trends for its 1.3 million REALTORS®.

Dr. Yun creates NAR's forecasts and participates in many economic forecasting panels, among them the Blue Chip Council and the Wall Street Journal Forecasting Survey. He also participates in the Industrial Economists Discussion Group at the Joint Center for Housing Studies of Harvard University. He appears regularly on financial news outlets, is a frequent speaker at real estate conferences throughout the United States, and has testified before Congress. Dr. Yun has appeared as a guest on CSPAN's Washington Journal and is a regular guest columnist on the Forbes website and The Hill, an "inside the beltway" publication on public affairs.



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Calendar: November 15 - December 15

Friday, November 15

Paragon™ Basic 9:00 am - SCWMLS Training Room

Wednesday, November 20

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

Thursday, November 21

Annual Membership Meeting 8:00 am - Sheraton Madison Hotel

Paragon™ Basic 9:00 am - SCWMLS Training Room

Thursday, November 28

Thanksgiving Holiday RASCW/SCWMLS Offices Closed

Friday, November 29

Thanksgiving Holiday RASCW/SCWMLS Offices Closed

Wednesday, December 4

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

Thursday, December 5

Paragon™ Basic 9:00 am - SCWMLS Training Room

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

Friday, December 6

SCWMLS Committee 8:30 am - RASCW/SCWMLS Conference Room

Monday, December 9

RASCW Holiday Party 4:00 pm - Bonfyre Beacon Lounge

Wednesday, December 11

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

RASCW Board of Directors 10:00 am - Buck & Honey's, Monona

CLICK HERE RASCW EVENT CALENDAR

CLICK HERE

COMMITTEE DESCRIPTIONS COMMITTEE SELECTIONS

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2UW Credit Union critical measure survey data from 2018.

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RASCW Commercial Corner

CREXi Commercial Listings Go Live On RPR

In May of 2019, RPR announced a strategic partnership with CREXi, a commercial real estate listings portal, community and marketplace.

Today, the RPR-CREXi listings partnership offers REALTORS® and RPR users access to more than 84,000 for sale properties, 180,000 spaces for lease, and 50,000 historical sale/off-market properties. These listings will be searchable in RPR nationwide, making RPR's commercial inventory more robust than ever before.

For more details, please click here.



Click Here
for the
November
Asking
Lease
Rates

Are you Committed to Excellence?



In 2018, the National Association of REALTORS® launched Commitment to Excellence (C2EX), a program that empowers REALTORS® to demonstrate their professionalism and commitment to conducting business at the highest standards. The following year, the C2EX program was selected as a 2019 Learning! 100 award winner from Elearning! Media Group. This award honors organizations for fostering a culture of professional growth, innovation, and organizational performance. Past recipients include Amazon Web Services, AT&T, the American Heart Association and NASCAR.

REALTORS® defined professionalism in this industry more than 100 years ago when they created the Code of Ethics. The award-winning C2EX program takes professionalism to the next level by enabling 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.



Continuing Education 2019-20



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

Upcoming Classes in Madison

Live courses will resume in 2020.

To register for live, online and self-study courses, please click here.

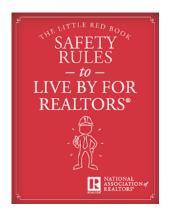
Domains that end in .realtor™

The .realtor™ top-level domain is our exclusive domain, available to individual members, firms, and boards of the National Association of REALTORS® in the US, International REALTOR® Members (IRMs), and the Canadian Real Estate Association (CREA).

There is no limit to how many domains you can get. Free for individual members for the first year.

To get started, go to https://www.get.realtor/r/products/realtor

The Little Red Book: Safety Rules to Live By for **REALTORS®**



Created with input from nearly 1000 NAR members, tips are presented in a fun, light-hearted way with realistic advice from REALTORS® that can be used by new agents or the seasoned professional.

This 36 page physical and digital download guide includes seven sections with corresponding tips:

• Safety Philosophy: 10 Tips • Identity Protection: 18 Tips

Cyber Safety: 13 Tips

• Personal Safety Protocol: 14 Tips • Open House Safety: 19 Tips

Safety and Your Clients: 12 Tips

Best Advice You've Ever Received: 17 Tips

The guide is available for purchase at the REALTOR® Store.





Make sure your phone is fully charged before arriving to an open house, showing, or meeting a client. Carry a portable charger or power bank to charge your phone on the go.

FOR MORE SAFETY TIPS FROM NAR, VISIT www.NAR.realtor/Safety

ADVERTISING OPPORTUNITIES AVAILABLE



The REALTOR® Review, the official publication the REALTORS® Association of South Central Wisconsin is now accepting advertis-

ing reservations for the first half of 2020. The REALTOR® Review provides an ideal full color medium for your business to advertise to a large number of customers and clients who shape the real estate industry in South Central Wisconsin. We expect advertising to fill up quickly and is reserved on a first-come first-served basis.

CLICK HERE FOR ADDITIONAL INFORMATION AND A COPY OF THE CONTRACT

MEMBERSHIP UPDATE

NEW MEMBERS

Jean Adler

Restaino & Associates

Jerry Beranek

Century 21 Complete Service Realty

Dallas Bernhardt

Platteville Realty LLC

Fredrick J Bobo, II

Capella Realty Group, LLC

Val Carroll

Bunbury & Associates, REALTORS®

Alina Castaneda

Stark Company, REALTORS®

Andrea Conner Xome Inc. **Julie Crawford**

Bunbury & Associates, REALTORS®

Bianca Curtis

Special Properties of Green Lake LLC

Robbin Erickson

Sourced Collateral Management

Meryl Gartzke

Matson & Assoc., Inc. Real Living

Sara Gross

Stark Company, REALTORS®

Veronica Isham

Stark Company, REALTORS®

Nancy Kaushal

Move Forward

MEMBERSHIP TRANSFERS

Marisca Lee

Quality First Realty, LLC

Kelly McInerney

Stark Company, REALTORS®

Antoinette Neal

First Weber Inc

Lucas Ratliffe

Century 21 Affiliated

Melissa Roth

Wisconsin Special Properties LLC

Hunter Spear

Inventure Realty Group, Inc

Benjamin Streeter

RE/MAX Preferred

Casey Sutton

Inventure Realty Group, Inc

Linda Thompson

Restaino & Associates ERA Powered

Taylor Timmens

Keller Williams Realty

Mark Voss

Keller Williams Realty

CJ Wessel

Spaulding Group, LLC

Kim Zahasky

Realty Executives Cooper Spransy

AFFILIATES

Thomas Hotter

Thompson Kane & Co, LLC

Taylor Kuypers

Dane County Title Co

Congratulations to the 45 new Members who completed Orientation in October sponsored by Howard Cagle and Capitol Bank.

Thank you to Dominic Colosimo, Laura Stanfield, Sara Whitley, Rick Corey, Bonnie Dixon, Tom Weber and Mary Duff for imparting their wisdom and time as October Orientation Instructors.

You did an excellent job!

NEW OFFICES

Heinberg Valuation, Darlington, WI

Monarch, Sun Prairie, WI

Spaulding Group, LLC, Janesville, WI

FROM TO

NAME **FROM Cortney Covers** Keller Williams Realty **Chuck Demas** eXp Realty, LLC Linda Demas eXp Realty, LLC Patti Eno eXp Realty, LLC **David Fandrich** Restaino & Associates Dakota Gehin Keller Williams Realty **Scott Heinberg Clayton Real Estate Ernie Hunter** Ernie Hunter, Realtor® Will Jackson eXp Realty, LLC **Patty Keller** Jennell Kinsler

eXp Realty, LLC Bunbury & Assoc, REALTORS® **Brett Larson** The Alvarado Group, Inc Josh Lavik Keller Williams Realty **EXIT Realty HGM Amy Miller Meghan Peters** Keller Williams Realty Michael Pleimling Keller Williams Realty Stephanie Potter **RE/MAX Connections** Marcie Schmidt: eXp Realty, LLC Jamie Scholl RE/MAX Preferred Deborah Severson Restainn & Associates Laura Slosser-Joswick Century 21 Affiliated Susan Stoehr The Alvarado Group, Inc

10

eXp Realty, LLC

Keller Williams Realty Signature Keller Williams Realty Signature

RE/MAX Preferred RE/MAX Connections Terra Firma Realty Heinberg Valuation Adashun Jones Real Estate

First Weber Inc Badger Realty Team Conrad Development LLC

eXp Realty, LLC eXp Realty, LLC Inventure Realty Group, Inc

Inventure Realty Group, Inc Stark Company, REALTORS® Wisconsin Dells Realty Century 21 Affiliated

eXp Realty, LLC

Realty Executives Cooper Spransy Dynamic Realty Group, LLC

eXp Realty, LLC Monarch

Caribou Realty Group LLC Inventure Realty Group, Inc



Sherri Swan-Edmunds

Auden Whitford

Robert Wichlacz

In Memoriam

eXp Realty, LLC

Keller Williams Realty

Redfin Corporation

Our sincere condolences go out to the family and friends of Phil Olson who passed away October 31, 2019. Phil was a long-time member of RASCW, affiliated with Restaino and Associates for the last 25 years. Donations in Phil's memory can be made to the UW Carbone Cancer Center under the Lung Cancer Research General Fund, the Pulmonary Fibrosis Research Foundation, and to the Dane County Humane Society.