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WELCOME TO RASCW

LET'S GET INTRODUCED!



RASCW

REALTORS® ASSOCIATION OF SOUTH CENTRAL WISCONSIN

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Before We Get Started

We Need to Cover a Few Important Items:



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Proper Use of “REALTOR®”

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The REALTOR® Trademarks include:

- REALTOR®
- REALTORS®
- REALTOR-ASSOCIATE®
- The REALTOR® block “R” logo

The REALTOR® marks let people know that you are more than just a real estate practitioner: you adhere to a strict Code of Ethics that protects clients, the public, and other real estate agents.

The term REALTOR® is not only a trademark owned by NAR and protected by federal law, it's a valuable membership benefit that distinguishes members from other real estate licensees.

Proper Use of “REALTOR®”

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The preferred form of the term is REALTOR®—in all caps, and using the registered trademark symbol. If using the symbol isn't possible, then the next best form is in all caps: REALTOR.

The REALTOR® block 'R' logo consists of a letter R set in Futura Typeface on a sharply contrasting rectangular background to form a block “R” with the term REALTOR® centered underneath. The rectangular block and the term REALTOR® centered under that block must be the same contrasting color.



The following examples are all proper uses of REALTOR® by a member named Jane Smith:

Proper Uses:

Janesmithrealtor

Jsmithrealtor

Smithrealtor

jane_smith_realtor

realtorjanesmith

realtorjsmith

jane_the_realtor

jane_a_realtor

The following examples are all improper uses of REALTOR® because they each include a descriptive work or phrase in connection with the MARK:

Improper Uses:

Chicagorealtor

Yourchicagorealtor

your_chicago_realtor

cyberrealtor

virtualrealtor

realtor_mom

realtorsolution

localrealtor

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Make Sure You Know The Rules

We really hate having to make you change everything on your websites, domains, email addresses, advertising, social media pages, etc....but we will if have to.

For additional resources, check out the Trademark Use Resource Guide located here:

<https://www.nar.realtor/logos-and-trademark-rules/top-5-things-you-need-to-know-about-the-realtor-trademarks>

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And Finally....

Proper Pronunciation



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REALTORS® ASSOCIATION OF SOUTH CENTRAL WISCONSIN

Pronouncing “REALTOR®”

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Realtor [ree-uh l-ter, -tawr, reel-] [SHOW IPA](#) 

Trademark.

- 1 a person who works in the real-estate business and is a member of the National Association of Real Estate Boards, or one of its constituent boards, and abides by its Code of Ethics.

You Would Never Say “Track-uh-tor” for Tractor, So
Don’t Say “Ree-luh-tor”!



YOU and YOUR Associations

There are THREE associations that you are part of:

- **NAR** - National Association of REALTORS® (National)
- **WRA** - Wisconsin REALTORS® Association (State)
- **RASCW** - REALTORS® Association South Central WI (Local)



**NATIONAL
ASSOCIATION OF
REALTORS®**

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The Voice for Real Estate
The **NAR** Consists of Members of **ALL** of the
STATE and **LOCAL** Associations
NATIONWIDE.

REALTORS® ASSOCIATION OF SOUTH CENTRAL WISCONSIN



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Watch this video in its entirety, along with many other NAR videos at:

<https://www.youtube.com/watch?v=MQ7EGtxdrY>



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NAR Benefits and Services

- Library
- Magazine
- Statistics
- National Advertising
- National Convention
- National REALTOR Database
- RPR



RPR - REALTORS Property Resource

www.narrpr.com

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100% Owned by REALTORS®:
Created by NAR for the sole purpose of providing data needed to meet the demands of clients.

Exclusively for REALTORS®:
No third party or public access...guaranteed. The only way a non-REALTOR® has access to the data is through a report CREATED by a REALTOR®

No Cost Member Benefit:
RPR is a benefit offered exclusively to REALTORS® at NO COST. Services Residential, Commercial, Brokers, Appraisers and MLSS.

NAR Statistics

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Research and Statistics



The NATIONAL ASSOCIATION OF REALTORS® provides the latest real estate research and statistics that affect the industry. Get the stats and stay informed.



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Where Do I Find NAR Resources?

www.nar.realtor

Online shopping for *Real Estate Products*, including *marketing strategies, statistics* and much more PLUS *National REALTOR Database* and *Updates on Real Estate related issues*.

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NAR Benefits and Services

Advanced Education & Designations



Accredited Buyer Representative



Certified Residential Specialist



Graduate, REALTOR Institute

Visit [NAR.realtor](https://www.nar.realtor) for more information of other designations!



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The **WRA** is a **STATE ASSOCIATION** made up of
Members of the *NINETEEN*
Wisconsin Local Associations.



REALTOR

CENTRAL WISCONSIN

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Where Do I Find WRA Resources?

www.wra.org

Online shopping for *Real Estate Products*, including *marketing strategies, statistics* and much more PLUS *Wisconsin REALTOR Database, Legal Hotline* and Updates on *LOCAL Real Estate related issues*.



WRA Member Benefits & Services

- Continuing Education and Licensing Courses
- Learning and success tips on building your business
- Access to ZipForms
- Legal updates on issues affecting your business
- Legal Hotline!
- Intervention with Department of Safety and Professional Services
- Government Affairs and Lobbying at the State Level
- Monthly Magazine
- State Conventions

WRA Statistics

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Wisconsin Housing Statistics

Sales estimates for the state are provided by the National Association of REALTORS®, which seasonally adjusts quarterly sales figures. All county figures on sales volume and median prices are compiled by the WRA and are not seasonally adjusted. Median prices are only computed if the county recorded at least 10 home sales in the quarter. Beginning in 2010, all historical sales volume and median price data at the county level have been re-benchmarked using the Techmark system, which accesses MLS data directly and in real-time.



Statewide

Find out the number of home sales and the median price of a home by county. Simply select the region from the map below and then select the county from the list of counties within that region.

Housing Stats by Month

Excel

Month Quarter

Number of Home Sales

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD
2007	2,932	3,270	4,552	5,105	6,475	7,143	6,132	6,488	4,677	4,422	3,894	3,215	58,305
2008	2,341	2,889	3,245	3,764	4,695	4,993	4,600	4,553	3,810	3,650	2,483	2,583	43,606
2009	1,578	2,082	2,871	3,362	4,128	4,959	4,943	4,596	4,192	4,548	4,145	2,707	44,111
2010	1,799	2,315	3,815	5,289	5,592	5,932	3,555	3,897	3,823	3,723	3,210	3,373	46,323
2011	2,552	2,645	3,791	4,421	4,910	5,632	5,258	5,299	4,821	4,420	3,941	3,941	51,631
2012	2,881	3,193	5,014	5,322	6,167	7,131	6,118	6,600	5,362	5,562	4,986	4,474	62,810
2013	3,493	3,664	5,297	5,917	7,418	7,602	7,322	7,819	6,095	5,751	4,939	4,641	69,958
2014	3,335	3,371	4,753	5,384	7,266	7,756	7,436	7,594	6,190	6,484	4,789	4,825	69,183
2015	3,480	3,638	5,612	6,629	8,171	9,500	9,023	7,951	7,211	7,081	4,929	5,574	78,798
2016	3,926	3,784	5,666	7,561	8,284	10,088	8,760	8,638	7,875	7,114	6,075	5,922	83,692
2017	4,031	3,752	6,176	6,974	8,676	10,555	8,567	8,871	7,857	7,497	6,476	5,761	85,191
2018	4,164	3,998	5,966	6,989	8,337	9,538	8,551	9,434	7,130	7,462	6,610	4,966	83,144



Hassle-Free Home Loans

LEARN MORE



WRA.org

REA

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REALTORS Association of South Central Wisconsin

Your LOCAL Association



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Where Do I Find RASCW Resources?

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WHO IS RASCW/SCWMLS?

**RASCW is a TEAM! The team is made
up of YOU, The RASCW Staff and
The South Central WI MLS!**

Let's get acquainted...

RASCW STAFF



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Member Benefits, Orientation, Pro Standards, Arbitration, Member Events and Public/Political Activism

608-240-2800

SCWMLS STAFF



SUPRA Lockboxes, Paragon, eKEYs, WIREX

OF SOUTH CENTRAL WISCONSIN

South Central WI MLS

www.SCWMLS.com

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Paragon MLS System

MY INFO	MARKET	OFFICE	FLTR
New	152		
Price Change	65		
Back on Market	39		
Offer-No Show	639		
Sold	86		
Expired	29		
Hot List	496		

15 Tuesday Jan 15th, 2019

DAY 15/365

CONTACT ACTIVITY (1 NEW)

ACTIVITY	COMMENTS	SEARCHES	SELLERS

There is no Collaboration Center activity to view.

video on Collaboration Center: [learn about Homesnap](#)

BROKER OPENS	MONTHLY STATISTICAL REPORTS
MEMBER WEBSITE SCWMLS.COM	ASSESSOR SITES
PAST HOME PAGE HOT TIPS	MOBILE ACCESS

Supra Keyboxes/eKEY



SCWMLS Statistics

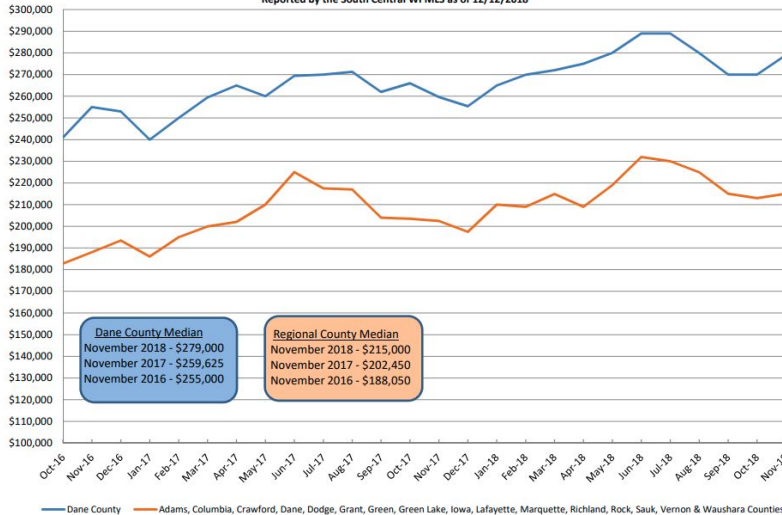
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Statistics are pulled on the 12th of every month and published across social media platforms, as well as in the monthly NEWSLETTER

Median Sale Price for Single Family Solds (Inc Condos)
Reported by the South Central WI MLS as of 12/12/2018



Dane County Median
November 2018 - \$279,000
November 2017 - \$259,625
November 2016 - \$255,000

Regional County Median
November 2018 - \$215,000
November 2017 - \$202,450
November 2016 - \$188,050

South Central Wisconsin MLS Sold & Active Residential Listings (Including Condos)

	NOVEMBER 2018 STATISTICS			JANUARY - NOVEMBER		
	2018	2017	2016	2018	2017	2016
ADAMS / GREEN LAKE / MARQUETTE / WAUWATERSA						
# New Listings	94	98	66	1,928	1,617	1,479
# Sales	132	112	81	1,362	1,058	891
Average Sale Price	171,285	152,355	170,848	166,787	166,501	149,061
Median Sale Price	148,700	130,500	130,000	133,000	127,500	119,450
Total # Active Residential Listings at end of Period	709	638	912	709	638	912
COLUMBIA COUNTY						
# New Listings	57	37	58	979	968	1,024
# Sales	53	57	46	776	775	787
Average Sale Price	223,143	213,558	181,682	221,760	207,253	196,213
Median Sale Price	190,000	199,900	149,500	199,000	187,000	171,500
Total # Active Residential Listings at end of Period	203	225	296	203	225	296
CRAWFORD / RICHLAND / VERNON COUNTIES						
# New Listings	42	43	33	854	903	942
# Sales	53	57	30	584	448	350
Average Sale Price	175,788	193,669	164,832	170,498	146,790	138,396
Median Sale Price	139,000	120,000	131,750	142,500	126,500	121,000
Total # Active Residential Listings at end of Period	259	248	217	259	248	217
DANE COUNTY						
# New Listings	489	438	461	8,864	9,024	9,800
# Sales	587	560	493	7,903	7,587	7,551
Average Sale Price	304,141	294,504	285,532	313,416	296,325	275,907
Median Sale Price	279,000	259,625	255,000	278,000	264,900	245,000
Total # Active Residential Listings at end of Period	1,305	1,186	1,428	1,305	1,186	1,428
DODGE COUNTY						
# New Listings	75	75	50	1,162	987	818
# Sales	77	74	42	891	734	632
Average Sale Price	175,859	160,626	164,147	171,946	156,712	149,266
Median Sale Price	150,000	131,000	130,700	149,000	135,000	128,000
Total # Active Residential Listings at end of Period	262	268	212	262	268	212
GRANT / IOWA / LAFAYETTE COUNTIES						
# New Listings	45	55	52	1,029	1,043	1,197
# Sales	68	77	58	759	788	739
Average Sale Price	168,183	160,849	168,008	166,163	155,544	156,815
Median Sale Price	134,750	134,000	135,875	135,000	127,500	125,000
Total # Active Residential Listings at end of Period	300	309	394	300	309	394
GREEN COUNTY						
# New Listings	26	27	32	508	562	599
# Sales	30	34	39	416	443	427
Average Sale Price	203,136	226,660	179,520	211,220	193,819	188,342
Median Sale Price	163,950	159,500	142,000	180,500	160,000	156,000
Total # Active Residential Listings at end of Period	88	89	125	88	89	125
ROCK COUNTY						
# New Listings	174	165	156	2,378	2,473	2,024
# Sales	189	187	166	2,100	2,118	2,131
Average Sale Price	168,419	164,511	141,300	171,176	157,470	147,229
Median Sale Price	163,000	147,000	129,500	169,500	140,000	137,000
Total # Active Residential Listings at end of Period	412	389	513	412	389	513
SAUK COUNTY						
# New Listings	85	58	77	1,161	1,111	1,231
# Sales	66	70	73	854	867	866
Average Sale Price	212,357	187,516	181,422	210,769	198,487	180,522
Median Sale Price	187,450	173,000	166,000	185,000	172,500	162,000
Total # Active Residential Listings at end of Period	299	339	440	299	339	440

Current sales reported as of December 12, 2018 - More MLS statistics are available at www.scmwmls.com.
NOTE: This representation is based in whole or in part on data supplied to the South Central Wisconsin MLS, a Corp by its Participants & neighboring MLSs. The MLS does not guarantee and is not responsible for its accuracy. Data maintained by the MLS does not reflect all real estate activity in the market.

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RASCW Committees

RASCW Committees are a GREAT way to #getinvolved!

- *Affordable Housing Equal Opportunities*
- *Commercial Services*
- *Membership Networking*
- *Orientation*
- *Professional Standards*
- *Green Lake Chapter*
- *Sauk Columbia Chapter*
- *Southwest Chapter*

Reach out to Rick Corey at RASCW to find out how YOU can #getinvolved



RASCW FUN(D) EVENTS

RASCW holds many fundraising events every year, which directly support causes in the community!

- *Cindy Strange Memorial Golf Outing*
- *Bocce Ball Tournament*
- *Trivia Extravaganza*
- *Bags Tournament*
- *Euchre Tournament*
- *Toys For Tots Holiday Party*
- *Governmental Affair Silent and Live Auction*

Green Lake Member Boat Ride



Bags For Buddies Bocce Ball



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Just an example of some of our past RASCW Events!

Trivia Extravaganza



Toys For Tacos - Sauk Columbia



Joining a committee is a great way to #getinvolved and help us plan these amazing events!

See all of our videos on the RASCW YouTube Channel!

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Let's ask the question again...

Who is RASCW?
RASCW is a TEAM!
RASCW is YOU!

We look forward to joining you on your journey!
#getinvolved

RASCW.ORG/resources

REALTORS® ASSOCIATION OF SOUTH CENTRAL WISCONSIN