

REALTOR® REVIEW



RASCW

REALTORS® ASSOCIATION OF SOUTH CENTRAL WISCONSIN



February 2020

V o l u m e 2 5 • N u m b e r 2

MARK YOUR CALENDAR

2nd Annual Euchre Tournament
Thursday, February 20, 2020

[Click here for details.](#)

Bagels & Banter - MLS Rules
Wednesday, February 26, 2020

[Click here for details.](#)

Leap Into 2020
Sauk Columbia Chapter
Thursday, February 27, 2020

[Click here for details.](#)

Close More! Down Payment Assistance Program
Wednesday, March 18, 2020

[Click here for details.](#)

CLICK HERE
FULL EVENT CALENDAR

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Membership Update

The Economy & Your Wallet: An Update with Lawrence Yun

Monday, March 23, 2020 • 8:30-11:30 a.m.
Promega – BioPharmaceutical Technology Center (BTC)

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



Don't miss your chance to see Lawrence Yun live!
Register Today!

NAR's Chief Economist Lawrence Yun will discuss recent developments in the U.S. economy and their impact on the housing market. He will review housing trends as well as his expectations for 2020.



Registration Fee is \$20 – Continental Breakfast Included

[CLICK HERE](#) or visit rascw.org/events to register.

Co-sponsored by REALTORS® Association of South Central Wisconsin,
WCR Madison Metro & WMBA Madison Chapter



REALTOR® REVIEW

A REALTORS® Association of
South Central Wisconsin
Publication

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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
Fax: (608) 240-2801

Items submitted in Microsoft® Word programs are also welcome.

www.rascw.org



President's Message, Cindy Ulsrud

Welcome to February! A huge thank you to everyone who attended the RASCW/SCWMLS Installation dinner on January 29. We not only celebrated our new leadership, but honored those whose terms were ending, and I'd like to recognize both of those outstanding groups again in our February Newsletter.

REALTORS® Association of South Central Wisconsin

- Outgoing Leadership: President-Scott Walker (his term as a director continues for 2020), Directors-Chris Stark, Sommer Von Behren, Janine Punzel, Carla Nowka.
- New Leadership: Vice President-Nicole Bunbury Sjowall, Directors Jean Armendariz-Kerr, Jeff Hoeye, Joe Luther, Michael Restaino

South Central Wisconsin MLS

- Outgoing President: Peter Sveum
- New Leadership: President-Devery Cash, Vice President-Dan Kruse, Director-Michael Collins

A special thank you to Nakoma Golf Club and the Membership Networking Committee in partnership with RASCW staff that planned this fantastic evening. Involvement in our organizations not only helps to ensure we are providing the right tools for our membership, but it's also incredibly beneficial to the individuals that we serve.

If you are interested in getting involved with [committees](#), networking events, orientation or anything else, please feel free to contact myself, RASCW Staff, or one of our Board of Directors. We will always welcome talented volunteers with a passion for their association and communities.

(continued on page 4)



MLS Rule Change Regarding Mandatory Inclusion of Listings

Effective 3/1/2020

Per mandate from the National Association of REALTORS®, all listings marketed to the public must be included on the MLS. This new mandate is referred to as MLS Statement 8.0 - [NAR Clear Cooperation Policy](#).

South Central Wisconsin MLS Rules which accommodate this NAR mandate:

- All new MLS mandatory listings shall be entered into the MLS within one (1) business day of being marketed to the public. <NEW>
- If marketing has not yet begun, listings shall be entered no later than four (4) calendar days from the effective date (first day of the term) of the listing contract. <NOT NEW>
- If the listing is ready to be shown, the listing should be input as Active. If the listing is not ready to be shown, it should be input as either Delayed or Active. If not ready to be shown and input as Active, the date showings will be allowed must be included in the first line of the public remarks. <NOT NEW>
- There is a \$100/day penalty for late input of listings. This now also applies to listings entered after 1 business day from the start of marketing.
- [Click here for helpful Q & A](#)
- [Click here for a pdf](#) including definitions for Public Marketing, Business Day, and MLS Mandatory Listings.

Restoring MLS Cooperation

Have you ever been asked about a property for sale but couldn't find it in the multiple listing service? The overwhelming response is yes, and that is why on March 1st, the MLS will be requiring its participants to enter listings into the MLS within 1 business day of any public marketing.

What the NAR Clear Cooperation Policy (8.0) Does:

- Allows MLS Participants to have a full view of the inventory in their market
- Allows sellers full exposure of their property
- Its pro-competitive, and pro-consumer.

What the NAR Clear Cooperation Policy (8.0) Doesn't Do:

- It's not a ban on "Coming Soon" listings
- It's not a ban on Office Exclusives
- Change SCWMLS timeframe which allows 4 days to enter a listing, as long as it isn't being publicly marketed.

Enforcement of the new rule will be in partnership with our membership, so please let us know if you have seen the marketing of a property that should be on the MLS, and make sure you record the dates.



New Team Option

Teams now have an option to be recognized within Paragon™. If you currently work within a team, [click here](#) for information on setting up your team within Paragon™.

New Requirement for Recording Team Sales

Beginning with 2020 sales, if a team participates on the sale side of a transaction, and is registered as a team in the MLS, the listing office must record the sale under the team record. If the team has opted not to register, and does not come up on the list of sale agents within Paragon™, you still have the option to record either the team lead or the team member assisting the buyer. Team names are required to include the word Team or Group, so it will be more evident, when reviewing productivity, if an entity is an individual or a team.

Note about Bluetooth for iPhone Users

The iPhone operating system 13 allows you to select to enable Bluetooth by app. If you are having difficulty using your Supra eKEY, make sure both the overall Bluetooth for your phone is enabled, as well as the Bluetooth for the Supra eKEY. To find this setting:

1. Go to the iPhone Settings
2. Tap Privacy
3. Tap Bluetooth
4. Find Supra eKEY, and change the permission

Rentals in Paragon™

Do you or a client have a property to rent? Do you have a client that needs a place to rent? Paragon™ includes a rental add and search program. Residential rentals can be added by clicking on Listings and Rental. To search for rentals click on Search and Rental. All Paragon™ users have access to add rentals. Access to the add rental module is not restricted in the same fashion as adding a property for sale. Rentals can be added for 6 months at a time. [Click here](#) for a copy of the Rental Profile Sheet. All rentals added to Paragon™ automatically flow to <http://www.apartments.com>.

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President's Message, Cindy Ulsrud

(continued from page 2)

During my inaugural speech, I talked about the importance of increasing professionalism and getting to know your fellow REALTOR® without a pen in hand. Now is a good time to pull out your calendars and mark a wonderful opportunity for learning and networking coming very soon.

- March 23 - [Lawrence Yun](#) from 8:30-11:30 a.m at Promega BTC Auditorium. Lawrence Yun is the Chief Economist and Senior Vice President for NAR. Registration is open now for this event and you will want to reserve your spot early!!

Keep an eye on the newsletter or our website, [RASCW.org](#) for more opportunities for networking and learning!

Now we turned the corner, heading into Spring and the market is picking up fast, it might be a good time to reach out to past clients, customers, family and friends! Sometimes a simple "Just calling to say hi and how was your Holidays?" might be a good opener to a conversation that may lead to Real Estate.

Enjoy February, and let's hope that Jimmy and Pux Phil get it right this year and we get an early Spring!

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>

Bagels & Banter with Patty Stuard, MLS Director

Brought to you by the Professional Development Committee

Wednesday, February 26,

9:00-10:15 a.m.

Check in starts at 8:45 a.m.

WRA Education Center,
4801 Forest Run Road, Madison

The Life Cycle of a Listing and How MLS Rules Apply



Discussion will include the new MLS Rule Change Regarding Mandatory Inclusions of Listings taking effect March 1, 2020.

Other Hot Topics –

Deadlines and fines, the status of Delayed, days on market, rules regarding pictures, options for reporting an offer, where your listings display on the Internet, tracking listing activity, and anything else MLS you want to chat about.



This is a free program, but you must sign up in advance. Space is limited! Registrations will be taken through Monday, February 24 or until full. [Click Here to Register.](#)



[Market Updates](#)

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RASCW Housing Foundation

With support from the RASCW Board of Directors, the Foundation has agreed to work with the Wisconsin Partnership for Housing Development (WPHD) to handle new loan applications.

WPHD's mission is committed to housing for everyone because it's essential for building healthy communities. For years they handled the Down Payment Plus program for Federal Home Loan Bank of Chicago in Wisconsin and currently facilitate Rock County down payment assistance program along with others. Their experience and knowledge will be a great asset to the Foundation and HomeStart program!

In preparation for the transfer of books to WPHD, the board suspended new loans in July of 2019. With the pay-back of several, it has left our cash position very positive at over \$60,000. With the addition of approximately \$20,000 donated from member dues we are in a strong position to accept applications for our HomeStart loan program, live now!

All the [guidelines](#) remain the same for the program.

Up to 20 loans will be made available to qualified applicants in 2020 a low interest loan to be used for the down payment and/or closing costs associated with the purchase of a home. The loan interest rate and other terms will be set at the time the loan is approved.

Contact Person

Heather Boggs, Wisconsin Partnership for Housing Development

Phone 608-258-5560 X32

Email foundation@wisre.com

2020 Census, Complete Count



Answering the census can help your community significantly and REALTORS® have a unique connection to this process because you know when families are moving in and out. The National Association of REALTORS® has asked us to become an advocate for our communities by encouraging each other, our clients, and our friends, & family to complete the census.

Why?

Census data determine how an estimated \$880 billion a year in federal funding is distributed for public services, like schools and roads, and in initiatives like low-income housing tax credits. It also affects congressional seats and Electoral College votes each state gets. Additionally, local elected leaders use census data to make policy decisions, such as where new schools or libraries are located.

<https://wicount.wi.gov/Pages/home.aspx>

Connected to Your Clients Every Step of the Way

Whether your clients prefer to communicate in-person, through email, or over the phone, our team has them covered. Our online application even allows clients to easily upload documents on the go.

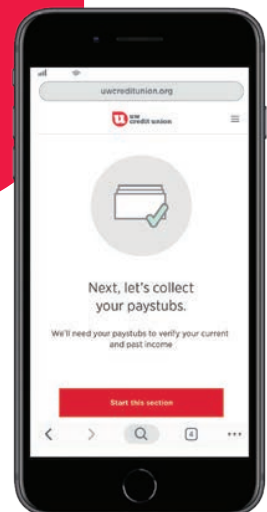
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*UW Credit Union critical measure survey data from 2019.



CLOSE MORE

LEARN HOW TO CLOSE MORE WITH DOWN PAYMENT ASSISTANCE!

Join us for a free training on Down Payment Assistance Options. Including how to write contingencies for the programs into the offer and more about the HQS inspection process.

Wednesday, March 18th, 2020

8:30 am Registration and Networking; Session 9 am-11 am

WRA Education Center

(4801 Forest Run Road, Madison, WI)

Help your buyers successfully purchase a home with Down Payment Assistance. This session will allow you to be more confident in navigating the process to ensure your buyers get into their home. You will learn directly from industry experts on programs such as:

Free
Training

Home-Buy The American Dream

Movin' Out

Momentum

Down Payment Plus

WHEDA Easy Close Advantage

Home Start

Free
Training

To register, visit: rascw.org/events/list/

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Photofy: That's Who We R Campaign

The National Association of REALTORS® has partnered with Photofy to allow you to easily personalize and share the "That's Who We R" social media campaign assets on your social media accounts, so you can leverage the campaign locally.

[Learn More About "That's Who We R"](#)

[Sign Up for Photofy](#)

Electronic Earnest Money is Coming



We are incredibly excited to announce that South Central Wisconsin MLS has partnered with [TrustFunds](#) to bring electronic earnest money to our market!

We are sure you're going to love the convenience, security, and time-savings of electronic earnest money!

There's no need for you to register as a REALTOR®, but whomever holds your earnest money funds – typically your broker or Title Company – will have to register. Let them know you want electronic earnest money!

We're expecting TrustFunds to launch in 4-6 weeks. Stay tuned as we provide more information!

Wondering how electronic earnest money work?

[Watch the 1-Minute Video](#)



Kevin King Endowment Fund Presentation

At the 2020 Installation, Peter Sveum, Scott Walker and the Membership honored Kevin King with the presentation of the new *REALTORS® Association of South Central Wisconsin Kevin King \$100K Endowment Fund*. This fund was created to allow Kevin to do what Kevin does best: Give Back. Congratulations, Kevin King.

[Click here for a video of the presentation.](#)

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Mark Your Calendars!

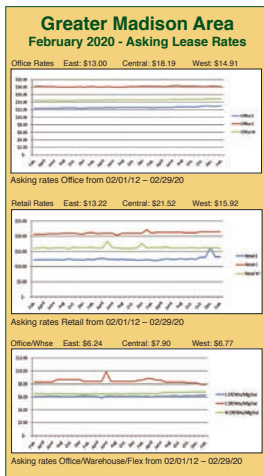
May 21st, 2020 for the Commercial Real Estate Update Program. Dr. Mark Eppli, Cori Lamont, & Tom Larsen are just a few of the names scheduled to be on the agenda. Stay tuned for more details!

Commercial Member Services

The National Association of REALTORS® helps you and your business thrive by providing member services and resources developed specifically for commercial real estate professionals. Get Connected to Your Commercial Member Services: Advocacy, Research, Education & Networking, Publications & Resources, Tech & Data, REALTOR® Benefits Program Offers & Savings!

Your NRDS membership number is the key to keeping connected to all your commercial real estate resources as well as NAR member benefits. Keep your membership record updated and make sure to select commercial real estate activity in one or more of the provided business fields. Click the "[Change your member data profile \(NRDS\)](#)" link on the [My Account](#) page to update your record.

[Download this handy guide](#) with an overview of Commercial Services for NAR members.



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UPCOMING CHAPTER EVENTS

Watch for details coming on Social Media and Emails

SOUTHWEST CHAPTER:

Apr 7th, 14th, 21st [2020 LIVE CE](#)

SAUK COLUMBIA CHAPTER:

Feb 27 [Leap Into 2020](#)



[CLICK HERE](#)

[COMMITTEE DESCRIPTIONS](#)

[COMMITTEE SELECTIONS](#)

Join a RASCW committee today!



RASCW Membership Engagement Director, Rick Corey filmed an episode for WRA's "Thursday Takeaways" video series and [YouTube](#) Channel. Thursday Takeaways give you a quick break and quick insight, all delivered online once a week. In this [Episode 18](#), Rick discusses "Geofencing".



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9 RPR App Features to Increase Your Productivity in the New Year

Another year has flown right by. And a sure-fire way to "wow" your clients and close more deals is incorporating the RPR Mobile app into your everyday real estate business tasks. This "secret menu" list of pointers and shortcuts will ensure that your next experience with the RPR app is a productive one.

1 Build a CMA on the go

When the need arises for a CMA and you're away from the computer, turn to your RPR app. From any Property Details screen, choose Create Comps Analysis to launch an express, four-step wizard that will walk you through confirmation of the home's facts, selecting comps, and identifying price. The completion of step #4 will generate the Seller's Report.

2 Save properties for quick access later

Your activity is always in-sync between the RPR website and mobile app. Which means when you save a property using the website, you can see that same property in your saved items by way of the app. This makes it a snap to recall key properties quickly. Try it for yourself.

3 Tap in list view for shortcuts

Next time you're in the RPR app and see a list of properties, try tapping the button in the right corner of any property to: reveal shortcuts for saving the property, calling the listing agent, adding notes, and creating reports.

4 Zoom to parcel level when canvassing a neighborhood

The RPR app can display every home in the neighborhood on a map. Press Locate Me at the top of the app, then pinch and zoom the map to street level and press Redo Search in this Area. Pins over the properties should now appear. Each pin displays the Realtor Valuation Model® (RVM®). Press a pin to reveal home and owner information.

5 Send report by text message

Many consumers prefer communication by text message when appropriate. For agents, the benefit is clear: text messages are simple and have very high open rates. Next time you create an RPR report, use the app's Share button to text a digital copy of the RPR report to your client. The link will be active for 30 days.

6 Buyer Tour Report for mobile

RPR's Buyer Tour Report, found in the RPR app, will make an agent's life a little easier and give buyers a supersized impression of his/her REALTOR'S® skill set. Simple in nature but comprehensive all the same, the new report enables agents to select properties, determine the order with which to tour them, and then the ability to create a colorful, client-friendly report to share with buyers.

7 3D Touch shortcuts

Next time you are standing outside a property you're about to search, press and hold the RPR app icon to display a shortcut with buttons to This Property, My Listings, Recent Reports, Saved Searches and Share. Then choose This Property. This is an example of RPR's new 3D Touch functionality available on qualified OS versions (iOS10 and above [Phone 6s and newer] and Android 7.1 and above).

8 Advanced search

Need to dig a little deeper on a particular property? Swipe the RPR app's home screen and the Search screen will appear. Press Advanced Search to access recent searches, saved searches, and advanced search types such as by APN, owner name, schools, or even your own listings.

9 Full screen photos

If photos displayed on the app's Property Details page aren't large enough for your comfort level, try holding your phone in landscape mode. That will make the photo go fullscreen. Then simply rotate back and the property record appears again.



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MEMBERSHIP UPDATE

NEW MEMBERS

DeAndre Alexander Keller Williams Realty	Alyssa Hellenbrand-Best Steve Brown Apartments	Alex Lozano Rios Inventure Realty Group, Inc	Ryan Robinson Lakepoint Realty
Alec Anderson Bunbury & Assoc, REALTORS®	Morgan Heller MadisonFlatFeeHomes.com	Adam Lucks MHB Real Estate	David Schneiderman Century 21 Affiliated
Sue Astorga Keller Williams Realty	Robert Hughes My Home Realty, LLC	Amanda Ludwig First Weber Inc	Kelly Shaker RE/MAX Preferred
Emily Bruketa JMP Properties	Lindsey Jarek eXp Realty, LLC	Troy MacMiller Badgerland Real Estate & Associates, LLC	Beatriz Smith Stark Company, REALTORS®
Lori Dickman First Weber Inc	Rachel Johnson Stark Company, REALTORS®	Wills Manning Keller Williams Realty	Sean Smith EXIT Realty HGM
Amanda Frederick Stark Company, REALTORS®	Nick Kamas Realty Executives Capital City	Diego Mireles KJK & Associates, LLC	Mona Lisa Thompson Keller Williams Realty
Lisa Funk Rock Realty	Mary-Kate Keena Real Estate Nerds, LLC	Ryan Murphy Century 21 Affiliated	Martin Uttich Uttich & Associates
Debra Gerrits First Weber Inc	Ross Krings Yellow House Realty	Josh Page First Weber Inc	Jenniece Van Dinter First Weber Inc
Travis Glasgow Integrity Homes of Wisconsin	Mary Kruschek EXIT Realty HGM	Jerry Pero Century 21 Affiliated	Ericka Williams Keller Williams Realty
Conrad Gorman First Weber Inc	John Kurtz First Weber Inc	Jacob Pierson eXp Realty, LLC	AFFILIATES
Nathaniel Hanus Real Estate Nerds, LLC	Victoria LaBrosse The Frugal Broker LLC	Heidi Robinson Robinson Realty Company	Debbie Hodge McFarland State Bank

MEMBERSHIP TRANSFERS

NAME	FROM	TO
Robert Barry	Accord Realty	Sprinkman Real Estate
Kyle Beld	REMS	Beld Realty LLC
Dori Botts	eXp Realty, LLC	Terra Firma Realty
Brooke Cadigan	Cotter Realty	RE/MAX Connections
Mark Conner	Fourcap Real Estate	Inventure Realty Group, Inc
Ann Corneille	Dwellhop, LLC	ACOO Realty
Matthew Costello	eXp Realty, LLC	Inventure Realty Group, Inc
Wendy Dalgety	First Weber Inc	Century 21 Affiliated
Dan Dyslin	Inventure Realty Group, Inc	Dyslin Real Estate
Louisa Enz	Stark Company, REALTORS®	Sprinkman Real Estate
Kyle Henry	Home Buyers Marketing II, Inc	Integrity Homes of Wisconsin
Michelle Hoke	Sprinkman Real Estate	Scott Appraisal, LLC
Fred Hookham	Keller Williams Realty	Keller Williams Realty Signature
Gerardo Jimenez	Accord Realty	Sprinkman Real Estate
Lauren Jung	First Weber Inc	RE/MAX Preferred
Alyssia Kleinhans	Stark Company, REALTORS®	Sprinkman Real Estate
Andy Kramer	Stark Company, REALTORS®	Redfin Corporation
Kellie Kramer	RE/MAX Ridge-N-River	First Weber Inc
David May	MHB Real Estate	eXp Realty, LLC
Julianne McGill	Realty Executives Cooper Spransy	Stark Company, REALTORS®
Derek Mengar	Accord Realty	Sprinkman Real Estate
Shannon Moon	eXp Realty, LLC	Realty Executives Capital City
Amy Reuter	Accord Realty	Sprinkman Real Estate
John Reuter	Home Buyers Marketing II, Inc	Integrity Homes of Wisconsin
Shelley Reynolds	Keller Williams Realty	eXp Realty, LLC
Wanda Roche	Stark Company, REALTORS®	First Weber Inc
Katie Jo Schmitz	RE/MAX Preferred	The Hub Realty
Ryan Schmitz	RE/MAX Preferred	The Hub Realty
Sue Schmitz	RE/MAX Preferred	The Hub Realty
Taylor Spannkebel	Home Buyers Marketing II, Inc	Integrity Homes of Wisconsin
Alan Steinhauer	Bunbury & Assoc, REALTORS®	Steinhauer Real Estate Development
Alejandra Torres	Keller Williams Realty	Lauer Realty Group, Inc.
Kristin Vomhof	RE/MAX Preferred	Realty Executives Capital City
Heidi Waldner	Stark Company, REALTORS®	Waldner Realty LLC
Christina Weitzel	Potterton-Rule Inc	RE/MAX Preferred
Jake Zimmermann	Century 21 Affiliated	Weichert, Realtors®-Great Day Group

Congratulations to the 34 new Members who completed Orientation in January sponsored by Jacqueline Knight and Kathy Aiken from the Women's Council of REALTORS®.

Thank you to Laura Lahti, Laura Stanfield, Rick Corey, Robert Procter, Bonnie Dixon, and Scott Walker for imparting their wisdom and time as January Orientation Instructors.

You did an excellent job!

NEW OFFICES

ACOO Realty, Stoughton, WI
Beld Realty LLC, Lodi, WI
Fortifi Bank, Green Lake, WI
The Hub Realty, Madison, WI
Integrity Homes of Wisconsin, Madison, WI
Steinhauer Real Estate Development, Verona, WI
Uttich & Associates, Friendship, WI
Waldner Realty LLC, Poynette, WI