

May 2020

V o l u m e 2 5 • N u m b e r 5

## MARK YOUR CALENDAR

All live events and classes  
have been canceled  
due to COVID-19.

See pages 6 & 7  
for virtual offerings.

[CLICK HERE](#)

REGISTER FOR  
PARAGON™ TRAINING

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FULL EVENT CALENDAR

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Membership Update

## RASCW Nominating Committee and Board of Directors Petition Notice

The Nominating Committee is charged with nominating individuals to serve on the RASCW Board of Directors beginning in 2021.

Positions to be filled include:

- One Class II broker-owner
- One Class I non-owner
- One Class II non-owner
- One with Primary Practice Outside of Dane County (broker or agent)
- One Affiliate

Class I firms are defined as having 26 or more REALTOR<sup>®</sup> Members. Class II firms are defined as having less than 26 REALTOR<sup>®</sup> Members.

If you are interested in being considered as a nominee for the Board of Directors, please submit an application by May 31, 2020.

[Click Here for a RASCW Director Application](#)

You may also contact President-elect Nicole Bunbury Sjowall at [nsjowall@bunburyrealtors.com](mailto:nsjowall@bunburyrealtors.com) or 608-441-7777.

In the July issue of the REALTOR<sup>®</sup> Review, you will be noticed of the slate of candidates selected for the 2021 RASCW Board of Directors.

Additional Members meeting the criteria for the Director position to be filled may appear on the ballot if they agree to the time commitment involved and are supported by a petition signed by 25 or more Members (no more than 10 from their own company). Petitions must be received at the RASCW office before August 15, 2020.

For specific details, see Article XI of the RASCW Bylaws or contact Janine Smith at 608-240-2800 or [janine@wisre.com](mailto:janine@wisre.com).

## Feed Wisconsin's Children

Wisconsin REALTOR<sup>®</sup> Foundation's (WRF) partnership with Feeding Wisconsin focuses on feeding hungry children throughout the state. Feeding Wisconsin is the statewide association of the Feeding America food banks that sources, warehouses and provides food to over 750 affiliated agencies and 1,000 local food programs throughout the state. Every year, the Feeding Wisconsin network of food banks, affiliated food pantries and meal programs provides almost 60 million meals to nearly 580,000 people statewide — nearly 33 percent of those meal recipients are children. With school cancellation and skyrocketing unemployment, the need has more than doubled in Wisconsin, and they need our help.

In March, the WRF donated 90,000 meals in response to the school closings to help support children in need. That is just the start, so any help that you can provide, whether through volunteering or through a financial donation is encouraged.

[Donate Now](#)



# REALTOR<sup>®</sup> REVIEW

A REALTORS<sup>®</sup> Association of  
South Central Wisconsin  
Publication

## OFFICERS OF THE ASSOCIATION

Cindy Ulsrud, President 628-8640  
Nicole Bunbury Sjowall 441-7777  
Vice President/President-elect  
Mike Lenz, Treasurer 318-4280

## DIRECTORS

Jean Armendariz-Kerr 665-3537  
Anne Baranski 246-7777  
Jeff Hoeye 416-5664  
Joe Luther 831-0285  
Michael Restaino 833-7777  
Amy Roehl 661-1100  
Jessica Vezakis 437-7653  
Scott Walker 212-7400

## EDITORIAL STAFF

Ruth A. Hackney, Editor-in-Chief  
Ann McGinty, Communications Coordinator

The purpose of the REALTOR<sup>®</sup> Review is to inform its Members of events, issues and accomplishments pertaining to the REALTORS<sup>®</sup> Association of South Central Wisconsin.

If you would like to submit information, story ideas, or articles for inclusion in the REALTOR<sup>®</sup> Review please contact Ruth A. Hackney at [ruth@wisre.com](mailto: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<sup>®</sup> Word programs are also welcome.



## President's Message, Cindy Ulsrud



Welcome to May!

Right now, Real Estate should be booming with our Spring market and even though our housing stats show more homes have been sold in April, many of us can see that our listing & sales numbers are being affected. Many economists are saying that our housing market will remain strong and we will bounce back stronger. Due to the amount of time spent at home, many homeowners are doing DIY home improvement projects which may add value to their homes. The other interesting thing that may be happening is that people are looking to move out into less populated areas to provide more peace or protection for their family. We should know and be confident that whatever the needs are, we as REALTORS<sup>®</sup> will be here to help and be a resource for the public.

We have seen many agents taking different precautions to continue business such as adding virtual open houses/showings, not over lapping showings and limiting numbers in houses. While not every agent is taking all the precautions that they could, it is important for us to maintain our strong sense of community. It is wonderful to see tips being shared as well as supplies between our members instead of public attacks. I hope in the future more and more energy will be spent on working together and being positive to raise up our industry and each other. While there will always be a few outliers, if we overall stay positive and supportive of each other especially on social media, together we will come out better and stronger. I hope as our State begins to open up and you resume more business day to day you will continue to take the precautions to keep everyone safe. And before you get busy with limited time again, please reflect on those special moments you valued while being at home in a slower paced life and try to find that little time each week to relax or have fun.

Thank you for everything you do! Stay safe and healthy!



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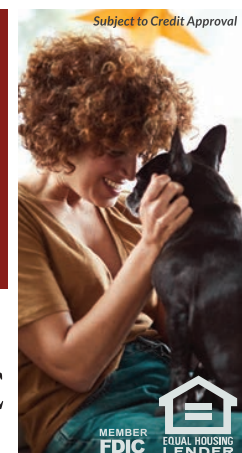
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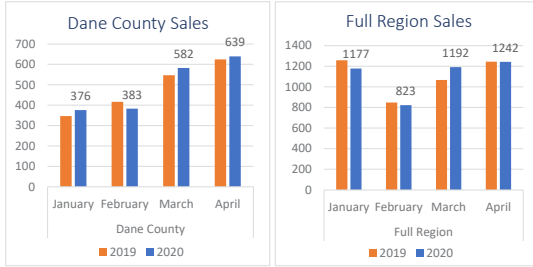


MEMBER FDIC   EQUAL HOUSING LENDER

Market Statistics: Jan-April 2020

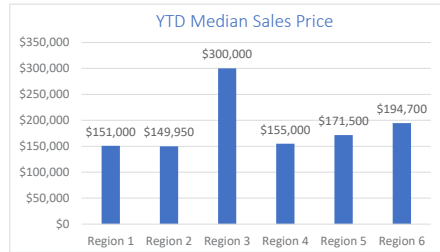
Sales:

Housing sales continue to boom in South Central Wisconsin, with April showing another month of increases in Dane County and no substantive change throughout the region. Dane County in April closed 639 sales, a 2.2% increase over 2019.



Year to date, the number of sales throughout the region was up 4.2% from 2019 to 4,035. Dane County is up 3.6% in year to date sales to 2,006.

Sales price continues to increase at 6.9% across South Central Wisconsin MLS. Dane County actually falls behind the trends throughout the region slightly in the percentage increase with 5.2%.



Market Supply:

Although the number of sales increased in April, we also saw a slight jump in supply. The potential reason for this change is that in response to COVID-19, the MLS allowed for active listings to halt public showings, so there may be some listings included in this statistic that are not in fact on the market.

Another supply issue that we saw in April was a 26% reduction in new listings in Dane County as homeowners decided to hold off listing until they felt safe allowing showings. This may serve to negatively affect sales in May & June. In a unique turn of events, the entire MLS experienced a 7% increase in new listings in April, showing more consumer confidence in rural counties.

[CLICK HERE FOR THE FULL REPORT.](#)




*Thank You!*

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

Cori Femrite NMLS#594085	Amy Gile-Engel NMLS#586017	Howard Cagle NMLS#593729
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**Update on Virtual Open Houses**

To accommodate virtual open houses, we have added a new field for the link to live virtual open house sessions. This new field can be found within Listing Add/Maintain, directly before the Open House Date and Time fields. Public website providers such as Zillow and Realtor.com are now pulling info for virtual open houses from our new link, and are removing all url links as previously added to public remarks. Please note that Realtor.com allows virtual open house links only if they are set up on the following platforms: Zoom, GoogleMeet/Hangouts, Webex, Bluejeans, Join.me, Zoho meeting.

**Upgrade Communication with Your Buyers**

If you are still sending your clients legacy auto emails, please consider upgrading to Collaboration Center. Collaboration Center gives your clients access to their own website where they can save and organize their favorite, possible and rejected listings. [Click here to view an instructional video on Collaboration Center.](#)

**New Functionality for Adding Listings**

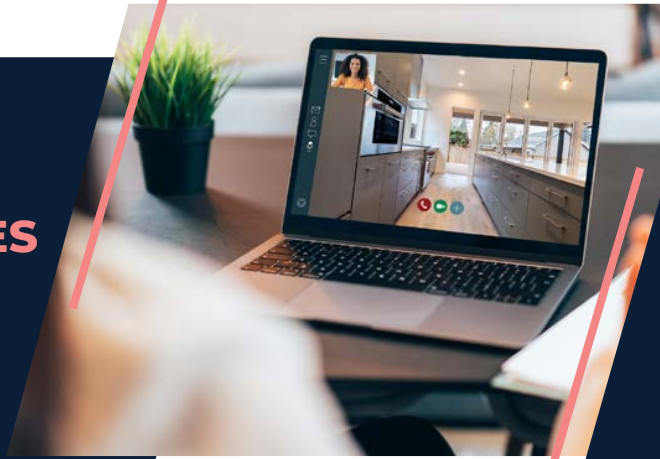
Agents with basic Realtor® level access now have the ability to add partial listings via the Listings menu. This new option will streamline the add listing process by allowing agents to directly key in listing data as opposed to filling out profile sheets. Partial listings can then be reviewed and saved as live listings by users with office administrative access. This functionality was being done by some agents under the CMA Subject Property option, but there were some limitations, such as the inability to add documents and poor workflow when converting a subject property to a sold comp.

When entering a partial listing, an agent should make note of the partial listing number assigned to pass on to their office listing administrator, along with any documentation required by their office. If the listing should be entered in a status other than Active, that should also be noted. Administrators can then pull up the partial listing to complete under Listings - Maintain Partial.

**A Few Tips:**

- Selecting **Tax Autofill** will pull in data from public records.
- Select **Save As Partial Listing** and select **Continue Input** to load photos & documents. You can select to save as a partial several times along the way to save your work.
- Before handing off to your administrator, click **Save Listing** to trigger input rules to make sure you have not missed any required information. Click the red triangle to jump to the field that contains missing information. Status will be entered by your administrator.

## VIEWING PROPERTIES VIRTUALLY DURING COVID-19



### TERMS...



#### Virtual Tour:

- Pre-recorded media (slide show, video, or other media) hosted online and available to watch at any time.
- “Branded” vs. “UnBranded” is determined by whether the listing broker or the listing firm is identifiable in the tour’s URL, pictures, video, etc.



#### Virtual Open House (Broker/Public/Office):

Real-time (live) scheduled event conducted virtually via live stream (or similar delivery).

#### Distinctions:

- **Public:** Open invitation to any number of prospects.
- **Broker:** Open invitation to all Brokers/Agents.
- **Office:** Open invitation only for Brokers/Agents within the same firm or office.



#### Virtual Showing:

Real-time (live) scheduled property showing conducted virtually via live stream (or similar delivery) for a customer or client.

#### Distinction:

For an identified customer or client. Not an open invitation for others to attend (private showing).



**Corey R. Randl**  
Assistant Vice President  
Mortgage Loan Officer  
NMLS 500032  
608-849-3075  
crandl@waunakeecommunitybank.com

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# VIEWING PROPERTIES VIRTUALLY DURING COVID-19

## 5 BEST PRACTICES

**1** Follow the guidelines established in your state's executive order about essential business and permitted brokerage activities.

**2** The health and safety of clients and customers, and the real estate professionals who serve them is paramount.

**3** Use virtual options first. If you're using any vendor's or third-party's video recordings or photographs, make sure you obtain or have the rights necessary to use them.

**4** Understand that people have different levels of concern over the pandemic, the precautions to take, and the desire for physical showings. Work to address individual needs, be flexible.

**5** Provide proper guidance and tips to the seller if they will perform any streaming or video recording for virtual tours, showings or open houses.

### Where physical inspection of property is permitted:

- Limit the number of guests and time in the property
- Wear protection (masks, gloves, etc.)
- Instruct people to not needlessly touch or sit on furniture
- No overlapping showing times
- Discuss the best times, days, and proper notice with the seller(s)



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## Professional Development Offerings

### Save the Date

#### Tax-Reduction Strategies for the Real Estate Professional

Speaker: Kelly Clark, Bradford Tax Solutions

Wednesday, June 24, 2020

9:30 a.m. – 12:00 noon via Zoom

Registration details coming soon!



In case you missed it –

#### Real Estate Social Distancing via Technology

In response to questions we received about technology available to use for virtual tours, we assembled a few members together and asked them to discuss tools that work for them. Thank you to **Dan Bertelson**, RE/MAX Preferred, **Brandon Buell**, Stark Company, REALTORS® and **Ashley Pilarowski**, Century 21 Affiliated, for taking the time to share your experiences.

[Click here to watch the Panel Discussion: Real Estate Social Distancing via Technology](#)

[Click Here to Learn How to Set Up Video Showings with ShowingTime](#)

#### Sauk Columbia Chapter Presented Living in the Upside Down

Rick Corey, Membership Engagement Director, led a discussion on using technology to stay safe during the pandemic.

[Click Here for the PowerPoint Presentation](#) • [Click Here to Watch the Program Recording](#)

### While you are safe at home, there are many opportunities to pursue designations and training.

Through NAR's Right Tools, Right Now program, the Center for REALTOR® Development is offering the following discounts.

#### Now through May 31, 2020 the following online courses are FREE to NAR Members:

[NAR's ePRO® Certification Course](#)

[Pricing Strategies: Mastering the CMA \(PSA\)](#)

[Real Estate Investing: Build Wealth Representing Investors and Becoming One Yourself](#)

#### Now through June 30, 2020 – the following online course is 50% off:

[At Home With Diversity®\(AHWD\)](#)

#### Now through August 31, 2020:

30% off ALL [online courses](#)

(Continued on Page 7)

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(Continued from Page 6)

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[Watch this video to learn more about the Commitment to Excellence program.](#)

**Designations and Certifications are offered through the WRA.**

Click on the link below for complete list.

[Designations & Professional Development from the WRA](#)

This is also a good time to get your [Continuing Education](#) done!



**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. Since the DSPS has not indicated that they plan on extending the December 14th renewal deadline, check out WRA's list of On Demand or Self Study courses while you're safe at home! 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 online and self-study courses, please click here.](#)



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### Landlord Tenant Issues for Commercial Agents

A landlord cannot enter a leased residential property for the duration of the Safer at Home Order. The Order #12 (a) designates real estate services as an "essential business," (b) emphasizes the great importance of real estate transactions to the state's economy by exempting generally most services (brokers, appraisers, home inspectors, etc.) related to real estate transactions from the "safer at home" order, and (c) generally prohibits landlords and property managers from entering leased residential dwelling units. The order specifically states, "Landlords or rental property managers shall avoid entering leased residential premises unless emergency maintenance is required."

Accordingly, the order indicates that those who need to enter leased premises for the purpose of a purchase/sale real estate transaction are allowed to do so, as long as they follow the safety standards outlined in the order. However, if a tenant refuses entry into the leased premises, parties are encouraged to respect the wishes of the tenant and try to find alternative solutions to show, inspect or appraise the premises for the purpose of a sale transaction.

There is no outright authorization in statutes or administrative code or in any executive or agency order that permits a tenant to refuse a showing for any reason as long as the landlord gives proper notice to the tenant. A landlord should consult the landlord's legal counsel regarding whether the landlord should force a showing at this time even if legally permitted to do so.

READ MORE ABOUT IT: [See Gov. Evers' Emergency Order #12 – Safer at Home](#)

### Renter Late Fees Banned

The Department of Agriculture, Trade and Consumer Protection established a rule on April 25th that prohibits residential landlords from charging late fees to tenants who are unable to pay rent (or full rent). The rule remains in place 150 days from its creation (September 21st, 2020) but can be extended as much as 90 days after termination of the public emergency. (Does not apply to late fees assessed prior to April 25th.)

### REALTOR® COVID-19 Resource Pages

[RASCW Social Media- Like us to find out first](#)

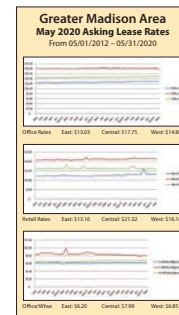
[Wisconsin REALTORS® Association](#)

[Property Showing Guidelines](#)

[National Association of REALTORS®](#)

[NAR Right Tools Right Now \(Member Benefits\)](#)

[Payroll Protection vs Economic Injury Disaster Loan](#)



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**KAREN WEDVICK** NMLS 770831 | 608.203.3934

**KOREY FREY** NMLS 709654 | 608.240.1880

**MARGARET LANDPHIER** NMLS 770829 | 608.250.7234

**MICHAEL BACSI** NMLS 770833 | 608.250.7232

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## MEMBERSHIP UPDATE

### NEW MEMBERS

Becky Anderson TNT Realty Group, LLC	Denise Collis Restaino & Associates ERA Powered	Abi Horvath Keys 4 Real Estate	Erika Sweeney JEK Property Management, LLC
Michael Augspurger Realty Executives Cooper Spransy	Gem Donica Inventure Realty Group, Inc	Tom Jacobs Jacobs Cooperage, LLC	Alex Taubenheim Century 21 Affiliated
Danielle Bartow Fisher Realty Group, LLC	Carey Duckett Keys 4 Real Estate	Savanna Liebelt Keller Williams Realty Signature	Heather Taylor KJK & Associates, LLC
Cathy Brock Stark Company, REALTORS®	Dani Frank TNT Realty Group, LLC	Peter Martin Mossy Oak Properties of WI, LLC	Ryan Thomas Big Block Midwest
William J. Buffo III The Investment House	Michael Fuss Encore Real Estate Services, Inc.	Mike Raber eXp Realty, LLC	Jessica Turner Sprinkman Real Estate
Eric Christianson Inventure Realty Group, Inc	Koko Gorvego First Weber Inc	Michelle Schreier Restaino & Associates ERA Powered	Remington Viney Integrity Homes of Wisconsin
Patrice Coffin Coldwell Banker Success	Errol Hartman First Weber Inc	Brad Sigmund Cold Water Realty, LLC	Cindy Wirth Stark Company, REALTORS®

### MEMBERSHIP TRANSFERS

NAME	FROM	TO
Anna Amineva	eXp Realty, LLC	Homestead Realty
Cheryl Bournoville	Coldwell Banker Advantage LLC	First Weber Inc
LaVonne Deininger	Old Northwest Land Company Inc	Keller Williams Realty Signature
Dawn Drexler-Hilber	First Weber Inc	Realty Executives Cooper Spransy
Trisha Dunaway	RE/MAX Ignite	Century 21 Affiliated
Emily England	Keller Williams Realty	Inventure Realty Group, Inc
Jessica Fritz	Platteville Realty LLC	Century 21 Affiliated
Erica Grizzard	Keller Williams Realty	First Weber Inc
Debbie Hodge	McFarland State Bank	Monona Bank
Scott Johaneck	Synergy Real Estate Group	Building Equity Development
Tyler Klaas	Keller Williams Realty	Tim Slack Auction & Realty, LLC
Danny Martinson	eXp Realty, LLC	Martinson Real Estate LLC
Chelsey Nordness	eXp Realty, LLC	Big Block Midwest
John Paquin	Century 21 Affiliated	Allen Realty, Inc
Lindsay Reuter	Home Buyers Marketing II, Inc	Integrity Homes of Wisconsin
William Schneider	Inventure Realty Group, Inc	Build Realty Network, LLC
Noah Tredinnick	Big Block Midwest	eXp Realty, LLC
Lobsang Tsering	Metro Brokers/Li Zhang	Bartz Realty, LLC

### AFFILIATES

Robert Darnell  
Informed Decision Home Inspections

### NEW OFFICES

Informed Decision Home Inspections  
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Jacobs Cooperage, LLC  
Madison, WI

JEK Property Management, LLC  
Madison, WI

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