



The Real Scene from
ROCK-GREEN REALTORS®
ASSOCIATION
www.RockGreenRealtors.com

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A word from your President By Connor Fox

Hi everyone! Wow, March already! This year is zooming by.

I just want to take a moment to thank everyone who came to the membership meeting on February 27th. Yes, it was a Monday and it definitely was a Monday, thunderstorm and all! Just over 30 REALTORS® and Affiliates were in attendance. We had a great speaker who came and talked about self-awareness and how to stay safe. He gave us some tips and tricks and we had a great Q & A with many people joining in on the conversation. Our next membership meeting will most likely be in April, so stay tuned for more information about that!

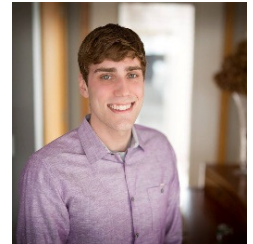
Get your calendars out! REALTOR® & Government Day is on April 26th at Monona Terrace & Convention Center. WRA has more information on that if you are interested. The Golf outing is tentatively being planned for August 24th. The 3rd annual RPAC After 5 will be on October 25th at the Barn on Prairie. There will be live music along with silent and live auctions. Don't miss out on these fun events that we are lucky as an association to be able to plan and take part in!

Our new association website is up and running. The web address for that is rockgreenrealtors.homes. That means Vicky and Sue both have new emails. Vicky's is vicky@rockgreenrealtors.homes and Sue's is sue@rockgreenrealtors.homes. If you email their old emails, you may get a bounce back saying it was undelivered. Vicky has been getting emails come through but we are unsure how long that will last. We are also working on getting the email changed in the system we use for blast emails, so hang tight with us as we work through this transition. A phone call sometimes works best if you need a fast response :)

I hope everyone has a wonderful March and looks out onto the horizon towards spring.

All the best,

Connor



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Editor of *The Real Scene*
Vicky Kreyer, Association Executive
Co-Editor
Sue Cook, MLS/Membership Administrator

ASSOCIATION NEWS

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A Note from your Association Executive:



Hello everyone, let's March right into spring! As spring officially begins on March 20th. Let's all hope that 2023 is the year for Real Estate to improve!

Our first Membership Meeting for 2023 was on February 27th at The Barn on Prairie and it started with a thunderstorm! First of all it was a Monday! Our speaker had a last minute emergency (It felt like a Friday the 13th!), so in her place we had one of Janesville's finest step in with some helpful tips. Officer Jeff Winiarski gave us some safety tips while on the job and also in our daily lives. Great information and great audience participation. Great thoughts and questions. Some apps that were mentioned to possibly check out is Noonlight and Forewarn, Forewarn does have a cost involved. He also recommended a book, "*The Gift of Fear*" by Gavin De Becker. For last minute Jeff did a great job and it was greatly appreciated.

STILL Looking for help with our events for 2023.

You can always help with the planning stages for any Rock-Green events. Or, you can help behind the scenes or at the event, there is always a lot to do, remember many hands make light work. Maybe your specialty is fundraising, we always need help there. Or, maybe you are very creative and can help with advertising/making flyers for our events. No need to join a committee just be there when we need you. Call me, Vicky @ 608-755-4854

Putting this out there....would any Member/Office be willing to sponsor a Membership Meeting Hot Breakfast? Homemade items, Egg Bakes, or eggs any way, Potatoes, biscuits and gravy, pancakes, French toast, or sweets you get it, anything goes! Individuals or Offices. Got Questions??? Call me. Y'all been asking for hot food. So, I am putting it out there.

IMPORTANT NUMBERS

Association AE Office	(608) 755-4854
MLS/Membership Office	(608) 755-4841
Association FAX #	(608) 755-4843
e-mail Association Executive	Vicky@RockGreenRealtors.org
e-mail Member Services	Sue@RockGreenRealtors.org
Web Site	www.rockgreenrealtors.org
WRA Members Only	1-800-279-1972
Members Only Legal Hotline	1-800-799-4468
Legal Hotline	(608) 242-2296

General Office Hours----

Monday-Thursday | 8:30 a.m. – 5 p.m.

Friday | Office Closed

NEW WEBSITE Address-----

www.RockGreenRealtors.Homes

ROCK-GREEN REALTORS® ASSOCIATION
2020-2021 ASSOCIATION COMMITTEE LIST

BUDGET/FINANCE

Jerry Morse, Co-Chair
Blair Winn, Co-Chair
Neil Kerwin
Colleen Nelson
Connor Fox

BYLAWS

Blair Winn, Co-Chair
Jeff Zuelke, Co-Chair

DINNER DANCE

Diana Stoehr, Chair
Connor Fox, Co-Chair
Rebecca Bittner
Renae Henry
Heidi Krenz-Buchanan
Stephanie Mawhinney
Colleen Nelson
Paul Schieldt
Sherri Shaw
Wade Williams
Vicky Kreyer

EQUAL OPPORTUNITY

Colleen Nelson, Chr.

GOLF OUTING

Gary Getchel, Co-Chair
Al Herbst, Co-Chair
Paula Carlson
Deb DeWitt
Devin Elliott
Kaye Fulton
Jeff Myers
Danielle Schmitz
Vicky Kreyer

GOVERNMENT

AFFAIRS/RPAC

Mary Gilbank-Peterson, Chair
Jackie Borgwardt
Chris Burton
Connor Fox
Heidi Krenz-Buchanan
Stephanie Mawhinney
Sarah McLean
Jennifer Moran
Paul Schieldt
Macy Walter
Jeff Zuelke

Community Involvement

Kim Nickols, Chair
Kelly Falk
Kassi Dixon
Linda Kleinschmidt
Heidi Krenz-Buchanan
Patricia Leak
Stephanie Mawhinney
Sarah McLean
Kathy Schultz
Kierra Wilson
Lynnette Wirth
Vicky Kreyer

MEMBERSHIP/Education/Program/Communication

Wade Williams, Membership-Chr
Diana Stoehr, Program Chair
Kelly Falk
Neil Kerwin
Andrea Morse

See a committee you would like to join? Call Me!
608-755-4854

NOMINATION

Connor Fox, Association Chair
Jennifer O'Connell
Tammy Cherry
Neil Kerwin
Wade Williams, MLS Chair
Kathleen Stumpf
Chris Burton

PERSONNEL

Connor Fox, Association Chair
Jerry Morse
Heidi Krenz-Buchanan
Neil Kerwin
Colleen Nelson
Blair Winn
Wade Williams, MLS Chair

PROFESSIONAL STANDARDS

Wade Williams Chair '13 (T-18)
Mediator (T-)
Paul Schieldt, Mediator '12 (T-18)
Andrea Morse, Griev. Chr '12(T-18)
Ombuds, Verna Saladino 21(T-)
Adam Briggs '12 (T-09)
Julie Budrow '2020 (T-)
Deb DeWitt '14 (T-18)
Kaye Fulton '12 (T-18)
Mary Gilbank '12 (T-18)
Eric Kim '16 (T-14)
Heidi Krenz-Buchanan '20 (T-)
Patricia Leak '20 (T-)
Krista Shortreed '14 (T-13)

ROY/AWARDS LUNCHEON

Tammy Cherry, Chair
Connor Fox, Incoming President
Wendy Bumgarner
Andrea Morse
Colleen Nelson

RECRUITMENT

Colleen Nelson, Chair
Neil Kerwin
Andy Dongarra
Jerry Morse

SUNSHINE

Maryann Warden, Chair
Mollie Podwell

YOUNG PRO'S TASK FORCE

Connor Fox, Chair
Ben DeWitt
Deb DeWitt
Kelly Falk
Kristin Hoff-Filak
Neil Kerwin
Heidi Krenz-Buchanan
Mary Ellen Mackey

STRAT PLAN COMMITTEE

Jerry Morse, Chair
Blair Winn, Co-Chair
Connor Fox
Neil Kerwin
Colleen Nelson
Paul Schieldt
Ben Shult
Jeff Zuelke

CORE STANDARDS COMMITTEE

Jerry Morse - Chair
Connor Fox
Colleen Nelson
Mary Gilbank-Peterson
Kim Nickols
Wade Williams
Diana Stoehr
Vicky Kreyer

UPDATING

ANNOUNCEMENTS

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Rock-Green Future Events
SAVE THE DATES

April 26, REALTOR® & Government Day there will be more information to come. In Madison

May 11, New Member Orientation class to be held at the Association Office. 9:00 A.M. Sharp

August 10, New Member Orientation class to be held at the Association Office. 9:00 A.M. Sharp

August 24, Annual Rock-Green Golf Outing. More information to come.

October 1 – 3, WRA Annual Convention to be held at The Kalahari. More information to come.

October 25, RPAC Event, Info coming soon.

November 9, New Member Orientation class @ the Association Office. 9:00 A.M. Sharp

I will update this schedule monthly as we add/remove events and add details to an event. Watch your emails and newsletters for more information as it becomes available. New events will be in bold print.

REALTOR® Party Mobile Alerts (RPMA)

REALTOR® Party Mobile Alerts, NAR's advocacy texting platform, offers REALTOR® Associations and REALTORS® a way to stay connected directly from their cell phone or tablet. When a national or state legislative call for action is launched, subscribers get a short text message, containing information to take action. REALTORS® can sign up for REALTOR® Party Mobile Alerts using the form below or by texting the word **REALTORS TO 30644**.



Asking all members!!! We are looking for a photographer for pictures and possibly little education videos for our website. If you love this kind of thing, we are looking for you. Please give me a call or email at the office.
608-755-4854 | Vicky@RockGreenRealtors.Homes

MLS INFORMATION:

***Entering FSBO Comp Sales

After closing, you have the option to enter FSBO sales for which you represented the buyer. When entering an unlisted FSBO sale, please:

- Add the listing in Sold status instead of Active.
- For list date, use a verifiable date the owner began marketing. This will create a valid days on market, which in turn will help appraisers. The 4-day input rule does not apply for listings entered as Sold.
- For expiration date, use the closing date.
- All required fields, with the exception of room dimensions, are required.
- Select *FSBO Comp – Not Listed* under the Sale Factor pick list within the Sold information. This will automatically change the list side to *Sold by REALTOR*.
- Add at least 1 front exterior photo before saving the listing, as you will not have an option to edit the listing or add a photo after the list side is changed. A primary photo can be added on the left panel of the add listing screen.
- When entering a comp sale, instead of just entering "sold comp" in the remarks, please include features of the property that are not addressed in our pick lists, especially if there is something unique.

***Rule Reminder:

The status of Withdrawn by Seller should be used when a seller changes their mind about selling, but the listing agent does not release them from their listing contract. Properties in Withdrawn by Seller may not be marketed or shown for the duration of the listing contract. Just like with Delayed properties, if the listing agent allows a showing, or a potential co-broke agent shows a property in Withdrawn by Seller status, both agents would be subject to fines by the MLS.

Once a listing is moved to the status of Withdrawn by Seller, it cannot be moved back to Active. A new listing contract is required before marketing & showings can resume. At that point, the previous listing should be **Expired** and a new MLS # may be entered.

If you have a situation where the seller wants to temporarily suspend showings, you should leave the listing as Active, indicate in the first line of the public remarks that there are no showings allowed and provide the date showings will resume. You can change this date if needed.

If the listing agent releases the seller from their listing contract, the status should be changed to Expired.

***Hot Tip – Correct Map Placement

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, the 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. The Latitude/Longitude are the last field within the Location section. Copy and paste into the Change GeoCode option within listing maintain.

***Hot Tip: Exclusive Right to Sell vs. Exclusive Agency Listing

In an **Exclusive Right to Sell** listing, the seller has agreed to pay a commission to the listing firm regardless of who procures the buyer. By default, all WB listing contracts are Exclusive Right to Sell.

In an **Exclusive Agency** listing, the seller has agreed to pay a commission to the listing firm if the property is sold through the efforts of any real estate broker, but if the seller procures a buyer themselves, they are not obligated to pay a commission. For this reason, all

The screenshot shows a portion of the MLS listing form with several dropdown menus. A yellow callout box on the right explains the Exclusive Agency listing option.

(91)	Named Exceptions	<input type="button" value="R"/>	<input type="button" value="v"/>
(94)	Licensee Interest	<input type="button" value="R"/>	<input type="button" value="v"/>
(96)	Subject to Policy Letter		<input type="button" value="v"/>
(92)	Variable Commission	<input type="button" value="R"/>	<input type="button" value="v"/>
(95)	Limited Service	<input type="button" value="R"/>	<input type="button" value="v"/>
(97)	Exclusive Agency	<input type="button" value="R"/>	<input type="button" value="v"/>
(98)	Multiple Representation	<input type="button" value="R"/>	<input type="button" value="v"/>
(72)	Electronic Consent	<input type="button" value="R"/>	<input type="button" value="v"/>

An Exclusive Agency listing means the seller has agreed to pay a commission to the listing broker if the property is sold through the efforts of any real estate broker. If the property is sold solely through the efforts of the seller, however, the seller is not obligated to pay a commission to the listing broker.

listings marked as Exclusive Agency = Yes in the MLS must also be marked as Variable Commission = Yes.

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Ben Rein, 1-Year Director
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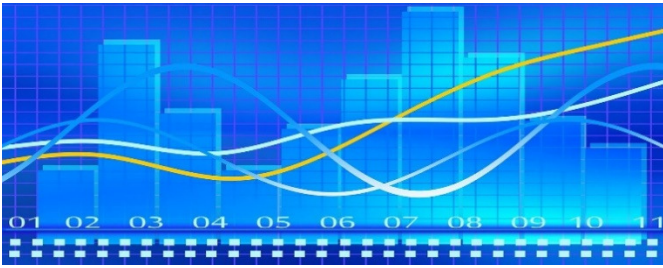
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Rock County Housing Statistics

Madison, WI—The slide in January home sales continued a trend that first emerged in the fourth quarter of 2022. While home sales in the first nine months of 2022 fell 8.8% compared to the first nine months of 2021, they slid 30.1% in the fourth quarter of 2022 compared to that same quarter in 2021.

New listings are down 26.2% compared to January 2022, and total listings are 16.2% lower than their levels 12 months earlier.

Affordability continues to be the primary reason that demand is so weak.

Joe Horning, 2023 Chair of the WRA Board of Directors, **TIGHT INVENTORIES AND HIGH MORTGAGE RATES HURT AFFORDABILITY:** “In late October, 30-year fixed mortgage rates hit a weekly average of just over 7%, so it’s good to see them start coming down. However, we will need to see both lower mortgage rates and lower price pressure before there is appreciable improvement in housing affordability in the state.”

Michael Theo, WRA President and CEO tells us, **INVENTORY WEAKNESS IS A STUBBORN PROBLEM:** “We’ve been in a seller’s market for nearly six years and a strong seller’s market with less than four months of supply for the last three years. It’s a complicated problem because there is still unmet demand from millennials and now Generation Z buyers, even with relatively high mortgage rates. Unfortunately, we will need to see the supply side improve before sales begin to recover.”

Dave Clark, Marquette University Economist and WRA Consultant, **FED LIKELY TO CONTINUE MODERATE RATE HIKES:** “After starting the first half of 2022 with slight negative growth of real inflation—adjusted GDP, we saw a rebound in the second half of the year with real GDP growth at 3.2% in the third quarter, and preliminary estimates of 2.9% growth in the fourth quarter. Taming inflation is the Fed’s number one priority, and it can now continue to make short-term interest rate hikes without fearing the economy will slip into recession. The Fed has signaled these hikes will likely be smaller than the very aggressive three-quarter-percent increases in the Federal Funds rate we saw in 2022.”

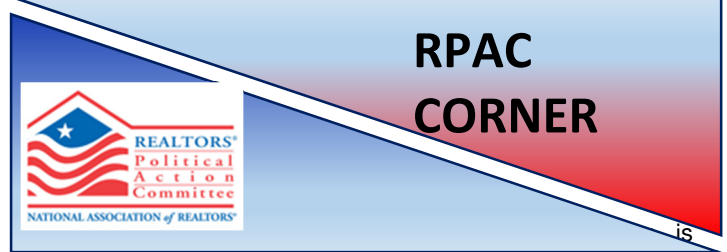
Rock County Housing Statistics—The median price for January 2023 is \$236,250 and for the month of January in 2022 it was \$175,000 that was an increase of +35.0% and the **Sales** for January 2023 is 118 and January of 2022 was 161 that was a decrease of -26.7%. In January of 2023 there was 1.8 months of **inventory** and in January of 2022 there was 1.9 that was a -5.3% change. Average **days on the market** in January of 2023 was 76 and January of 2022 was 79 that was a -3.8% change.

Statewide Housing Statistics—The median price through January 2023 is \$250,000 and through January of 2022 it was \$230,450 that was an increase of +8.5%. The sales through January of 2023 is 3,114 and through January of 2022 was 4,702 that was a -33.8% change.

All county figures on sales volume and median prices are compiled by 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 2018, all historical sales volume and median price data from 2015 forward at the county level have been re-benchmarked using the Relitix system that accesses MLS data directly. Data prior to January 2015 is derived from the Techmark system that also accessed MLS data directly.

WERE YOUR ANNUAL DUES PAYMENTS STRESSFUL? WE HAVE A SOLUTION!

The Pre-Payment Plan for your 2024 Annual Membership Dues is now open. With just a \$5 service fee you can start to deposit any amount until August 2023. That is when the dues statements come out early in September. You can pay weekly, monthly, quarterly, 50/50 with the fee or you can pay it all early with no fee. No end of the year stress with the holidays around the corner. What could be better than that! Need more information, give Sue a call at the office and she can give you options.



coming up on April 26, 2023. This year we will be back at the Monona Terrace in Madison. Join your fellow REALTORS® to advocate for your business, your industry and your clients. You can register online Today! Go to www.wra.org/23RGDay

At the end of the 2021-22 legislative session, capping off a very productive session for the WRA. In the end, the WRA passed 14 top legislative priorities on a variety of issues affecting all sectors of the real estate industry. Our success was made possible by your participation in our advocacy efforts, such as Realtor & Gov’t day, responding to calls to action and your contributions to the REALTORS® Political Action Committee (RPAC). Your participation makes a real difference. Thank you.

Happy Spring!!

Wishing all March birthdays the best!

If you have any issues or questions for the MLS Officers/Directors, send in a letter or request to speak to the Board directly, then we can add it to the agenda.



Rock-Green REALTORS® Association is always looking for new members/new offices. New member/office applications can be found online at www.rockgreenrealtors.homes Forms Library (fees not disclosed online) or call the office, we can fax or email applications if you wish, for new offices, agents, brokers, affiliates and local affiliates. The more the merrier!

New Members:

Rachel Langer, Mansur Real Estate LLC
Diana Clever, Keller Williams Realty Signature

Members Transferring:

Caitlin Schmidt, Shorewest REALTORS to Realty Executives Premier
Colleen Nelson, First Weber Inc. to Coldwell Banker The Realty Group
Alyson Dilley, First Weber Inc. to Realty Executives Premier
Deborah Barden, First Weber Inc. to Realty Executive Premier
Jennifer Garzcynski, First Weber Inc. to Coldwell Banker The Realty Group

IF I MISSED ANYONE FROM FEBRUARY PLEASE LET ME KNOW. THANK YOU.

New Members—Welcome to your local Association, Please make sure to complete the Code of Ethics online portion prior to attending the New Member course. Instructions will be in your New Member Welcome packet. If you have any questions please call us.



"Please make sure you take your orientation class before your six (6) months is up. You signed a paper stating you would take it before the six (6) months was up." Thank you!

New Member Orientation 2023

May 11, 2023

August 10, 2023

November 9, 2023

"Thank you Wade Williams for being our orientation instructor, very much appreciated. Thank you to Beth Hanthorn for participating and instructing the new agents."

**RECIPES****ZUCCHINI BREAD**

2 c. grated zucchini
3 eggs
1 c. oil
2 c. sugar
3 tsp. vanilla
3 c. flour
1 tsp. salt
¼ tsp. baking powder
1 tsp. baking soda
3 tsp. cinnamon

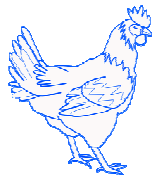


Beat eggs; add oil and sugar and blend. Add vanilla and mix in. Sift flour with salt, baking powder, baking soda and cinnamon; add to egg mixture and blend. Blend in zucchini (juice and all). Bake at 325° for 1 hour. Yield: 2 loaves.

Variation: May add chopped nuts, if desired.

CHICKEN BREASTS

6 chicken breasts, skinned & halved
2 strips bacon per breast
2 cans cream of chicken soup
1 ½ c. sour cream
1 (3 oz.) pkg. cream cheese
1 pkg. dried beef



Line a 9X13-inch baking pan with dried beef slices. Wrap bacon around each breast. Blend soup, sour cream and cream cheese thoroughly. Place breast over dried beef lining. Pour soup mix over chicken. Cover pan with tinfoil and bake at 350° for 2 hours. Uncover pan last ½ hour of baking time to brown chicken. Serve over rice. Yield: 8 servings.

Simple! Simple! Simple! And can be made ahead for an easy meal!

Barb Tapovatz Tried' n True

If you have a recipe you would like to share email: sue@rockgreenrealtors.homes
Make sure you have copyright permission.

MARCH BIRTHDAYS

1	Mason Simmons
4	Joe Saladino
	Ashlyn Ellefson
5	Eric Kim
6	Tom Humpal
	Jesse Bunn
7	Mark Newbury
9	Dan Pergolski
	Shirley Carlson
	Joel Patch
11	Kelly McPherson
12	Amber Baker
17	Wendy Bumgarner
	Edward Calusinki
19	Kathy Parish
21	Adam Briggs
25	Shannon Bever
28	Jeff Myers
29	Joseph Hansen
	Chris Collins

Have we missed your Birthday? Please let us know so that we may acknowledge your special day.

Appraiser Request:

With the ongoing COVID pandemic, appraisers are having to rely more on MLS photos for property condition. While the interior photos are generally more than sufficient, it is the exterior photos that we need help with. When possible, please provide photos of all four sides of the exterior along with any exterior amenities. Thank you.

NEW EMAILS FOR STAFF

I do apologize for the inconvenience for my email issues. They do bounce back, but I have been receiving them. Future emails to Sue and myself, **Please use our new email addresses.**

Sue's new email is:

Sue@RockGreenRealtors.Homes

Vicky's new email is:

Vicky@RockGreenRealtors.Homes

Thank you and I certainly hope this corrects our email issues. Thank you and have a great day!

DATES TO REMEMBER

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MARCH 2023

March. 15, Assoc. B.O.D. meeting, Assoc. Office 8:45 A.M.

UPCOMING EVENTS 2023

April 19, Assoc. B.O.D. meeting, Assoc. Office 8:45 A.M.

April 26, Realtor & Govrenment Day. Mark your calendars, more information to come.

April 27, MLS B.O.D meeting, Assoc. Office 9:00 A.M.

APRIL BIRTHDAYS

1	Lori Emerson	15	Margo Berke
	Ashley Ormes		Suzette Hughes
3	Chad Sullivan	17	Colleen Meyer
8	Scott Bever	18	Bill Newcomb
	Laurie Huml Eckert	25	Benjamin DeWitt
9	Deb Dongarra	26	Sam Tesar
	Kathleen Stumpf		Ben Rein
10	Agim Mahmudi		Melissa Pergolski
	Teresa Skridla	27	Jerry Morse
13	Peggy Cadd		Theodore Jappert
14	Mandy Lux	28	Kelly Falk

FREE

The most in-depth Wisconsin real estate forms training is now free for WRA members. Previously a subscription-based series. Line by

Line is now available for free as part of WRA membership* and gives all members equal access to the best Wisconsin-based real estate forms training on the market.

LINE BY LINE FORMS TRAINING

Get Started now: WWW.WRA.ORG/LINEBYLINE

*This video series is free for WRA REALTOR® members and legal section members.

"The purpose of the RPAC Major investors is to help candidates from both parties who will promote and defend issues important to homeowners, property owners and the livelihood of every WRA member. RPAC gives REALTORS® a powerful voice on issues that matter to the real estate industry. As a long-time Wisconsin major investor and a member of the National Association of REALTORS® Major Investor Committee. I am committed to growing this program in our state so we can pass good laws and defeat bad ones. Thank you to all 2022 Major Investors."

Dan Lawler

THANK YOU TO 2022'S RPAC MAJOR INVESTORS

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