



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

4451 Woodgate Drive, Unit E  
Janesville, WI 53546  
Office: 608.755.4854  
Fax: 608.755.4843

## A word from your President By Ben Shult

Happy February everyone!

We're about halfway through winter, yay! While it's still cold outside, the market is gradually heating up for the spring season. WE still need more inventory—Rock County has about 2.8 months of inventory, which is consistent with the average of the 26 urban counties of Wisconsin, but if below the overall state average of 3.5 months, and far below what we'd consider a balanced market. So, let's beat the bushes for properties to list, so we can all have something to sell!

We recently got the 2017 year-end numbers. Median prices were up about 2.8% for the Rock County area for 2017, but total sales were slightly down from 2016—due to inventory issues. Nevertheless the last 3 years have all been strong for sales, and 2017 numbers are not far off from the recent record numbers here. If we can do that with so little inventory, imagine where we'll be when the number of homes for sale blossoms!

Don't forget that Realtor® Government Day is only a few days off—February 7<sup>th</sup> in Madison. There's plenty of space for you to go with FREE registration? We'll learn a few things from our WRA leadership, then go get acquainted with our representatives! Let's make sure that our representatives know we expect their help in protecting the Wisconsin homeowners, and our industry. And, let's show Wisconsin homeowners that we go to bat for them ALL the time, not just at listing or sale time! This is our niche, our calling card—advocate for the homeowner! And Realtor® Government Day is an important way to let legislators and consumers alike know. I urge you to join me be a part of it if you can!

Finally, new member orientation is February 22<sup>nd</sup> at the Association Office—brokers please make sure that you new agents attend, if they haven't already attended one of our recent orientation sessions!

We're on our way to another good year, let's break that sales record! As always, if there is anything I can do for YOU as your president, please let me know!

Warm wishes and wishes for warmth,

Ben



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\* = Inserted Page

## EXECUTIVE COMMITTEE

### PRESIDENT

Ben Shult  
756-3932 | Benshult@charter.net

### PRESIDENT-ELECT

Mary Ellen Mackey  
741-1000 |  
maryellenmackey.realtor@gmail.com

### SECRETARY/TREASURER

Colleen Nelson  
758-9779 | nelsonc@firstweber.com

### LOCAL DIRECTORS

Heidi Krenz-Buchanan | 3-year term  
289-9383 |  
heidikbuchanan@gmail.com

Jeff Zuelke | 2-year term  
757-2862 | jeff@zteam1.com

Neil Kerwin | 1-year term  
365-7791 | neil@kerwinsagency.com

Russell Zueger | 1-year term  
756-3932 | russzueger@yahoo.com

Tammy Cherry | 1-year term  
754-2121 | tcherry@shorewest.com

Mike Venable | 1-year term  
554-2720 | mvenable@ticon.net

Julie Budrow | 1-year term  
758-9779 | budrowj@firstweber.com

Valerie Eagan | 1-year term  
756-0300 | valerie@landtitlerock.com

## ROCK-GREEN STAFF

Vicky Kreyer | Association Executive  
755-4854 | Vicky@rockgreenrealtors.org

Sue Cook | MLS/Membership Administrator  
755-4841 | Sue@RockGreenRealtors.org

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Website [www.rockgreenrealtors.org](http://www.rockgreenrealtors.org)

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:

Happy Ground Hog day! So, did he see his shadow or not. Do we have an early spring? I sure hope so. Either way let's have a great year in Real Estate!

Our programs committee is working hard on our upcoming Membership Meetings. If you have any suggestions on a topic or heard a great speaker, let us know. Our first one is planned for February 15, at the Pontiac Convention Center. It will be a morning meeting as we have had in the past. Tom Larson from the WRA will be speaking to us on New Tax Law Changes. Registration form is in this publication. Fill it out and return it for this great kick-off meeting.

As always, I am here for you, the members. If there is anything I can help you with, please let me know. My door is always open.

*Vicky Kreyer*

### APPRAISAL CONFERENCE | March 12-13, 2018

#### Kalahari Resort & Convention Center

Join your fellow appraisers from across the state at Appraisal Conference to complete CE and pick up new skills for the industry. You'll enjoy networking opportunities while listening and learning from the industry's top experts. How can you apply more methodical techniques when selecting comparables? What are the differences between previous and current FHA requirements? What does the regulatory complaint process look like, step by step? You'll discover these answers and many more at Appraisal Conference.

\*7-hour USPAP update course. \*Three 7-hour CE course options.  
\*Exhibitors with new products and services. \*Lunch included with event registration.

Full Appraiser conference = \$255 until Feb 26, after \$265

WRA member full conference = \$275 and after the 26<sup>th</sup> \$285

Non-member full conference = \$295 and after the 26<sup>th</sup> \$305

REALTOR & Government day is coming up quickly. Have you registered to attend yet? This year it is on February 7<sup>th</sup> and the venue has also changed. It will be at the Madison Concourse Hotel. First 300 members to register are FREE. If you pay at the door it is \$25 and for nonmembers it is \$25. The agenda for the day is at 12:30 p.m. Registration 2:45 we move to the Capitol and 4:30 to 5:30 is the Reception. Register early, you can register online at [wra.org/RGDay](http://wra.org/RGDay) or you can call me to register.

### IMPORTANT NUMBERS

Association AE Office	(608) 755-4854
MLS/Membership Office	(608) 755-4841
Association FAX #	(608) 755-4843
e-mail	Vicky@RockGreenRealtors.org
Web Site	<a href="http://www.rockgreenrealtors.org">www.rockgreenrealtors.org</a>
WRA (General #)	(608) 241-2047
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.**

**ROCK-GREEN REALTORS®  
ASSOCIATION  
2017-2018 ASSOCIATION  
COMMITTEE LIST**

**BUDGET/FINANCE**

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Heidi Krenz-Buchanan  
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Pam Snow  
Tammy DeGarmo  
Linda Kleinschmidt  
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**PROGRAM**

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Wade Williams Chair '13 (T-14)  
Joan Waite Mediator '12 (T-13)  
Paul Schieldt, Mediator '12 (T-14)  
Andrea Morse, Griev. Chr '12(T-14)  
Jerry Morse, Ambudsman '16  
Randy Borman, Ambudsman '16  
Adam Briggs '12 (T-09)  
Dave Brown '13 (T'13)  
Earl Collins '14 (T-13)  
Deb DeWitt '14 (T-14)  
Kaye Fulton '12 (T-14)  
Mary Gilbank '12 (T-09)  
Eric Kim '16 (T-14)  
James Oberg '15 (T-14)  
Valerie Richter '12 (T-09)  
Krista Shortreed '14 (T-13)

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Wendy Bumgarner  
Linda Kleinschmidt  
Andrea Morse  
Colleen Nelson  
Julie Raese  
Pat Knoble

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Andy Dongarra  
Valerie Eagan  
Jerry Morse

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Mollie Podwell

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Ben DeWitt  
Kelly Falk  
Kristan Hoff-Filak  
Neil Kerwin  
Heidi Krenz-Buchanan  
Mary Ellen Mackey  
John Mansur  
Aaron Marjala  
Olivia Martinez  
Erica Penny  
Kim Prichard

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Nina Perona  
Karen Williams  
Wade Williams  
Diana Stoehr  
Fred Leonard

**ANNOUNCEMENTS**

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**REALTOR® Children Scholarship**

Once again the Wisconsin REALTORS® Foundation will award (10) \$750 scholarships to sons or daughters of Association members. Please return all applications by March 9, 2018 to the Wisconsin REALTORS® Foundation Inc., 4801 Forest Run Rd., Suite 201 in Madison WI 53704.

**ELIGIBILITY CRITERIA**

**\*1**Applicants must be sons or daughters of members of the WRA to be considered. Members must have maintained their relationship with the WRA continuously for at least three years. Must be current with dues. **\*2**Applicants must have applied to at least one accredited two- or four-year college to be considered. Evidence of application is required. **\*3**Must submit all materials to the WRA by the deadline date of March 9, 2018. **\*4**All scholarship awards will be paid directly to the applicant.

**APPLICATION SPECIFICATIONS**

**\*1**Applicants must submit a high school/college transcript. **\*2**Must submit a photocopy of their ACT or SAT scores. Applicants with scores in the 80<sup>th</sup> percentile or above will receive preference **\*3**Must submit three (3) letters of recommendations. Sources for the recommendation letters are: 1) high school/college school teacher, 2) member of applicant's general community, 3) source of applicant's choice. **\*4**Must submit a 250-300 word essay describing achievement goals they have for their college experience. Essay should also briefly describe career goals. Subject of essay is non-specific, so as to give the applicant the opportunity to express his/her creativity. **\*5**Applicants are encouraged to include any community involvement and extra-curricular activity.

**SELECTION PROCESS**

Applicants must submit all application materials no later than March 9, 2018, for the fall semester 2018. The Wisconsin REALTORS® Foundation board of directors will select scholarship winners. Winning applicants will be decided by May 4, 2018, and will be notified by mail.

The College Scholarship awards are exclusively limited to children of any current member of the Wisconsin REALTORS® Association. No applicant shall receive more than one REALTOR® Children's Scholarship.

**Please call me for an application or go to  
WRA.org and click on scholarships.**

**Remember your loved ones on February 14<sup>th</sup>.**



## MLS INFORMATION

### \*\*\*Compensation Offer Based on Gross Sale Price:

Offers of compensation made through the MLS must be based upon a percentage of the gross sale price or a specific dollar amount. This applies even in a case where seller-paid concessions/credits are included in the sale price, or in a case where improvements on existing property, or add-ons to new construction are negotiated. If it is your intent to pay a commission based on the net sale price (after seller concessions/credits, improvements, or add-ons are subtracted from the gross sale price), the cooperating broker must agree to this in writing.

### \*\*\* The Rental Weatherization Program

The Wisconsin Rental Weatherization program has ended as of January 1, 2018. Any Rental Weatherization provision in a WB form is no longer applicable. Rental Weatherization provisions may be struck from a WB form containing it.

\*\*\*If you receive an email alerting you that a client has opted out of receiving emails from you via Paragon, this may be because they accidentally clicked on the opt out link within an email, or because Paragon received a bounce back from your clients email provider. To opt them back in, email them the following link or open the link and type in their email

address: <http://p50.fnismls.com/paragonsubscriptions/optin.aspx>. Your client will be sent a confirmation email containing an opt-in option they will need to click on within 72 hours to opt back in. This opt in link can also be found within the links in the orange banner on the top of the Paragon home page.

You can proactively check for clients that have been opted out by clicking on Contacts and View/Manage Contacts within Paragon. Look at the Email column. Clients should have an orange envelope indicating a valid email address. If you see a white envelope with a red exclamation point, this client is opted out and is not receiving emails.

\*\*\*Help with Computer Problems As a member of the WRA, you have access to a hotline available to help with technology problems. While we at the MLS are available to help you with Paragon™, Supra, WIREX, ShowingAssist and listing syndication, **(we do not have staff available to help solve problems with computer hardware, operating systems, or internet browsers)**. The WRA Tech Hotline is available for help with many technology problems. Hours are M-F 8-7 and S 8-4. You will need your WRA member ID, which can be found on the label of your monthly Wisconsin Real Estate Magazine. Contact info is as follows: Phone: 866-610-7997

Email: [support@techhelpline.com](mailto:support@techhelpline.com)

Chat: [chat.techhelpline.com](http://chat.techhelpline.com).

\*\*\***Newly created Wis. Stat. § 452.136 (3) states that an agent cannot advertise a property unless a listing agreement has been executed. It is no longer permissible to advertise a listing as "coming soon" without the existence of a listing agreement.**

**\*\*Please make sure your seller signs and dates all amendments the day of or prior to expiration date.**



## Sold Properties

**\*\*Please enter your sold property into Paragon™ "Offer no-show" (click save) then enter the sold information into Paragon™**

## Sold Before Published/FSBO

**With the exception of SBP (Sold Before Publishing). SBP are entered directly into sold status, do not enter as "Active" or "Offer no-show". Please make sure on all SBP's you have all information and an outside photo of the sold property. Questions call 608-755-4841.**

*Thank you, Sue*

## MLS Officers/Directors

Bianca Singer, MLS President

Phone: 608-755-5400

Email: [bianca@thebriggsrealtygroup.com](mailto:bianca@thebriggsrealtygroup.com)

Sally Jean Weaver-Landers, Vice President

Phone: 608-74-2121

Email: [sjweaverlanders@gmail.com](mailto:sjweaverlanders@gmail.com)

Erika Penny, Secretary/Treasurer

Phone: 608-755-5400

Email: [erika@thebriggsrealtygroup.com](mailto:erika@thebriggsrealtygroup.com)

Wade Williams, 3-year term

Phone: 608-289-7912

Email: [wadeway@gmail.com](mailto:wadeway@gmail.com)

Paul Schieldt, 2-year term

Phone: 608-741-1000

Email: [paulschieldt@charter.net](mailto:paulschieldt@charter.net)

Dave Brown | 1-year term

Phone: 608-758-9779

Email: [brownd@firstweber.com](mailto:brownd@firstweber.com)

Mollie Podwell | 1-year term

Phone: 608-751-9395

Email: [mollie1434@aol.com](mailto:mollie1434@aol.com)

Bonnie Collins | 1-year term

Phone: 608-884-8468

Email: [bonniebest08@gmail.com](mailto:bonniebest08@gmail.com)

Margo Berke, 1-year term

Phone: 608-884-4311

Email: [margo@patsrealty.com](mailto:margo@patsrealty.com)

Verna Saladino, 1-year term

Phone: 608-755-5400

Email: [verna@thebriggsrealtygroup.com](mailto:verna@thebriggsrealtygroup.com)

Laurie Huml Eckert, | 1-year term

Phone: 608-295-1973

Email: [lauriehumleckert@gmail.com](mailto:lauriehumleckert@gmail.com)





## Rock County Housing Statistics

**Madison, Wis.** —While tight inventories continue to constrain sales, the robust economy has fueled demand and pushed sales to record levels for the third straight year. Given our extremely low inventory levels throughout the year, hitting a new record high in sales shows just how hot Wisconsin's housing market really was in 2017.

The other pressure point is price, with median home prices appreciating at more than twice the rate of inflation. The good news is that Wisconsin housing remains relatively affordable, even though it has slipped from last year.

Looking ahead, there are a number of factors likely to impact the existing home market in 2018. Millennials continue to enter the housing market, fueling demand pressures. Mortgage rates should remain low by historical standards. The tight labor market should increase income levels allowing more potential buyers to afford more expensive homes.

**Rock County Housing Statistics**—The median price for December 2017 is \$138,000 and for the month of December in 2016 it was \$137,250 that was an increase of +0.5% and the Sales for December 2017 is 139 and December of 2016 was 160 that was a decrease of -13.1%.

**Annual Housing Statistics**—The median price for 2017 was \$140,000 and for 2016 it was \$136,500 that was an increase of +2.6%. The sales for 2017 was 2,327 and in 2016 it was 2,379 that was a decrease of -2.2%.

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 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.

If you are an Affiliate office and would like to know more about sponsoring a meeting breakfast or event, please give me a call at the Association. We usually have 3-4 general membership meetings a year and other special meetings that we schedule from time-to-time.

**WEDNESDAY, FEBRUARY 7, 2018  
REALTOR® & GOVERNMENT DAY  
THE MADISON CONCOURSE HOTEL  
This is a New Location for this event.**

“Success hinges on what we advocate together.”

**First 300 to register are FREE, at the door or non-members will be \$25. Online [wra.org](http://wra.org) or 800-279-1972 or you can call your local association. 755-4854.**



**Community  
Family Fun  
Fair 2018!!!!**

**October 25, 2018 | 3-7 p.m.**

Come and join us at the Pontiac Convention Center for a howling good time. We are having a Halloween theme this year so gather up your decorations and have a spooky game and ghoulish treats. We are having a booth decorating contest and a Halloween costume contest. Same great information, Health and Safety, Educational information, entertainment, food, games and prizes, drawings and a silent auction. Proceeds from the auction will benefit the 16:49 Program in our community. Remember, Member offices only pay the low low price of \$25 per booth space. Sign-up early. This is a great way to show some local support and get your name out there in our community. Talk to a committee member for more information if you are not sure what this is all about. We are also in need of volunteers for this event. Sponsors are also in need, donations of items for baskets or baskets for the silent auction and drawings. Or just be a guest and bring your families, extended families, co-workers and clients. All are welcome, the kids will have a blast playing games and winning prizes. Please do all you can to make this a huge success!



February, the following special days are Ground Hog Day on 2<sup>nd</sup>, Lincoln's birthday on the 12<sup>th</sup>, Valentine's Day is the 14<sup>th</sup>, President's Day is the 19<sup>th</sup>, and last of all Washington's birthday is the 22<sup>nd</sup>.

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

Wishing all February birthdays the best.

We are always looking for new members/new offices. New member applications can be found online at [www.rockgreenrealtors.org](http://www.rockgreenrealtors.org) 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!

*Sue*

#### NEW MEMBERS:

Jeannine Hill, First Weber Inc.  
Jacob Dunaway, Brownfield Environmental Engineering  
Michael Skog, Pat's Realty Inc.  
Alyson Dilley, First Weber Inc.  
Theresa Streuly, Town N' Country Title LLC  
Kris Shear, Coldwell Banker The Realty Group  
Donald Harwood, The Morse Company  
Marisa Hagemann, Century 21 Affiliated Janesville  
Russell Baumgard, Davemansure.com Real Estate

#### MEMBERS leaving the Association:

Patrick Venable, Century 21 Affiliated Janesville  
Debra Doiel, Zuelke Real Estate Team  
Jon Kachel, Premier Bank  
William Perkins, Bill Perkins Auction & Realty  
Matthew Prestil, Old National Bank  
Michael Weidman, Clover Home Inspection

#### MEMBERS ON THE MOVE:

Krystle Kooiman, Century 21 Affiliated to Coldwell Banker The Realty Group  
Pat Bellinghiere, American Dwellings to Gambino  
Donya Bundy, American Dwellings to Gambino  
Judy Clossey, American Dwellings to Gambino  
Carol Harken, American Dwellings to Gambino  
Chuck Stanhope, American Dwellings to Gambino

#### NEW OFFICES:

Brownfield Environmental Engineering

#### OFFICES LEAVING:

Premier Bank  
Bill Perkins Auction & Realty  
Old National Bank  
Clover Home Inspection

**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 Schedule for 2018

February 22, 2018

May 17, 2018

August 16, 2018

November 15, 2018

**"Thank you to River Title for the donuts and coffee for our orientations. Very much appreciated."**

**"Thank you Wade Williams for being our orientation instructor."**



**\*\*\*The following forms were modified or were created in 2017:**

\*WB-36 Exclusive Buyer Agency/Tenant Representation Agreement (Mandatory Use Date 7/1/17)

\*WB-38 Commercial Buyer Agency/Tenant Representation Agreement (Mandatory Use Date 1/1/18)

\*WB-47 Amendment to Buyer Agency/Tenant Representation Agreement (Mandatory Use Date 7/1/17)

\*WB-2 Farm Listing Contract – Exclusive Right to Sell (Mandatory Use Date 1/1/18)

\*WB-3 Vacant Land Listing Contract– Exclusive Right to Sell Mandatory Use Date 1/1/18)

\*WB-4 Condominium Listing Contract– Exclusive Right to Sell (Mandatory Use Date 1/1/18)

\*WB-5 Commercial Listing Contract – Exclusive Right to Sell (Mandatory Use Date 1/1/18)

\*WB-6 Business Listing Contract – Exclusive Right to Sell (Mandatory Use Date 1/1/18)

\*WB-37 Listing Contract for Lease of Real Property – Exclusive Right to Rent (Mandatory Use Date 1/1/18)

# FEBRUARY BIRTHDAYS



2	Jeff Zuelke
	Rosalind Voegeli
4	James Coutts
	Stephanie Luedtke
6	Jacob Downing
7	Kevin O'Leary
8	Pat Knoble
	Elizabeth Patterson
9	Kathleen Rock
12	Connor Fox
	Troy Angus
14	Valerie Richter
16	Jan Albertson
18	Suzanne Viken
	Christopher Burton
19	Christine Sweeney
22	Julie Budrow
23	Gary Getchel
24	Pat Bellinghiere
25	Lynne Forrestal
	Kristin Hoff-Filak
28	Geoffrey Bue
29	James P Seichter

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



**NEW**  
WISCONSIN REALTORS ASSOCIATION  
866-610-7997  
WRA  
Text Helpline

## DATES TO REMEMBER

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### FEBRUARY 2018



- 07 REALTOR® & Government Day, Madison, WI
- 08 MLS Board mtg. 9 A.M. Association office
- 15 Membership Mtg, Pontiac Conv. Ctr. 8:30 register
- 21 Rock-Green Board mtg. 8:30 A.M. Assoc. office
- 22 New Member Orientation, Assoc. Office, 9:00 a.m.

### UPCOMING EVENTS

March 14, MLS Board mtg. 9 A.M. Association office

March 21, Rock-Green Board mtg. 8:30 A.M. Assoc. Office

April 5, Office Closed. We will be in Madison, training.

### MARCH BIRTHDAYS

5	Eric Kim	17	Wendy Bumgarner
6	Tom Humpal	18	Earl Collins
7	Mark Newbury	19	Kathy Parish
8	Jacob Dunaway	21	Adam Briggs
9	Dan Pergolski	25	Shannon Bever
	Shirley Carlson	28	Jeff Myers
11	Kelly McPherson	29	Joseph Hansen
	Andrew Brewer		Chris Collins
15	Wayne Albertson		

### 2019 Dues Pre-payment Plan

Hello all! We are now accepting pre-payments for your 2019 Association dues. This is a voluntary program to help those that want to "make payments" towards their 2019 Dues to avoid making the payment during the holidays. There is a \$5 service fee for those making payments. If you pay the whole amount in one payment that fee will be waived. The schedule is; Feb-March \$165, April-May \$165, June-July \$165 and the balance due, (Sue will give you the balance due) Aug-Sept. these are the amounts for REALTORS®. Of course you do not have to have these exact amounts this is just a guideline. You can make any size payments when you want to.



I recently had a chance to meet Governor Scott Walker and have this wonderful chance for a photo opp with him. He stopped in at the WRA Board of Directors dinner meeting and one of the positive things he said is that Wisconsin's unemployment rate is at 3% that is awesome news. We all have a chance to see him if you are attending this year's REALTOR & Government Day in Madison. He has been invited to be the Keynote speaker.

## A word cloud centered around the word "TAXES" in large red letters. Other prominent words include "TAXPAYER", "ECONOMY", "ACCOUNTING", "INVESTMENT", "PROFIT/LOSS", "BENEFIT", "CALCULATIONS", "FISCAL POLICY", "REFORM", "GROSS INCOME", "LOCAL", "FEDERAL", "CORPORATE", "LUXURY", "STATE", "INTEREST", "CAPITAL GAINS", "EXPENSES", "REDUCTION", "RETURNS", "GOVERNMENT", "ALLOWANCE", "SALES", "LUXURY", "IRS", "GOODS", "TAXABLE", "COST RECOVERY", "DEDUCTIONS", and "INCOME". The words are arranged in various orientations and sizes, creating a dense, circular pattern.

# February 15, 2018

Come and hear Tom Larson from WRA, Senior Vice President, Legal and Public Affairs speak to us on the new tax law changes. Tom will be providing us a legislative update – Come and find out what federal and state legislation could affect your business in 2018.

**8:30 A.M. Registration/Continental Bkfst**  
**9:00 A.M. Meeting and Program**

Please check here if you require special services to attend. Attach a written description of needs.