



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

4451 Woodgate Drive, Unit E  
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## A word from your President By Ben Shult

Happy New Year! I hope your holidays were happy, healthy, and bright, that your 2018 is starting out great, and that you're refreshed and ready for action!

The prospects for the year ahead look very bright! Statewide, 2017 finished as the best year for total sales on record! Locally, both Rock and Green Counties show very positive signs as well. Green set a record for total sales in 2017, and Rock County was only slightly behind 2016 for the year, both years of which are well ahead of all previous records. Median prices also showed good gains locally, at 6-7%.

A notable sign of good things to come: the last few months of 2017 were unexpectedly strong compared to those same months the prior year here in Rock County—sales up over 10%! Still waiting for final December numbers but this is quite encouraging, suggesting a hot spring market! Hope you are ready to do more business!

Be sure to sign up for REALTOR & Government Day 2018, which is February 7<sup>th</sup> in Madison, where we will receive important information from WRA in the morning and then visit our legislators after that to express our views and learn about current issues at the Capitol. The first 300 who register attend free of charge—there's plenty of room for you in that number. Now more than ever, we need to make sure we stand up for the rights of homeowners, buyers who want a piece of the American Dream, and for our industry. No method is more effective than face-to-face meetings!

Please continue to be aware of circumstances with your vacant listing, reports of copper theft are on the rise, especially in the Beloit area. The Beloit police department is helping to monitor the situation and has asked to have a list of our vacant listing, so if you haven't provided the addresses of your vacant Beloit listing to Sue at the Rock-Green office yet, please do! Your clients will thank you!

Things are shaping up for a stellar year!  
Good luck and happy selling!

*Ben*



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\* = Inserted Page

## EXECUTIVE COMMITTEE

### PRESIDENT

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### PRESIDENT-ELECT

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

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

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Sue Cook | MLS/Membership Administrator  
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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:

Happy New Year everyone!! I surely hope that 2018 brings you all great blessings and a profitable year.

As always this time of year we are looking for new talent to join one of our great committees. Most are in the planning stages so come and get your feet wet and input your great ideas. I do know that the Fun Fair committee is planning an October event this year. So if Halloween is your favorite time of year you might want to jump in and help out on this one. It is sure to be a howling good time. I hear through the grapevine that the RPAC committee is planning something fun also this year, you might want to contact Jim Zanton or Mary Gilbank over at Shorewest to help out on that committee. If you have other interests you might want to give me a call at the office and I can help you find a committee that meets your personality. We have an array of committees that you can choose from, we will find one for you.

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.

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*

Thank you for your annual renewals. We strive to be the best we can be for you, if there is something you need or have a question about anything please give us a call. We really want to hear from you. Without you there would be no Rock-Green REALTORS® Association. Quick reminder that we will be starting to collect pre-payments for the first quarter of 2018 for the 2019 dues for those of you that are interested in getting ahead of those annual dues. 1<sup>st</sup> quarter Jan – Mar. \$150. Have questions please call us for more information.

### 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**

Ben Shult, Chair  
Heidi Krenz-Buchanan  
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Terry Morris  
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Rebecca Bitner  
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Candice Kildow

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Margo Berke

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Al Herbst, Co-Chair  
Paula Carlson  
Deb DeWitt  
Trish Edwards  
Kaye Fulton  
Pat Knoble  
Jeff Myers  
Vicky Kreyer

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Jim Zanton, Chair  
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Heidi Krenz-Buchanan  
Andrea Morse  
Pat Knoble

**HEALTH & SAFETY FAIR**

Karen Williams, Chair  
Kim Nickols, Co-Chair  
Pam Snow  
Tammy DeGarmo  
Linda Kleinschmidt  
Vicky Kreyer

**MEMBERSHIP/Orientation**

Wade Williams, Chair

**PROGRAM**

Diana Stoehr, Chair  
Andrea Morse  
Wade Williams  
Pat Knoble

**NOMINATION**

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Jeff Zuelke  
Neil Kerwin  
Jim Zanton  
Jerry Morse  
Paul Schieldt  
Colleen Nelson  
Blair Winn

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Ben Shult, Chair  
Heidi Krenz-Buchanan  
Jeff Zuelke  
Neil Kerwin  
Jim Zanton  
Jerry Morse  
Colleen Nelson  
Blair Winn

**PROFESSIONAL STANDARDS**

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)

**ROY/AWARDS LUNCHEON**

Tammy Cherry, Chair  
Wendy Bumgarner  
Linda Kleinschmidt  
Andrea Morse  
Colleen Nelson  
Julie Raese  
Pat Knoble

**RECRUITMENT**

Colleen Nelson, Chair  
Neil Kerwin  
Andy Dongarra  
Valerie Eagan  
Jerry Morse

**SUNSHINE**

Maryann Warden, Chair  
Mollie Podwell

**YOUNG PRO'S TASK FORCE**

Kevin O'Leary, Chair  
David Bynum  
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

**STRAT PLAN COMMITTEE**

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Colleen Nelson  
Neil Kerwin  
Jeff Zuelke  
Jerry Morse  
Paul Schieldt  
Heidi Krenz-Buchanan

**CORE STANDARDS COMMITTEE**

Ben Shult  
Jeff Zuelke  
Jim Zanton  
Nina Perona  
Karen Williams  
Wade Williams  
Diana Stoehr  
Fred Leonard

**ANNOUNCEMENTS**

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**New Law: Listing Contract Required to Advertise**

Cori M. Lamont, WRA Director of Corporate and Regulatory Affairs 2017 SB 455 relating to real estate practice became effective on December 2, 2017 and now requires a listing agreement in order to advertise a property.

Wis. Stat. § 452.136 (3) ADVERTISING WITHOUT AGENCY AGREEMENT PROHIBITED.

A firm and any licensees associated with the firm may not advertise a property unless one of the following applies: (a) The firm is the listing firm for the property. (b) The firm or a licensee associated with the firm has obtained consent to advertise the property from the listing firm for the property. Please watch for additional information on the changes in WRA Hottips, Legal Updates and Legal Talks. Listing Protection: When Is the Buyer's Name Confidential? From the WRA Legal Hottips Question: What if an agent/broker refuses to give the name of the client/customer they are showing a listing to for purposes of the broker's protection list at the end of the listing term? Is there any re-course? The broker understands occasionally a buyer does not want to have their name disclosed, but how does a listing agent really know that is the case? Answer: According to the terms and conditions of the listing contract the listing broker must timely provide the buyer's name to create listing protection. If, however, the buyer's name was to be confidential, then delivery of a notice identifying the broker with whom the buyer negotiated and the date(s) of any showings or other negotiations would fulfill the delivery of the buyer's name requirement. Although Wisconsin's licensing laws do not specifically address this type of policy, NAR's Code of Ethics in Standard of Practice 3-5 states that subagents must provide listing agents with all pertinent facts relating to the transaction. Because the name of a prospective buyer is arguably a pertinent fact, a subagent should provide this name if requested by the listing agent. However, if the buyer has requested that his or her name remain confidential on the agency disclosure form, the subagent's duty of confidentiality owed to all parties under Wis. Stat. § 452.133(1) & (4) would override the ethical duty of cooperation owed to the listing agent. In the case of a buyer agency agreement, the buyer's agent may decline to respond to the listing broker's request. However, without the name, the listing broker will not be able to provide the seller with the buyer's name for listing protection and that may endanger the buyer's agent's right to the cooperative commission from the listing broker. The listing broker generally has to take the assertion that a buyer has requested that his or her name remain confidential on faith. It is difficult to confirm the confidentiality without revealing the name of the buyer in the process.

## MLS INFORMATION

### Don't be a Keybox Jammer:

When placing keys in the new Supra keyboxes, please make sure to put them in the front compartment, where a green sticker with bright yellow keys displays. Do not put them in the back more open area which has a picture of a key with a line through it. If a key is placed in the back, it is likely to jam. Also, no keychains or anything, just keys.



**Note:** (We recently had to cut/drill a keybox to remove the key, which is a very intense project. Because the key was taped to the wrong side of the box with a sticky note, it was on the side with a key with a line through it. It did jam the box. So please do not put anything on that side.)

**\*\*Share to Facebook Added:** With the update last night, a Share to Facebook option was added within Listing Maintenance. Find this new option under Integrations within the [Select an Action box](#) while in Maintain Listing. All Active, Pending, and Sold listings for which you are a listing agent can be selected to appear within your Facebook feed. The post includes the primary photo, public remarks, and a link to the detail report within Collab Center. You will need to have a Collab Center site set up before you can take advantage of this new feature. If you are not currently using Collab Center, you can set up your site under Preferences (in the menu bar at the top of the screen).

**\*\*Agent Phone Labels Added:** When clicking on an agent's name within Paragon, up to five phone numbers will display. These phone numbers are now labeled (Pref, Offic, Home, Cell, Fax). Pref = Preferred number. Contact 608-755-4841 for any changes.

**\*\*\*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  
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Sally Jean Weaver-Landers, Vice President  
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Dave Brown | 1-year term  
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Laurie Huml Eckert, | 1-year term  
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## Rock County Housing Statistics

**Madison, Wis.**—WI saw healthy growth in November home sales, putting the state on record pace for the year. Existing home sales increased in November for the second straight month, rising 4.2% compared to November of 2016. If the annual pace of sales continue through December, the state will easily surpass the record sales of 2016.

Equally impressive is the fact that our housing remains remarkably affordable, which is amazing given the pace at which home prices have grown.

The WI Housing Affordability Index measures the fraction of the median-priced home that a borrower with median family income can afford to buy, assuming a 20% down payment and the remainder of the balance financed with a 30-year fixed-rate mortgage. With such low mortgage rates, even modest increases in family income mean that buyers can purchase a lot of home in WI, assuming they can find a home to buy.

**Rock County Housing Statistics**—The median price for November 2017 is \$145,000 and for the month of November in 2016 it was \$128,000 that was an increase of +13.3% and the Sales for November 2017 is 190 and November of 2016 was 169 that was an increase of +12.4%.

**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 2,185 and in 2016 it was 2,219 that was a decrease of -1.5%.

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.

## SAVE THE DATE

**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."

It's time to lobby! The WRA's annual lobbying event, REALTOR & Government Day, is your chance to shape the laws that affect you and your real estate business in Wisconsin. This unique event highlights the influence that you and fellow Wisconsin REALTORS® have in passing good laws and defeating bad ones.

The event kicks off with an issue briefing where you'll learn about pending laws and how they touch real estate. Next, you'll move to the Capitol for lawmaker visits where you'll have the rare opportunity to meet in person with your state lawmakers to lobby for or against laws. This exclusive access with your policymakers ensures that the issues of interest to your practice and your clients can be addressed.

This is your chance to advocate for issues that impact the real estate industry, homeownership and property rights in Wisconsin. The knowledge you'll gain about laws and regulations on the horizon will help you be the most educated representative for your clients. At REALTOR® & Government Day, your voice will be heard, and a better Wisconsin real estate market will follow.

**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.**





January is here, what an interesting year, went by so fast. I had the best time at the Dinner Dance, so many people dressed the part of the Great Gatsby. Make sure you look on the Rock-Green Facebook page to see all the fun you missed and for those that attended the fun you had. January 1 New Years Day, January 15 Martin Luther King Jr Day.

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 January 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:**

NONE

#### **MEMBERS leaving the Association:**

Diane Albright, Shorewest Realtors  
Linda Platner, Davemansure.com  
Sandra Minkey, Neighborhood Realty (Retiring)

#### **MEMBERS ON THE MOVE:**

NONE

#### **NEW OFFICES:**

NONE

#### **OFFICES LEAVING:**

Neighborhood Realty



**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."

#### **New Member Orientation Schedule for 2018**

February 15, 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."**

## **"Recipe of the Month"**

### **New Year's Breakfast Mix**



1 Pkg. of sausage links  
½ lb. of bacon  
1 doz. eggs  
1 pkg. hash browns  
½ C. of milk  
1 pkg. of shredded cheddar cheese  
Onions (optional)  
Green, red, or yellow peppers (optional)

Cut the sausage and the bacon into bite size sections. Cook in a large fry pan (cast iron) is the best on medium heat, until cooked. Add onions and peppers when cooking the meat if desired.

Brown the hash browns to desired crispiness. Mix with the meat.

Crack the eggs into a bowl add ½ C. of milk, beat until desired consistency. Add to the meat and hash brown mixture. You may also do this on top of the stove if you are using cast iron. Low – medium heat. Watch closely if baking on the stove top. Bake in the oven at 350° until done. Serves 4 – 6 people.

*Barb Tapovatz Tried' n True*

If you have a recipe you would like to share email: [sue@rockgreenrealtors.org](mailto:sue@rockgreenrealtors.org)

**Make sure you have copyright permission.**

# JANUARY 2018 BIRTHDAYS



3	Mary Hively
4	Cynthia Briggs
5	Chuck Demas
6	Linda Steinke
11	Janine Birkhimer
	Linda Kleinschmidt
12	Carol Thiel
16	Jason Sheridan
17	Preston Coutts
19	Dwight Kruse
20	Colleen Nelson
21	Angelica Figueroa
24	Beth Hanthorn
25	Macy Peterson
26	Julie Raese
29	Jackie Borgwardt
31	David Neuville

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



## DATES TO REMEMBER

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### JANUARY 2018

01-02 Association office closed, New Year's  
10 MLS Board mtg. 9 A.M. Association office  
17 Rock-Green Board mtg. 8:30 A.M. Assoc. office  
23-25 WRA Winter Convention



### UPCOMING EVENTS

Feb. 7, REALTOR & Government Day, Madison, WI  
Feb. 8, MLS Board mtg. 9 A.M. Association office  
Feb. 14, Rock-Green Board mtg. 8:30 A.M. Assoc. Office  
Feb. 15, New Member Orientation, 9 A.M., Assoc. Office

### FEBRUARY BIRTHDAYS

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

### The Safety Talk You Need to Have With Clients

Keep all parties safe in a transaction by offering buyers and sellers these important tips.

SEPTEMBER 2014 | BY [MELISSA DITTMANN TRACEY](#)

#### Safety Tips or Sellers: 6 Talking Points to Cover

1. Prescription Drugs: Remove or lock them up prior to showings.
2. Stow away valuables: Remind clients that you can't be responsible for thefts.
3. Remove family photos: It's for your clients' safety.
4. Make a house safe for the buyers and the agent.
5. Keep the house locked: Consider extra monitoring.
6. Beware of unexpected visitors coming to your doorstep.

#### For your Buyers: 3 Safety Lessons for Home Shoppers

1. Educate yourself on the safety of an area.
2. Take extra precautions in distressed, vacant homes.
3. Prevent buyer regret—and illness.

Remember, It's for Your Safety Too

For detailed info on either of these topics. Call the office and we will send you the document.  
Source: Realtor Magazine/Realtor.org