



# The Real Scene

ROCK-GREEN REALTORS® Association, Inc.

[www.RockGreenRealtors.Homes](http://www.RockGreenRealtors.Homes)

## ***A word from your President***

**By Jeff Zuelke**

I know I've written about the NAR changes taking place on August 17, 2024, but I want to make that mention again as it will certainly impact all of us in our real estate practice. The WRA has several excellent resources relative to the changes and I highly recommend everyone taking a few minutes of their time to review them.

Also, a quick review of the new forms – mandatory use date of August 15, 2024 – is strongly recommended as they do an excellent job of helping us understand how to implement the required changes. Once reviewed, it actually becomes quite clear how easy it will be to implement all the requirements of the proposed NAR settlement.

Our RPAC event this year will be held at the Beloit Country club. This is our opportunity as an Association to assist those in Madison who help us as Real Estate Agents and Brokers move forward legislation that is favorable to us as REALTORS®. Can't make the event? Please remember that donations to RPAC can be made at any time during the year. Please reach out to Vicky Kreyer at our Association office or contact Mary Gilbank for additional information relative to contributing to this very worthy cause.

Finally, the WRA Annual Convention is taking place at the Kalahari Resort in Wisconsin Dells from September 29-October 1. If you haven't attended this event in the past, it's well worth your time to attend. The Rock-Green REALTORS® Association also has a drawing for a free admission if you haven't attended this event in the past 5 years. Please reach out to Vicky Kreyer at our Association office for more information regarding the drawing for the free admission.

Wishing all of you the best as we transition to a new way of doing business on August 17?

*Happy August  
Jeff*



## **INSIDE THIS ISSUE**

**AUGUST 2024**

	Page #	Page #	
Leadership Directory	2	Membership Updates	6
A note from your Association Exec.	2	Orientation Schedule	6
Mandatory use dates for forms	2	Forms Updates	6
Important numbers	2	August Birthdays	7
Committee List	3	Have we missed your birthday	7
Annual Dues—Pre-Payment Plan	3	Have Info Changes??	7
Rock-Green Future Events	3	Dates to Remember	7
Annual Rock-Green Golf Outing Info	3	Upcoming Events	7
New Compensation Rules	3	September Birthdays	7
MLS CORNER	4	Appraiser Corner	7
MLS Information	4	Mandatory Changes	7
Listing Reminder	4	NAR New Practice Changes	7
MLS Officers/Directors Information	4		
Rock Co. Housing Stats	5	<b>Installation Registration</b>	*
RPAC Corner	5		
Note from your MLS Administrator	6		
*=Inserted Page			

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*The Real Scene* is published by the  
Rock-Green REALTORS® Association.  
PH # 755-4854 | FAX # 755-4843  
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Editor of *The Real Scene*  
Vicky Kreyer, Association Executive  
Co-Editor  
Sue Cook, MLS/Membership Administrator

## ASSOCIATION NEWS

2

### A Note from your Association Executive:

  
Hello all! I hope you all had a joyful and safe 4<sup>th</sup> of July. We are gearing up for our new Board of Directors for Association and MLS, watch your emails for the new slate of officers for 2024-25 and vote. Remember all votes count, make yours count too.

Remember NAR MLS Policy takes effect to implement practice changes by August 16<sup>th</sup>. This is the deadline for REALTOR® MLSs to implement policy changes pursuant to mandatory NAR Policy.

### Mandatory use date is August 15, 2024 for the new Forms with changes.

WB Listing Contracts (1, 2, 3, 4, 5, 6, 37)

WB Buyer Agency Agreements (36, 38)

WB Tenant Representation Agreement (39)

WB Offers to Purchase 11, 12, 13, 14, 15, 16, 17

WB Option to Purchase (24)

### WRA Form Changes and Language

#### Pre-Agency Showing Agreement (NEW)

Created to satisfy the settlement agreement requirement that requires a written agreement before touring a home.

#### Disclosure to Customers (REVISED)

Modified to ensure buyer receives all required information in the settlement agreement.

#### Disclosure Form (NEW)

Provide for any agency agreement that is not the new WB form to include settlement language.

#### Amendment Language (NEW)

Include under specific circumstances to incorporate the settlement language.

#### Firm-to-Firm Compensation Agreement (REVISED)

All new and revised forms as well as language to be available before August 15, 2024.

### 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.Homes](mailto:Vicky@RockGreenRealtors.Homes)

e-mail Member Services [Sue@RockGreenRealtors.Homes](mailto:Sue@RockGreenRealtors.Homes)

Web Site [www.rockgreenrealtors.homes](http://www.rockgreenrealtors.homes)

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**

**ROCK-GREEN REALTORS®  
ASSOCIATION  
2023-2024 ASSOCIATION  
COMMITTEE LIST**

**BUDGET/FINANCE**

Jerry Morse, Co-Chair  
Blair Winn, Co-Chair  
Neil Kerwin  
Colleen Nelson  
Jeff Zuelke

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Kassi Dixon  
Sara Reque

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Kassi Dixon  
Tammy Cherry  
Jennifer Moran  
Kathleen Stumpf, MLS Chair  
Chris Burton  
Rebecca Bittner

**PERSONNEL**

Jeff Zuelke, Association Chair  
Jerry Morse  
Heidi Krenz-Buchanan  
Neil Kerwin  
Colleen Nelson  
Blair Winn  
Katie Stumpf, MLS Chair

**MLS PROFESSIONAL  
STANDARDS  
(UPDATING COMMITTEE)**

**TBD**  
Wade Williams Chair '13 (T-18)  
Mediator (T-)  
Paul Schieldt, Mediator '12 (T-18)  
Andrea Morse, Griev. Chr '12(T-18)  
Adam Briggs '12 (T-09)  
Kaye Fulton '12 (T-18)  
Mary Gilbank '12 (T-18)  
Patricia Leak "20 (T-)  
Krista Shortreed '14 (T-13)

**ROY/AWARDS LUNCHEON**

Tammy Cherry, Chair  
Jeff Zuelke, Incoming President  
Wendy Bumgarner  
Andrea Morse  
Colleen Nelson

**RECRUITMENT**

Colleen Nelson, Chair  
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Andy Dongarra  
Jerry Morse

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Colleen Nelson  
Paul Schieldt  
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Vicky Kreyer

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Mollie Podwell

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Neil Kerwin  
Colleen Nelson  
Paul Schieldt  
Ben Shult  
Jeff Zuelke

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Colleen Nelson  
Mary Gilbank-Peterson  
Kassi Dixon  
Wade Williams  
Diana Stoehr  
Vicky Kreyer

**ANNOUNCEMENTS**

**3**

**Rock-Green Future Events**

**SAVE THE DATES**

**Aug. 29,** New Member Orientation @ the Association office. 9 a.m.

**\*Sept. 2,** Office Closed for Labor Day Holiday

**\*Sept. 26,** Installation Program, The Barn on Prairie, Registration 11:30 Program 12 P.M.

**Sept. 29, thru Oct 1,** WRA Convention at the Kalahari. Watch for Registration

**\*Oct. 3,** Golf Outing, Glen Erin/The Celtic House

**\*Oct. 9,** RPAC Annual Event @ The Beloit Club.

**\*Nov 7,** New Member Orientation @ the Association office at 9 a.m.

**\*Nov. 13,** Mastermind Mtg, time TBD, Business planning/marketing strategies for 2025.

**(There are sponsor opportunities available, call me)**

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)



**Annual Rock-Green  
Golf Outing**

October 3,

**2024**

Glen Erin Golf Club, 1417 West  
Airport Rd., Janesville, WI  
53546

10:00 A.M. Registration

11:00 A.M. Shotgun Start

4:00 P.M. Dinner and Awards @ The Celtic House

4-SOME.....\$350

INDIVIDUAL GOLFER.....\$95

GOLF ONLY.....\$75

DINNER ONLY.....\$30

HOLE SPONSORS.....\$150

Check out the other sponsorship opportunities at Registration on the Sponsor Page.

Register by scanning the QR Code above or click the link below.

[REGISTER CLICK HERE](#)



**NEW COMPENSATION RULES**

**Offers of compensation are no longer allowed on MLS listings.** Nar's latest (type in your browser) "Window to the Law" video there is a special series on MLS practice changes—which has info on how the new rules will impact broker compensation and how to communicate offers of compensation off the MLS.

Thank you to all committee members, without you we would not be able to do the things we do for our membership! See a committee you would like to join? Call the Association, 608-755-4854



**ANNUAL DUES—Pre Pay Plan**

You can still do a Pre-Payment Plan to help you with your 2025 Annual Dues. Pay ahead either monthly, quarterly or any payment schedule. Call Sue for more information. 608)755-4841 Refunds can be available before December 31, 2024 of pre-paid dues if you choose to not renew for 2025.

## MLS INFORMATION:

\*\*\* WRA Forms Update as of July 11, 2024  
**The new WRA forms and WB forms (optional use date 7/1; mandatory use date 8/15) are not yet available on zipForms. When the forms become available, you will be notified upon logging in to zipForms or through WRA's hot tips/weekly emails. The WRA is currently anticipating that all the new forms will be posted to zipForms during the week of 7/15. For now, please access forms via the PDF library at the WRA Forms Library. Visit our NAR Settlement News & Updates page for more information.**

### \*\*\* Commission Info Removed from Remarks

To comply with the terms of the NAR settlement agreement, any reference to commission or compensation has been removed from the following fields of current listings:

- Public Remarks
- Broker to Broker Remarks
- Wisconsinhomes.com Remarks
- Showing Instructions

If you notice any remaining commission/compensation references in these fields, please let us know by clicking the "Correction" button when viewing a listing in Paragon.

Any special commission notes that were previously included in these fields will now need to be communicated outside of the MLS (ex: via agent/firm website, for sale sign, social media, flyer at property, calling/emailing agents directly, etc.). The subagent & buyer agent commission fields can continue to be used until they are removed on Friday, August 16th.

### \*\*\* How to Communicate Seller Concessions in the MLS

Communicating seller concessions within the MLS is allowed and remains a valuable marketing tool following the NAR settlement changes that will be implemented on August 16th. Here are the directives to follow to maximize transparency and correctly communicate seller concessions within the MLS:

- **Concessions vs. Compensation:** Concessions are not a replacement for communicating offers of compensation or commission. Concessions cannot be included in the MLS if they are limited to or conditioned on payment to a cooperating/buyer broker.
- **MLS Remarks Fields:** Concessions can be offered in the public or private MLS remarks fields. We recommend including any concessions within the public MLS remarks to maximize visibility and transparency.

- **Provide Clarity & Conciseness:** Specify what the concession is for (i.e. roof repair, carpet allowance, buyer closing costs, etc.).
- **Use Dollar Amounts:** Concessions must be entered as a dollar amount. Percentages are not allowed in the MLS.

As Rock-Green is responsible for ensuring compliance with the NAR settlement, we reserve the right to add further direction on concessions, including "zero-tolerance" policy adjustments for misuse or creative interpretations. ☺ Remember: We are all in this together.

Visit the site on [Paragon NAR Settlement News & Updates](#) page for Q&As on concessions and more.

**Friendly reminder that all listings need to have the correct contract dates. They must match in Paragon™ and the contract. If you are not able to correct the dates; contact Sue at [sue@rockgreenrealtors.homes](mailto:sue@rockgreenrealtors.homes) or 608-755-4841**

## MLS Officers/Directors

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## Rock County Housing Statistics

Madison, WI—After eight straight months of growth in new listings, they fell 10.5% in June 2024 relative to their June 2023 levels. This was one factor contributing to a 10.5% decline in June home sales over the past 12 months and a 7.4% increase in the median price to \$327,500 over that same period.

Still, Wisconsin's growth in home sales was solid at the halfway point of the year. Home sales grew 6.9% compared to the first six months of 2023, and the median price rose 7.1% to \$300,000.

Months of inventory improved statewide to 3.5 months but remain well below the six-month benchmark that signals a balanced market. Rural areas are closest to a balanced market with 4.7 months of supply. The more urbanized areas remain strong seller's markets with smaller micropolitan areas at 3.6 months and larger metropolitan areas at just 3.2 months of available supply.

Ongoing price pressure and high mortgage rates have taken a toll on affordability in the state, which the WRA began tracking in 2009. Although the statewide median family income is estimated to have grown just over 1% in June compared to June of last year, this was more than offset by the growth in home prices and the modest increase in mortgage rates over the last 12 months. As a result, the Wisconsin Housing Affordability index fell 8%, hitting a new record low in June.

**Mary Jo Bowe**, 2024 Chair of the WRA Board of Directors, **GROWTH IN NEW LISTINGS WILL HELP**

**SALES:** "The drop in home sales was disappointing, especially given that June is typically our peak month for sales. Hopefully the unexpected drop in new listings is an aberration, and we'll see new listings bounce back in July, which will help grow home sales."

**Tom Larson**, WRA President and CEO tells us, **AFFORDABILITY PROBLEMS CONTINUE:** "This is the second straight month that Wisconsin affordability hit record-low levels. Rising home prices are part of the problem, but the real key to significant improvement in affordability is much lower mortgage rates. Currently the 30-year fixed-rate is more than twice its pre-pandemic level."

**Dave Clark**, Marquette University Economist and WRA Consultant, **FALLING INFLATION AND COOLING**

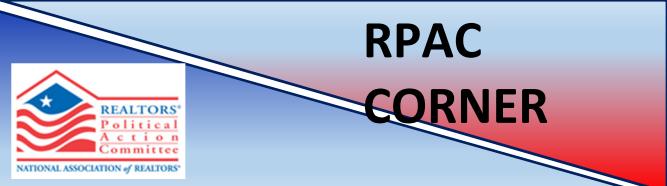
**LABOR MARKET A GOOD SIGN:** "Although the Fed did not lower short-term interest rates to begin stimulating the economy in June some signs suggest the economy is beginning to slow and cuts are more likely. Core CPI inflation continued to improve in June, and Chairman Powell

indicated in recent Congressional testimony that the labor market has also cooled to a point similar to pre-pandemic levels. He stated the Fed must balance the inflation risk against the recession risk. This increases the likelihood of a cut in short-term rates at least once this year. Although mortgage rates more closely mirror movements in longer-term rates like the yield on 10-year treasury bonds, they tend to fall when the Fed lowers short-term rates."

**Rock County Housing Statistics**—The median price for June 2024 is \$281,000 and for the month of June in 2023 it was \$260,650 that was a +7.8% change and the **Sales** for June 2024 is 222 and June of 2023 was 243 that was a decrease of -8.6%. In June of 2024 there was 3.3 months of **inventory** and in June of 2023 there was 2.9 that was a +13.8% change. Average **days on the market** in June of 2024 was 63 and June of 2023 was 59 that was a +6.8% change.

**Statewide Housing Statistics**—The median price through June 2024 is \$327,500 and through June of 2023 it was \$305,000 that was an increase of +7.4%. The sales through June of 2024 is 6,465 and through June of 2023 was 7,225 and that was a -10.5% 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.



Save the date for REALTORS® & Government Day, March 26, 2025, in Madison at the Monona Terrace!

**Watch for Bus details, coming soon.**

## LOCAL ENDORSEMENTS, WHY IS THIS IMPORTANT?

Endorsements help both the organization and the candidate define themselves and set up a positive campaign apparatus. The endorsement of candidates—especially those who go on to legislate or govern b winning their races—is a two-way street of affirmation. In one direction, the candidate can tap into resources and garner respect from the organizations and individuals that endorse their campaign platform and eventual actions while in office. In the other direction, the organization gains the respect and gratitude of a candidate who has worked tirelessly to get elected and will understand the importance of the organization's priorities.

The WRA endorsement process is well known and second to none in its thoroughness. During the 2022 election cycle, the WRA's win ratio for endorsed candidates was over 98%. Those elected officials were much more apt to take a meeting and listen to the WRA's advocacy team because they know they had the support of the organization when they ran for office.

**Wishing all August 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.

August happenings: Full Moon on the 19th

Rock-Green REALTORS® Association is always looking for new members/new offices. New member/office applications can be found online at [www.rockgreenrealtors.homes](http://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:**

Maribel Rodriguez, Shorewest Realtors  
Taje Casey, Keller Williams Realty Signature

**Members Leaving:**

Drew Rollette, Shorewest Realtors  
Amy Garza, Briggs Realty Group Inc.  
Laurie Huml Eckert, Premier Realty  
Jayme Roth, Premier Realty

**Offices Leaving:**

Premier Realty

**Members Transferring:**

Imelda Barajas from Re/Max Ignite to Keller Williams Realty  
Signature  
Christopher Burton, First Weber Inc. to C21 Affiliated Janesville



**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 2024**  
**August 29, 2024**  
**November 7, 2024**

**"Thank you Beth Hanthorn for being our orientation instructor, very much appreciated."**

**FORMS UPDATE****Listing Contracts:**

- WB-1, Residential Listing Contract
  - Exclusive Right to Sell
- WB-2, Farm Listing Contract
  - Exclusive Right to Sell
- WB-3, Vacant Land Listing Contract
  - Exclusive Right to Sell
- WB-4, Residential Condominium Listing Contract-Exclusive Right to Sell
- WB-5, Commercial Listing Contract
  - Exclusive Right to Sell
- WB-6, Business Listing Contract
  - Exclusive Right to Sell
- WB-37, Residential Listing Contract
  - Exclusive Right to Rent

**Buyer Agency Agreements:**

- WB-36, Buyer Agency Agreement
- WB-38, Commercial Buyer Agency/Tenant Representation Agreement

**Tenant Representation Agreement:**

- WB-39, Tenant Representation Agreement

**Offers to Purchase:**

- WB-11, Residential Offer to Purchase
- WB-12, Farm Offer to Purchase
- WB-13, Vacant Land Offer to Purchase
- WB-14, Residential Condominium Offer to Purchase
- WB-15, Commercial Offer to Purchase
- WB-16, Offer to purchase
  - Business with Real Estate Interest
- WB-17, Offer to Purchase
  - Business Without Real Estate Interest
- WB-24, Option to Purchase

Where can I get the updated WB Forms?

[www.wra.org/transactions](http://www.wra.org/transactions)

WRA PDF forms Library:  
[www.wra.org/forms](http://www.wra.org/forms)

Stay updated on any changes to the forms on the WRA's forms update resource page at [www.wra.org/forms update](http://www.wra.org/forms update).

# AUGUST BIRTHDAYS

1	Carol Roehl
3	Michael Lunde
5	Sara Luchsinger
8	Jenny Hallett
12	Dixie Kalk
	Saundra Nehls
	Jessica Campbell
13	Brett Gill
14	Donna Panico
	Allan Brillman
16	Kimberly VanMatre
18	Hannah Kalk
19	Kirk Kirkenwitz
	Krystle Kooiman
21	Thomas G Ewing
22	Taylor Golz
23	Greg Heinan
24	K Andreah Briarmoon
	Deborah O'Brien
25	Jeffrey Frost
26	Harry Devitt
27	Vicky Kreyer
28	Bianca Singer
	Kay Butterfield
30	Timothy Piper
31	Bob Mack
	Mary Ellen Mackey

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

Please make sure when you have any changes to your information (email, address or change of office)  
PLEASE contact:  
[sue@rockgreenrealtors.homes](mailto:sue@rockgreenrealtors.homes)

## ATTENTION REALTORS®

This is a reminder that your CE is due every two years ending in the even year #rs. Since this is 2024 yours are due this year.

## DATES TO REMEMBER

7

### AUGUST 2024

**August 15**, Assoc. B.O.D. meeting, Assoc. Office 9 A.M.

**August 29**, New Member Orientation, 9 A.M. @ the Association Office

### UPCOMING EVENTS 2024

**Sept. 2**, Labor Day, Office Closed

**Sept. 19**, Assoc. B.O.D. meeting, Assoc. Office 9 A.M.

**Sept. 26**, Installation, The Barn on Prairie

**Sept. 29-Aug1**, WRA Annual Convention

## SEPTEMBER BIRTHDAYS

1	Tamara Lund	18	Josh Johnson
	Rachel Langer		Ronda Richter-Weber
2	Gloria Singer	20	Paul Burkart
	Tim Anderson		Maysie Raine
5	Kari Reilly		Carrie Du Melle
	Sarah Zeimet	21	Lette Mazur
6	Erika King	23	Amber Buster
7	Paula Carrier	24	Candie Bonson
	Janet Churchill	25	Diane Rosenstiel
8	Matt Lee		Ramona Rodriguez
9	Eric Schmaling	27	Cindy Wright
10	Melissa Selvog		Heidi Krenz-Buchanan
	Alexa Grafft	28	JR Sheldon
12	Lori Platner		Rochelle Dix
13	Sarah McLean	29	Blair Winn
17	Mary Gilbank Peterson	30	Robert Sarow

## APPRASIER CORNER

### Appraiser license renewal (CE)

The Wisconsin DSPS requires all appraiser licensees to complete 28 hours of CE during each two-year licensing period, seven which must be USPAP, in order to renew their license. The WRA offers appraisal DSPS-approved CE courses throughout the year to help satisfy this requirement.

Contact Info:

Wisconsin DSPS

Hill Farms State Office Building 4822 Madison Yards Way

Madison, WI 53705

Website: [www.dsps.wi.gov](http://www.dsps.wi.gov)

Email: [dsps@wisconsin.gov](mailto:dsps@wisconsin.gov)

Phone: 608-266-2112 / toll-free 877-617-1565



## MANDATORY CHANGES COMING AUGUST 15, 2024

### Mandatory Use Date for Revised Forms is August 15, 2024

Starting August 15, you must use the updated WB forms, revised to comply with the NAR settlement agreement practice changes. These revised forms are mandatory, available in Transactions (zipForm Edition) and WRA Forms Library.

### NAR New Practice Changes Start August 17, 2024

With the implementation of NAR's practice changes on August 17, below are a few reminders about the actions required to obtain a release of liability and protect your organization from related claims:

\*MLSSs are no longer including offers of compensation

\*Buyers must have a written agreement before home tours.

# Installation and Awards Ceremony

THURSDAY, SEPTEMBER 26, 2024

The Barn on Prairie | 5828 S County Rd G, Janesville

11:30 a.m. Registration/Lunch  
12:00 p.m. Call Meeting to Order/Invocation

Please support your Association Leadership by  
attending the Installation of your--

**2024/2025 PRESIDENT, JENNIFER MORAN**

**And the 2024/2025 Slate of Officers and Directors  
Rock-Green REALTORS Assoc. and Rock-Green MLS LLC.**

Help Congratulate the Realtor® of the Year and the Affiliate of the Year and numerous other awards will be presented! You could also be the winner of one of the door prizes!!!

*Lunch (Taco Bar) will be Catered By: Knutes of Orfordville  
- Cost: \$7.00 per person -*

*Food Sponsored by: First Mid Bank & Trust*

**DEADLINE FOR REGISTRATIONS – SEPTEMBER 16, 2024**

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REGISTRATION FORM – 2024 INSTALLATION/AWARDS - TACO BAR

PLEASE PRINT

PLEASE PRINT

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Send/Bring payment to: Rock-Green REALTORS® Association, INC.  
4451 Woodgate Dr. Suite 100, Janesville, WI 53546  
CASH | CHECK | VENMO (@RockGreen-Realtors)

Payment form\_\_\_\_\_

Amount \$\_\_\_\_\_