



# *The Real Scene*

## ROCK-GREEN REALTORS® Association, Inc.

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

4451 Woodgate Drive, Suite 100  
Janesville, WI 53546  
Office: 608.755.4854  
Fax: 608.755.4843

### ***A word from your President*** **Jennifer Moran**

I hope this message finds you well. As your new president, I am excited to embark on this journey with each of you. Our association has always been at its best when our members are engaged.

In the coming year, my focus will be on delivering tangible benefits that support your success. We'll explore educational opportunities, networking events, and resources tailored to help you thrive in an ever-evolving market. Additionally, I believe that by growing our membership and continuing our community involvement, we can amplify our impact and foster a vibrant real estate environment.

I encourage each of you to share your ideas and feedback. I am always available for a phone call, email or face to face chat! I would love to hear your ideas! Together, we can build an association that not only meets your needs but exceeds them.

Coming up next we are hosting a Brokers Round Table on October 30th from 9-10:30 at Associated Bank. Tracy Rucka and Joe Murray will be leading us in a Mastermind. If you are a Broker, we would love to have you attend! Finally, we have our Mastermind at the Barn on Prairie on November 13th. We will be focusing on Business Planning. Keep your eye out for an Evite with more details!

Thank you for your commitment to our profession.  
Let's make this year a remarkable one!

Warm regards,

Jenn



INSIDE THIS ISSUE		OCTOBER 2024	
	Page #		Page #
Leadership Directory	2	Membership Updates	6
A note from your Association Exec.	2	New Orientation Schedule	6
DEADLINES, CE, LICENSE, DUES	2	Recipe	6
Important numbers	2	October Birthdays	7
Committee List	3	Have we missed your birthday	7
Rock-Green Future Events	3	Have Info Changes??	7
Indoor Trick/Treat Boys & Girls Club	3	Dates to Remember	7
Brokers' Round Table Meeting	3	Upcoming Events	7
MLS CORNER	4	November Birthdays	7
SUPRA Access	4	Appraiser Corner	7
Showing Time	4		
New Aligned Showings Integration	4		
MLS Officers/Directors Information	4		
Rock Co. Housing Stats	5		
RPAC Corner	5		
Note from your MLS Administrator	6		
*=Inserted Page			

## EXECUTIVE COMMITTEE

### PRESIDENT

Jennifer Moran  
815-315-1111

[Jennifer.moran@gmail.com](mailto:Jennifer.moran@gmail.com)

### PRESIDENT-ELECT

Heidi Krenz-Buchanan | 365-1481

[heidikbuchanan@gmail.com](mailto:heidikbuchanan@gmail.com)

### TREASURER

Kevin O'Leary | 741-1000

[Kevinoleary6@gmail.com](mailto:Kevinoleary6@gmail.com)

### SECRETARY

Kassi Dixon  
755-5400

[kassidixonrealty@gmail.com](mailto:kassidixonrealty@gmail.com)

### PAST PRESIDENT

Jeff Zuelke

757-2862 | [jeff@zteam1.com](mailto:jeff@zteam1.com)

### LOCAL DIRECTORS

Eric Kim

884-8468 [eric\\_kim1987@yahoo.com](mailto:eric_kim1987@yahoo.com)

Neil Kerwin

365-7791 | [neilkerwin13@gmail.com](mailto:neilkerwin13@gmail.com)

Verna Saladino  
755-5400

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

Kristin Hoff-Filak

756-4196 | [khoff@c21affiliated.com](mailto:khoff@c21affiliated.com)

Dustin Wohlfert  
743-4072

[dwohlfert@johnsonfinancialgroup.com](mailto:dwohlfert@johnsonfinancialgroup.com)

### ROCK-GREEN STAFF

Vicky Kreyer | Association Executive  
608-755-4854

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

Sue Cook | MLS/Membership  
Administrator  
608-755-4841

[Sue@RockGreenRealtors.Homes](mailto:Sue@RockGreenRealtors.Homes)

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

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! It is Fall ya'll, time for that summer clean up and time to bring out the colorful decorations that fall brings. This year is sure going fast, before we know it we will be decorating for you know what...Christmas. Looking forward to a new year and hopefully a fresh

start for everyone. And, to get a jump start on that, you will need to join us at the Mastermind program on November 13, all about Business Planning, all agents, especially new agents will benefit from our guest speakers. This will be at The Barn on Prairie at 9 a.m. Hope to see you all there. If anyone would like to sponsor a table at this event, please reach out to the Association and we can get you all set up. Thank you in advance.

We will be busy adjusting our committees for the new year. If you have a little time and would like to help on a committee, Please let us know. With your participation, you can help make this coming year fun and exciting for us all. We would love to see some new faces and ideas to join our already great members that work for you to bring you the best meetings and events. Do you have an idea for Great Meeting Content? Please let us know.

### REMINDER: CE DEADLINE IS DECEMBER 14

#### HAVE YOU COMPLETED YOUR REQUIREMENTS?

**The countdown begins! You have 53 days until the 2024 biennium deadline.**

**Also, Licensees must renew their license by December 14 of even-numbered years.**

### HAVE YOU PAID YOUR ASSOCIATION ANNUAL DUES?

The on-time date is November 30 to pay your annual dues. Or, you could be assessed a \$100 late fee. Did not receive your statement in your email? Call Sue at the Association to get a copy sent to you. All the statements went out in an Email this year.

### IMPORTANT NUMBERS

Association AE Office	(608) 755-4854
MLS/Membership Office	(608) 755-4841
Association FAX #	(608) 755-4843
e-mail Association Executive	<a href="mailto:Vicky@RockGreenRealtors.Homes">Vicky@RockGreenRealtors.Homes</a>
e-mail Member Services	<a href="mailto:Sue@RockGreenRealtors.Homes">Sue@RockGreenRealtors.Homes</a>
Web Site	<a href="http://www.rockgreenrealtors.homes">www.rockgreenrealtors.homes</a>
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  
2024-2025 ASSOCIATION  
COMMITTEE LIST**

**BUDGET/FINANCE**

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

**BYLAWS**

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

**EQUAL OPPORTUNITY**

Colleen Nelson, Chr.

**GOLF OUTING**

Gary Getchel, Co-Chair  
Al Herbst, Co-Chair  
Deb DeWitt  
Tim Shortreed  
Vicky Kreyer

**GOVERNMENT**

**AFFAIRS/FPAC**

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

**Community Involvement**

Kassi Dixon, Chair  
Stephanie Mawhinney, Co-chair  
Heidi Krenz-Buchanan  
Patricia Leak  
Andrea Mroz  
Lynnette Wirth  
Vicky Kreyer

**MEMBERSHIP/Education/  
Program/Communication**

Wade Williams, Membership-Chr  
Diana Stoehr, Program Chair  
Amy Betker-Steffensen  
Connor Fox  
Neil Kerwin  
Jennifer O'Connell  
Jeff Zuelke  
Kassi Dixon  
Sara Reque

**NOMINATION**

Jeff Zuelke, Association Chair  
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**

Vacant, Chair  
, Incoming President  
Wendy Bumgarner  
Andrea Morse  
Colleen Nelson

**RECRUITMENT**

Colleen Nelson, Chair  
Neil Kerwin  
Andy Dongarra  
Jerry Morse

**SOCIAL COMMITTEE**

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

**SUNSHINE**

Maryann Warden, Chair  
Mollie Podwell

**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**

Jeff Zuelke - Chair  
Connor Fox  
Colleen Nelson  
Mary Gilbank-Peterson  
Kassi Dixon  
Wade Williams  
Diana Stoehr  
Vicky Kreyer

**ANNOUNCEMENTS**

**3**

**Rock-Green Future Events**

*SAVE THE DATES*

**Oct. 29**, Indoor Trick or Treat at Janesville Boys and Girls club. 4 to 5:15 p.m. (3:30 or earlier, Set up)

**Oct. 30**, Brokers Round Table, 9 - 10:30 a.m.  
Associated Bank in Janesville, upstairs

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

**\*Nov. 13**, Mastermind meeting, Business planning and marketing strategies for 2025. At The Barn on Prairie starting at 9 a.m.

**(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)



**INDOOR TRICK OR TREATING  
AT THE JANESVILLE BOYS AND GIRLS CLUB**

We are still looking for anyone that is willing to host a table. All that consists of is a couple hours of your time and decorated table (or not) totally up to you and a quick little activity for the kids to play and some candy or a small trinket to hand out. We did this last year and everyone had a great time. We can really use your help with this event. Please call the Association office, Kassi Dixon or anyone on the Community Involvement Committee.

**BROKERS ROUND TABLE  
OCTOBER 30, 2024**

Calling all Brokers, this is the 2<sup>nd</sup> meeting of the Brokers of Rock-Green and it will be a good one. Tracy Rucka and Joe Murray from the Wisconsin REALTORS® Association will be here from Madison to give us some great information. This will be on the 2<sup>nd</sup> floor of The Associated Bank here in Janesville.

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

## MLS INFORMATION:

### \*\*\* Supra Access in Other Areas

SCWMLS Supra eKEY users automatically have access to Central Wisconsin and LaCrosse Area MLS Supra keyboxes. In addition, they can request access to Supra keyboxes in the Northeast WI MLS by contacting our office. You can check to see which MLS's your eKEY is currently programmed to access by clicking the right arrow (>) next to "South Central Wisconsin MLS" within the orange bar located near the top of your Supra eKEY app home page. More information on accessing keyboxes in other areas can be found on Paragon.

### \*\*\* ShowingTime Update: Opt In for SMS Text Messaging

In response to intermittent issues with mobile carriers blocking SMS/text notifications, ShowingTime recently implemented a new opt-in feature to ensure more seamless message delivery. To continue receiving important updates and key listing notifications, please take a few moments to confirm you have opted-in to receive SMS text messages from ShowingTime.

Complete the opt-in process: When a new mobile number is added to ShowingTime, or after 60 days of inactivity for an existing mobile number, ShowingTime will send an opt-in text message. It will state: "You're in! Stay updated on your listing appointments. Reply START to receive SMS notifications from ShowingTime. Msg & data rates may apply. Text STOP to unsubscribe." You must reply "START" to complete the opt-in process.


- Texts will be paused until ShowingTime receives confirmation. Once confirmed, messages that were not sent while waiting for the opt-in will be delivered.
- The prompt will be resent after 60 & 120 days to ensure receipt. If there is no response, or the recipient replies with STOP, the mobile number will be marked as "Do Not Send" and no further text notifications will be sent to that number.
- After 60 days of inactivity, you will also receive a message to opt in.
- If you're not receiving text messages, or you inadvertently opted out, text "START" to 847-865-6549 to opt in at any time.

We also suggest downloading the ShowingTime mobile app. Clients can also download the Home by ShowingTime app to stay informed throughout their buying or selling journey. For more information on downloading the apps visit the link on Paragon:

### \*\*\*New Aligned Showings Integration for Metro MLS Listings


We are excited to share that SCWMLS members can once again click to schedule showings through Paragon for Metro MLS listings (MM prefix). This integration utilizes Metro's showing service, Aligned Showings.



The Aligned Showings icon looks like this:  and can be found in the same location as our ShowingTime link. This integration has been turned on in the main SCWMLS database. Each member will be required to accept an end user agreement when accessing the software for the first time. Aligned Showings has not yet been turned on in the WIREX database.

#### Scheduling a Showing via Aligned Showings is Easy

1. From the agent full report in Paragon,

click  to access a calendar. Within

Paragon Connect, click Aligned Showings within the list of integrated products.

2. Click the date for your showing request, the type of showing, and click Next.
3. You will be presented with available times. Drag the time bar to select the time you would like. Showings are set for 30 minutes by default. You can change this by accessing a drop down on the right of the time bar. Click Next.
4. Enter a message, if you would like, before sending your request. This may be a good time to request keybox access. Click Send.
5. Watch for confirmation via email.

We understand your time is valuable and appreciate your patience as we worked on this new integration. If you have any questions or need assistance, please don't hesitate to reach out to support@wisre.com.

**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

Chris Burton, President  
Phone: 608-758-9779  
[burtonc@firstweber.com](mailto:burtonc@firstweber.com)

Rebecca Bittner, Treasurer  
Phone: 608-741-1000  
[rebeccabittner@gmail.com](mailto:rebeccabittner@gmail.com)

Ben Rein, Secretary  
Phone: 608-295-7917  
[benreinrealty@gmail.com](mailto:benreinrealty@gmail.com)

Roz Voegeli  
Phone: 608-931-7244  
[voegeli@yahoo.com](mailto:voegeli@yahoo.com)

Teresa Skridla  
Phone: 608-365-1481  
[teresaskridla@c21affiliated.com](mailto:teresaskridla@c21affiliated.com)

Shelly Cronin  
Phone: 608-207-9120  
[scronin@c21affiliated.com](mailto:scronin@c21affiliated.com)

Julie Budrow  
Phone: 608-921-8378  
[budrowj@firstweber.com](mailto:budrowj@firstweber.com)

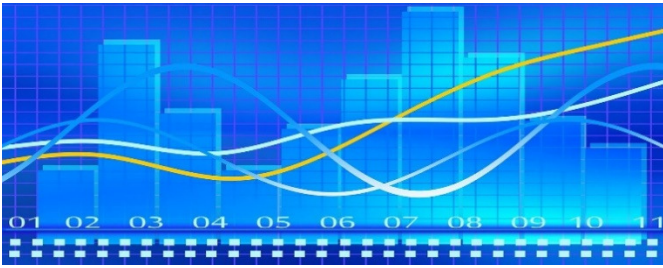
Ted Jappert  
Phone: 608-290-7260  
[tedjappert@gmail.com](mailto:tedjappert@gmail.com)

Paula Carrier  
Phone: 608-884-7051  
[paula53534@aol.com](mailto:paula53534@aol.com)

Melissa Aarstad  
Phone: 608-751-9700  
[mmhanson8785@aol.com](mailto:mmhanson8785@aol.com)

Rhonda Oshel  
Phone: 608-868-7050  
[roshel@shorewest.com](mailto:roshel@shorewest.com)





## Rock County Housing Statistics

Madison, WI—For the second month this summer, new listings tightened in August compared to that same month last year. Relative to their levels a year earlier, new listings also fell in June.

The decline in inventories pushed that statewide median price up 8% to \$324,000 and led to a 4.7% decline in existing home sales during the last 12 months.

Even though mortgage rates improved over the last 12 months, the significant price appreciation combined with only slight gains in median family income kept statewide affordability low. The Wisconsin Housing Affordability index shows the percent of the median-priced home that a buyer with median family income would qualify to purchase, assuming a 20% down payment with the remaining balance financed with a 30-year fixed-rate mortgage at current rates. The index was 121 in August 2024, down slightly from its level of 123 a year earlier.

**Mary Jo Bowe**, 2024 Chair of the WRA Board of Directors, **PROGRESS ON MORTGAGE RATES:**

“High mortgage rates make it really tough for first-time buyers to buy a home because they rely more heavily on financing than those trading up. So it’s good to see mortgage rates come down, and hopefully these trends continue.”

**Tom Larson**, WRA President and CEO tells us, **SLOWDOWN IN NEW LISTINGS:** “Growth in new listings was solid during the first five months of the year, but the summer has been a different story. New listings weakened in June, had a small rebound in July, but fell back again in August. We do think new listings will improve if the downward trend in mortgage rates continues.”

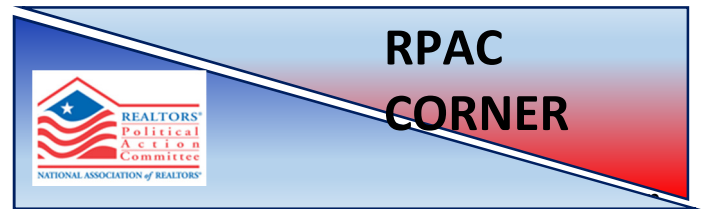
**Dave Clark**, Marquette University Economist and WRA Consultant, **START ALIGNING ON RATE CUTS:** “The Fed has a dual mandate, meaning it is charged with simultaneously avoiding recessions while also controlling inflationary pressures. In its September meeting, the Federal Open Market Committee (FOMC), which is the Fed committee that sets short-term interest rate targets, lowered the target for the Federal Funds rate by a half percentage point. This is the first cut since March 2020, and it signals the Fed is now more concerned with a weakening labor market than inflationary risks. As long as inflation remains controlled, expect additional cuts when FOMC meets in November and December.”

**Rock County Housing Statistics**—The median price for August 2024 is \$272,000 and for the month of August in 2023 it was \$250,000 that was a +8.8% change and the Sales for

August 2024 is 218 and August of 2023 was 206 that was an increase of +5.8%. In August of 2024 there was 3.4 months of **inventory** and in August of 2023 there was 3.3 that was a +0.3% change. Average **days on the market** in August of 2024 was 61 and August of 2023 was 56 that was a +8.9% change.

**Statewide Housing Statistics**—The median price through August 2024 is \$324,000 and through August of 2023 it was \$300,000 that was an increase of +8.0%. The sales through August of 2024 is 6,721 and through August of 2023 was 7,055 and that was a -4.7% 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.



and her committee and to all the sponsors and the auction donations. And, mostly You! The ones that showed up for support and all the bidders. And, we cannot forget our awesome auctioneer, Jeff Zuelke. We all did a great job and raised Over 14,000 for RPAC.

Thank you to our Sponsors, Acadia Homes, BHCCU, Bob Johnson, Badger Auction, Brabazon Title Team Group, C-21 AFFILIATED, Janesville, Coldwell Banker The Realty Group, Dori Davies, Associated Bank, Ben DeWitt, Fidelity National Title, Gilbank Construction, Kristi Amenda, Shopier Tap, Toni Vanderhaden, Keller Williams Signature Realty, Tony Dransfield, First Weber and Vertical Inspections. There were many Silent auction items donated by; Brabazon Title, Kim Jones/Kim Govert-Meris, The Rose Team & Lookabel Builders, Teresa Adleman, Tammy Cherry, Jackie Borgwardt, Wisc. Mortgage/Mandy Fritsche-Normea, Shorewest Realtors, Briggs Realty Group, Heidi Buchanan, C21 Affiliated~Beloit, Jacqueline Watson-Giese, Kristi Amenda, Lori & Doug Davis, Denise & Choice Home Warranty, 1<sup>st</sup> Community C.U., First National Bank & Trust, Mary Jo Zanton, Mary Martin Friends of Karla Clark, Walter & Son Waste Hauling, Jennifer Moran and Toni Vanderhayden. This couldn't have happened without your support.

If you missed our “RPAC After 5” event, you missed a great time. You can go to the Rock-Green REALTORS Facebook page and see some great pictures.

## MEMBERSHIP UPDATES

6

### Wishing all October 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.



October happenings: 9<sup>th</sup> RPAC After 5, 10<sup>th</sup> MLS BOD, 14<sup>th</sup> Columbus Day, 16<sup>th</sup> National Bosses Day, 17<sup>th</sup> BOD, 24<sup>th</sup> – 25<sup>th</sup> WRA BOD, 29<sup>th</sup> Trunk or Treat, 30<sup>th</sup> Brokers Round Table

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!

### September:

#### New Members:

Nathilee Hatch, C21 Affiliated Beloit  
Chanel Dietzman, C21 Affiliated Beloit  
Paige Burnett, Keller Williams Realty Signature  
Cassandra Guist, Keller Williams Realty Signature

#### Members Leaving:

Ellen Brown, Shorewest Realtors

### October:

#### New Members:

Lukus McCormick, EXP Realty LLC  
Derick Dahlby, C21 Affiliated Janesville  
Ron Williams, EXIT Realty HGM

#### Members Transferring:

Jennifer Skubis, Realty Executives Premier to C21 Affiliated (J)  
Lori Emerson, C21 Affiliated (J) to EXIT Realty HGM

#### New Offices:

EXIT Realty HGM

### 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.



**New Member Orientation 2024  
November 7, 2024**

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

**"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 ORIENTATION SCHEDULE

February 7, 2025

May 8, 2025

August 7, 2025

November 6, 2025

## RECIPE

### PUMPKIN BARS

4 eggs  
2 c. sugar  
1 (16 oz.) can pumpkin  
¾ c. melted butter  
2 c. flour  
2 tsp. baking powder  
1 tsp. baking soda  
½ tsp. cinnamon  
1 c. chopped walnuts (opt.)

Combine eggs, sugar, pumpkin and butter. Add remaining ingredients and mix. Pour into a greased and floured jellyroll pan, or if using only half the recipe, into a 9 x 13-inch pan. Bake 20 – 25 minutes at 325°. Frost with icing.

#### ICING:

3 oz. cream cheese, softened  
6 T. butter, softened  
1 tsp. vanilla  
1 T. milk  
3 c. powdered sugar

Beat cream cheese and butter until smooth. Add vanilla, milk and powdered sugar; beat well. Spread on cooled bars.  
Variation: Can also put chopped nuts on top, if desired. Oh, this is a good one!

**If you have a recipe you would like to share email: [sue@rockgreenrealtors.homes](mailto:sue@rockgreenrealtors.homes)  
Make sure you have copyright permission.  
*Barb Tapovatz Tried' n True***

# OCTOBER BIRTHDAY

2	Thomas McLean
	Christopher Ramos
3	Thomas Pullen
6	Veronica Otega
	Crystal Tuescher
9	Chad Garteski
	Vanessa Weber
	Ann Welsh
11	Shelly Schroeder
12	Kerri Walker
14	Ellen Phillips
	Krista Shortreed
19	Maribel Rodriguez
20	Cindy Garza
	Maryann Warden
	Darcy Cherry
21	Lynnea Strickland
23	Karla Hale
24	Tina Eisler
26	Anda O'Connell
27	Jennifer Thomas
29	Patricia Rufer
31	Trixie Hickok
	Courtney Prentice

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.com](mailto:sue@rockgreenrealtors.com)  
[es](mailto:sue@rockgreenrealtors.com)

## 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.

## Are You Registered To Vote?

Visit [www.myvote.wi.gov](http://www.myvote.wi.gov) to register  
and find your polling place. The final  
date to register online is Oct. 16, and  
the final day to pre-register in person  
is Nov. 1. Election Day is Nov. 5;  
polling places will open at 7 a.m. and  
close at 8 p.m. and voters can  
register the day of with a valid ID and  
proof of residence.

## DATES TO REMEMBER

7

### OCTOBER 2024

**Oct. 3,** Annual Rock-Green Golf Outing

**Oct. 9,** RPAC After 5 event at the Beloit Club

**Oct. 10,** MLS B.O.D. meeting Assoc. office 9 a.m.

**Oct. 17,** Assoc. B.O.D. meeting, Assoc. Office 9 A.M.

**Oct 29,** Indoor trunk or treat at the Janesville Boys and Girls Club

**Oct. 30,** Brokers Round Table, 9 – 10:30 @ The Associated Bank

### UPCOMING EVENTS 2024

**Nov. 7,** New Member Orientation, Assoc. Office 9 A.M.

**Nov. 13,** Mastermind, The Barn on Prairie, 9 A.M.-11 A.M.

**Nov. 21,** Assoc. B.O.D. meeting, Assoc. Office 9 A.M.

## NOVEMBER BIRTHDAYS

1	Lindsay Hansel	18	Rebecca Wehrwein
2	Loren Fellows		Dustin Wohlfert
3	Michelle Boland	20	Dawn Radke
	Taje Casey	21	Kristen Mayhew
4	Patti Droessler		Amy Rusch
5	Paul Schieldt	23	Mary Johnson
	Erik Fournais		April Halbach
6	Brenda Knighten-Slatte	24	Wade Williams
7	Julie Wilson	27	Sally Astin
	Erin Heiman		Barbara Palmby
8	Andrew Weberpal		Kimberly Govert-Meris
9	Joshua Cowles	28	Kaye Fulton
	Jennifer Branch		Henry Londo
13	Tammy Cherry	29	Debi Doiel
	Holly Nehls	20	Sue Cook
14	Michael Heiman		

**Nov. 28,** Assoc Office closed for Thanksgiving.

## APPRAISER 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.dsp.wi.gov](http://www.dsp.wi.gov)

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

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

