



2013—2014 CWBR DIRECTORS

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Director

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Director



CWBR President,
Rita Blenker

TAKE IT FROM THE TOP...

Lots of activity going on in our board, which is exciting. I hope by now you have had a chance to visit our beautiful new office building. We still need a tenant so keep our building in mind. I want to thank all that have stepped forward to accept the chair positions on our committees. They are Max Rea on the Membership Committee; Bryan Friedrichsen on the Bylaws/Policy Committee; Brian Hanson on the Professionals Standard Committee; Chris Northwood on the Strategic Planning Committee; Pam Skaleski on the Program/Education Committee; Kevin Walhof on the Multiple Listing Service Task Force. Paula Hall is going to take charge of the Communications Committee gathering the techy agents from our board so if you think you qualify as 'techy' please call Paula. Paula will be sending out the committees to each of you looking for volunteers to help so if you see something that interests you, please let us know. It is awesome to see this all coming together with some positive changes in the near future. Hence is the reason for the survey that was sent out to you. That is critical information that we need to know to improve our board and business. If you have not done so, please take the few minute it takes to complete it. After all this is YOUR board. Don't you want it working better and to be stronger for YOU?

Another exciting update---we surpassed our RPAC goal----105.43%. Our goal was \$21,000 and we are to date \$22,139.61. THANK YOU TO ALL WHO GAVE!!! WE ARE ALWAYS A STRONG BOARD FOR RPAC AND THAT IS BECAUSE OF YOU!! YOU CARE ABOUT YOUR CAREER AND FUTURE!!

I hope you all had an incredible Christmas and New Year!! Now 2014 is here---another year to be the best you can be; to make a difference!!!

TO AN AMAZING 2014!!

YOUR PRESIDENT

RITA BLENKER

Schedule of Events

December 31 – January 1
New Year's
CWBR & CWMLS Offices Closed

January 16
8:30 am New Member
Orientation
CWBR Office

January 29-31
WRA Winter Convention
The Waters of Minocqua
Minocqua

February 17
1:00 pm CWMLS Meeting
2:15 pm CWBR Meeting
CWBR Office,
925 S Park View
Mosinee

February 26
Realtor and
Government Day
Monona Terrace
Madison

New Members

REALTORS®:

Brian C. Anderson, First Weber Group, Wausau
Terra Brost, C21 Dairyland, Medford
Tammie Cansler, First Weber Group, Stevens Point
Leah Knights, Coldwell Banker TREG, Stevens Point
Wade Kutella, Coldwell Banker Action, Schofield
Beth Martin, Dean Ramsden Realty, Port Edwards
Alissa Prentice, Coldwell Banker Action, Schofield
Alicia Reedy, Coldwell Banker Action, Schofield
Jodi Teige, Coldwell Banker Action, Schofield
Matt Tranel, Coldwell Banker Siewert, Wisconsin Rapids
Erin Voss, First Weber Group, Stevens Point
Christian Winterhoff, Realty Executives of Wausau, Wausau

Affiliates

Kimberly Krings, Covantage

PLEASE NOTE: New members needing Active keys need to contact the MLS office to make an appointment.

IMPORTANT!! NEW REQUIREMENT FOR ALL NEW LICENCEES PLANING ON JOINING CWBR

New licensees must complete the online REALTOR® Code of Ethics New Member Orientation Course *BEFORE* they attend New Member Orientation.

New licensees must be a member of CWBR prior to taking this course as a NRDS number is required to log into the course.

The course will last about 2 ½ hours. (NAR requirement)

There will be an online test at the conclusion of the course. (As well as small quizzes throughout the course)

Please print out verification that you have passed the final test and completed the course. Verification must be received by CWBR prior to New Member Orientation.

To log into this course go to:

<http://www.realtor.org/coeduc.nsf/findnrdsrecord?openform>

You can also find the link at our website CWBR.org > Code of Ethics > CWBR New Member Ethics Training

CWBR & CWMLS CONTACT INFORMATION

CWBR & CWMLS Staff:

Paula Hall
Gwen McDonald
Ann Hagman

Office Hours:
 Monday—Friday,
 8:00 am - 4:00 pm

Mailing Address:
 925 S Park View Circle
 Mosinee, WI 54455

MLS Phone:
 715-693-6579
 1-877-804-5174

CWBR Phone:
 715-693-7325
 1-800-355-9499

Fax:
 715-693-7326
 1-888-695-7326

E-mail address:
cwmls@cwbr.org
cwbr@cwbr.org

Website: www.cwbr.org

ORIENTATION/ PARAGON TRAINING

The next Orientation/Paragon Training is scheduled for Thursday, January 16, 2014. It will be held in the CWBR conference room, 925 South Park View Circle in Mosinee. Registration will begin at 8:15 am; the class will last from 8:30 am to 4:30 pm. Lunch is on your own.

All Realtor and Broker applicants (Affiliates are not required to attend) are required to attend one of the first two Orientation/Paragon Training classes noticed to them or face suspension of all membership privileges. Attendees must complete on-line Code of Ethics Training prior to attending. Also attendees must stay for the entire class to be considered in compliance.

Members will receive their REALTOR pin immediately following the class. Notification of the upcoming class will be mailed to all new members approximately three weeks before class.

Check out the **National Association of REALTORS®** website, for promotional items. Receive a **10% discount** on items by using the Promo Code **CWBR2** when ordering on-line at www.realtor.org or by phone.

2013 - 2014 CWMLS BOARD OF DIRECTORS

President:

Heather Holden

Prudential Success Realty
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President-elect:

Max Rea

Realty Executives of Wausau
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 Email: Max@MaxRea.com

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 Email: Chris@northwoodre.com

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Director: Brian Slinkman

First Weber Group-WI Rapids
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Director: Ark Rhowmine

Newmark Grubb Pfefferle—Wausau
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 Email : arkr@ngpwi.com



Top Ten Reasons to Give to RPAC

By: Rob Keefe

2013 RPAC Chairman

#4

Real Estate Transfer Tax

The last time we dealt with the real estate transfer tax was 2007. Perhaps you remember that fight. As part of the Wisconsin state budget bill, former Governor Doyle proposed doubling the real estate transfer tax. That would have cost your sellers hundreds of dollars on the sale of their home. This proposal was defeated by determined REALTORS and homeowners across Wisconsin who strongly opposed this tax increase. Your response to our Call-to-Action, along with your contributions to RPAC helped carry the day when we killed this bad idea.

Your contributions to RPAC allow the WRA to support Democrats and Republicans who oppose ideas like doubling the transfer tax. Please contribute to RPAC. It's a wise investment in your business.

Paragon 5

Tech Support at 877-657-4357.

Your Multiple Listing Service does provide a mobile version of

Paragon at this URL: <http://cwbr.mobile.fnismls.com>

For sale:

FAX—addition toner cartridge included \$70.00
Call (715) 693-7325 if interested.



Central Wisconsin Board of REALTORS® is happy to announce our new partnership with Calendars & More, Inc.

For over 18 years Calendars & More has been a leading provider of supplies to the Real Estate Industry. Today Calendars & More provides over 400 NAR Board Stores the real estate supplies necessary to support their Real Estate Professionals.

Since we do not have a Board Store at this time, our partnership with Calendars & More will enable us to offer you a vast selection of Real Estate Supplies and REALTOR® logo products at a great discount - Just another benefit Central Wisconsin BOR has to offer you as a member.

When you shop through the link on our website not only will **YOU SAVE 10%** with the coupon provided, but Central Wisconsin BOR will receive a percentage of the sale, as well. **It's a WIN-WIN!** So please show your support and **SAVE!**

DON'T FORGET to use the coupon code **CWBOR10** at check out to **save 10%!!!!**



GET 10% OFF YOUR ORDER
WITH COUPON CODE: CWBOR10
CLICK THIS LINK TO SEE
THE FULL RANGE OF PRODUCTS AND SPECIAL

2014 Winter Convention

January 29-31, 2014 | The Waters of Minocqua



WRA WINTER CONVENTION 2014

January 29-31, 2014 | The Waters of Minocqua | Minocqua, Wisconsin

Join us for the WRA's best-kept secret: the winter convention! Whether you're interested in continuing education courses, networking, browsing exhibits, or having fun – you'll find it all here! With something for everyone in this three-day event, you'll gain insight and learn new ideas about technology, Web marketing, time management and more. And, you'll have time for fun, too with the Welcome Party, DJ and Chili Cook-off!

Convention highlights:

- Opening Session: "Bridging the Gap: Combining Yesterday's Practices with Today's Trends to Win in this Market" with Jared James
- "The New Negotiating Edge...A 5 Step Behavioral Model" CRS elective
- 2013-2014 real estate CE
- Informative workshops about how to grow your business, mobile apps, rental agreements and more!
- Networking with colleagues

Browsing exhibits for products and services to enhance your business

Why YOU should attend:

- One-day CRS elective to fulfill your designation requirement
- You need to complete CE requirements before December 14, 2014 — Winter Convention is the perfect place!
- Build your network of other real estate professionals from around the state
- The information you receive will jump-start your year
- Enjoy all that a Wisconsin Winter has to offer in the beautiful Northwoods!



**Rental Office Space Available Now
925 S Park View Circle, Mosinee**

**Contact Rita Blenker at 715-387-2121 or
Pam Skaleski at 715-343-5701
for more information.**

Optional: Upgrade to eKEY ...Supra eKEY is an 'app' that turns your smartphone or tablet into your key. While you're at the event, why not upgrade to eKEY and only carry one device?

To download the eKEY 'app':

- Apple:** Select 'App Store' icon, select **Search** and search for **Supra eKEY**, select the app, & tap **Install**.
- Android:** Select 'Market', **Play Store**, or 'Google Play' icon, select **Search** and search for **Supra eKEY**, select the app, & tap **Install**.
- BlackBerry:** Select 'App World' icon, select **Search** and search for **Supra eKEY**, select the app & tap **Install**. Older Blackberry's need to open the internet browser, type www.ekeymobile.com and download the app.

Important:

Make sure the eKEY 'app' is downloaded prior to attending the event.

| Key Choice | eKEY Professional | eKEY Basic | ActiveKEY |
|--------------------------------------|---|--|---|
| <i>Pricing</i> | \$23.95 per month, billed monthly | \$17.95 per month, billed monthly | \$18.50 per month, billed semi-annually |
| <i>Functionality</i> | Basic Lockbox functions on your smartphone plus MLS, maps and showing activity | Basic Lockbox functions on your smartphone | Basic Lockbox functions |
| <i>Optional Additional Accessory</i> | <p>Older iPhones (iPhone 4 and older) and iPads (iPads 2 and older) require a fob.</p> <p>If showing in surrounding areas with older iBoxes or iBox BT, you will need a fob to open iBoxes.</p> <p>Fob price is *\$54.95.</p> <p>For additional information, please click the Certified eKEY Devices list</p> | | N/A |

**Tax not included - Pricing subject to change*



Join us for this year's REALTOR® and Government Day on February 26 at the Monona Terrace in Madison.

Pathways to Professionalism

While the Code of Ethics and Standards of Practice of the National Association establishes objective, enforceable ethical standards governing the professional conduct of REALTORS®, it does not address issues of courtesy or etiquette. Based on input from many sources, the Professional Conduct Working Group of the Professional Standards Committee developed the following list of professional courtesies for use by REALTORS® on a voluntary basis. This list is not all-inclusive, and may be supplemented by local custom and practice.

I. Respect for the Public

1. Follow the “Golden Rule” - Do unto others as you would have them do unto you.
2. Respond promptly to inquiries and requests for information.
3. Schedule appointments and showings as far in advance as possible.
4. Call if you are delayed or must cancel an appointment or showing.
5. If a prospective buyer decides not to view an occupied home, promptly explain the situation to the listing broker or the occupant.
6. Communicate with all parties in a timely fashion.
7. When entering a property, ensure that unexpected situations, such as pets, are handled appropriately.
8. Leave your business card if not prohibited by local rules.
9. Never criticize property in the presence of the occupant.
10. Inform occupants that you are leaving after showings.
11. When showing an occupied home, always ring the doorbell or knock—and announce yourself loudly—before entering. Knock and announce yourself loudly before entering any closed room.
12. Present a professional appearance at all times; dress appropriately and drive a clean car.
13. If occupants are home during showings, ask permission before using the telephone or bathroom.
14. Encourage the clients of other brokers to direct questions to their agent or representative.
15. Communicate clearly; don't use jargon or slang that may not be readily understood.
16. Be aware of and respect cultural differences.
17. Show courtesy and respect to everyone.
18. Be aware of—and meet—all deadlines.
19. Promise only what you can deliver—and keep your promises.
20. Identify your REALTORS® and your professional status in contacts with the public.
21. Do not tell people what you think—tell them what you know.

II. Respect for Property

1. Be responsible for everyone you allow to enter listed property.
2. Never allow buyers to enter listed property unaccompanied
3. When showing property, keep all members of the group together.
4. Never allow unaccompanied access to property without permission.
5. Enter property only with permission even if you have a lockbox key or combination.
6. When the occupant is absent, leave the property as you found it, (lights, heating, cooling, drapes, etc.). If you think something is amiss (e.g. vandalism) contact the listing broker immediately.
7. Be considerate of the seller's property. Do not allow anyone to eat, drink, smoke, dispose of trash, use bathing or sleeping facilities, or bring pets. Leave the house as you found it unless instructed otherwise.
8. Use sidewalks; if weather is bad, take off shoes and boots inside property.

III. Respect for Peers

1. Identify your REALTORS® and professional status in all contacts with other REALTORS®.
2. Respond to other agents' calls, faxes, and e-mails promptly and courteously.
3. Be aware that large electronic files with attachments or lengthy faxes may be a burden on recipients.
4. Notify the listing broker if there appears to be inaccurate information on the listing.
5. Share important information about a property, including the presence of pets; security systems; and whether sellers will be present during a showing.
6. Show courtesy, trust, and respect to other real estate professionals.
7. Avoid the inappropriate use of endearments or other denigrating language.
8. Do not prospect at other REALTORS® open houses or similar events.
9. Return keys promptly.
10. Carefully replace keys in the lockbox after showings.
11. To be successful in the business, mutual respect is essential.
12. Real estate is a reputation business. What you do today may affect your reputation—and business—for years to come.



Central Wisconsin Board of REALTORS

2014 Dues & Fee Schedule

| 1 st Quarter – January 1 st to January 31 st , 2014 | | | | | | |
|--|------------|------------|---------------|-----------------|--------|-------------------|
| | Local Dues | State Dues | National Dues | New Member Fees | | Total Dues & Fees |
| | | | | State | Local | |
| Designated REALTORS | 114.00 | 298.00 | 155.00 | 75.00 | 216.00 | 858.00 |
| REALTORS | 107.00 | 298.00 | 155.00 | 75.00 | 216.00 | 851.00 |
| Affiliates | 105.00 | 271.00 | | | | 376.00 |

| 1 st Quarter – February 1 st to February 28 th , 2014 | | | | | | |
|--|------------|------------|---------------|-----------------|--------|-------------------|
| | Local Dues | State Dues | National Dues | New Member Fees | | Total Dues & Fees |
| | | | | State | Local | |
| Designated REALTORS | 114.00 | 298.00 | 145.00 | 75.00 | 216.00 | 848.00 |
| REALTORS | 107.00 | 298.00 | 145.00 | 75.00 | 216.00 | 841.00 |
| Affiliates | 105.00 | 271.00 | | | | 376.00 |

| 1 st Quarter - March 1 st to March 30 th , 2014 | | | | | | |
|--|------------|------------|---------------|-----------------|--------|-------------------|
| | Local Dues | State Dues | National Dues | New Member Fees | | Total Dues & Fees |
| | | | | State | Local | |
| Designated REALTORS | 114.00 | 298.00 | 135.00 | 75.00 | 216.00 | 838.00 |
| REALTORS | 107.00 | 298.00 | 135.00 | 75.00 | 216.00 | 831.00 |
| Affiliates | 105.00 | 271.00 | | | | 376.00 |

| 2 nd Quarter – April 1 st to April 30 th , 2014 | | | | | | |
|--|------------|------------|---------------|-----------------|--------|-------------------|
| | Local Dues | State Dues | National Dues | New Member Fees | | Total Dues & Fees |
| | | | | State | Local | |
| Designated REALTORS | 85.50 | 224.50 | 125.00 | 75.00 | 216.00 | 726.00 |
| REALTORS | 80.25 | 224.50 | 125.00 | 75.00 | 216.00 | 720.75 |
| Affiliates | 78.75 | 203.25 | | | | 282.00 |

New member fees are a one-time fee.
 Total Dues & Fees must accompany new member applications.
 Membership dues are computed from the date of application. If the prospective member is not granted membership or withdraws his application before Board approval or payment of State and National dues to the WRA, the dues paid will be refunded less a \$25.00 administrative fee.