



*"We exist to provide value, promote professionalism and ethics, and progressively advocate for our members success."*

**CWBR**

Paula Hall, Executive Officer  
 Brittney Binder, Administrative Asst.  
 925 S Park View Circle  
 Mosinee WI 54455  
[cwbr@cwbr.org](mailto:cwbr@cwbr.org)  
 Ph. 715-693-7325  
 Fax 715-693-7326

**CWMLS**

Ruth Knoble, MLS Coordinator  
 925 S Park View Circle, Mosinee WI 54455  
[cwmls@cwbr.org](mailto:cwmls@cwbr.org)  
 Ph. 715-693-6579  
 Fax 715-693-7326

**PARAGON TECH SUPPORT**

1-877-657-4357

**PARAGON URL**

[cwbr.paragonrels.com](http://cwbr.paragonrels.com)

**MOBILE PARAGON**

(mobile website – not an app)

[cwbr.mobile.fnismls.com](http://cwbr.mobile.fnismls.com)

**THE CENTRAL SCENE**

Official Newsletter of CWBR Volume XIX Issue 1  
 January February 2017



Happy New Year CWBR,

Exhale! Repeat as necessary! You finally made it to the end of the year. 2016 was a busy year, with a healthy real estate market, the election cycle and the usual end of year holidays and activities that all seem to all merge together in a frenzy.

Exhale! Catch your breath! Before you take off and start running like a hamster on a wheel, take some time to look back at the past year and make two lists. One list is of the top moments that you want to remember, celebrate, and do all over again. The second one is of those moments that you want to forget, but you also want to learn from so you don't make the same mistakes again.

Then start making plans for 2017. You do make plans, don't you? Planning helps you define your goals and targets, and your actions all need to be aimed toward getting you there. As Yogi Berra said, "If you don't know where you are going, you'll end up someplace else." Goals, and plans to accomplish them, are important at every stage of your career. There are a number of strategies for goal planning and setting targets, the key is to work with your manager to develop goals and an action plan to help you attain them. Having a goal will make you responsible for the work required to achieve your goals, with your manager providing support and helping to track your results.

January is also a great time to attack that pile of prospects that you accumulated over the year who you lost track with along the way. Maybe they looked at one house, or you talked about selling theirs, and somehow you never connected again. Agents often say that they need good prospects, these notes and files on your desk could jumpstart your year with a little effort.

Whatever you do, give it your best effort and show your prospects, customers and clients the value of working with a REALTOR®, especially you!

Best wishes for a safe and prosperous 2017,

Brian Hanson



**NEW MEMBERS**

**REALTORS**

**Alisha Pillsbury**, First Weber, Stevens Point

**Keely Sullivan**, Coldwell Banker the Real Estate Group, Stevens Point

**Lauren Griggs**, Keller Williams Fox Cities, Appleton

**Lindsey Morey**, Terry Wolfe Realty, Wisconsin Rapids

**Becky McDonald**, First Weber, Marshfield

**Pamela Wagner**, First Weber, Stevens Point

**Ashley Buckholt**, Coldwell Banker the Real Estate Group, Stevens Point

**Thank you to all of our  
Salvation Army Bell  
Ringers!**

We were able to cover 25 bell ringing shifts this year to help those in need. Here are our 2016 bell ringing members!

Janet Ammons – Coldwell Banker Brenizer  
Sharon Helwig – RE/Max American Dream  
Stacie Lang – Keller Williams Fox Cities  
Carla Baumgardt – Coldwell Banker Action  
Jayne Alwin – Coldwell Banker Action  
Pam Larkin – First Weber  
Janna Hamann – First Weber  
Heidi Condon – Exit Greater Realty  
Alissa Prentice – Exit Greater Realty  
Sheila Ferrin – Coldwell Banker Action  
Dean Kolden – US Bank Home Mortgage  
Sue Hanson – First Weber  
Marilyn Kurtz – Runkel Abstract & Title  
Gary Zastrow – Coldwell Banker Action  
Jody McLaughlin – Coldwell Banker Action  
Sharon Fralick – First Weber  
Clay Fralick – First Weber  
Max Rea – RE/Max Excel  
Michelle Millikin  
Connie Reiter-Miller – RE/Max American Dream  
Crystal Rosplock – Coldwell Banker Brenizer  
Joe Dina – Coldwell Banker Action  
Judi Erickson – Coldwell Banker The Real Estate Group  
Dan Brun – RE/Max American Dream  
Cheri Barnett – RE/Max American Dream

**CWBR 2017 PREMIER LEVEL AFFILIATES!**

**GOLD MEMBER**

**KEVIN MARSHALL  
US WATER**  
6905 VENTURE CIRCLE  
WESTON, WI 54476  
PHONE: 715-842-2215  
<http://www.uswater.com>



**SILVER MEMBER**

**SAM THEILER  
MIDWEST TITLE GROUP, LLC**  
151 S 2<sup>ND</sup> STREET STE 200  
MEDFORD, WI 54451  
PHONE: 715-748-4790  
[Sam.theiler@midwesttitlegroup.com](mailto:Sam.theiler@midwesttitlegroup.com)

**BRONZE MEMBER**

**LAURA LEONHARD  
WATERSTONE MORTGAGE**  
1304 N CENTRAL AVE  
MARSHFIELD, WI 54449  
PHONE: 715-384-3838  
[lleonhard@waterstonemortgage.com](mailto:lleonhard@waterstonemortgage.com)



**TODD SCHULTZ  
FAIRWAY INDEPENDENT  
MORTGAGE CORPORATION**  
211 S CENTRAL AVENUE  
MARSHFIELD, WI 54449  
PHONE: 715-384-7878  
[todds@fairwaymc.com](mailto:todds@fairwaymc.com)



**KATHY BRANDL  
SIMPLICITY CREDIT UNION**  
222 E UPHAM STREET  
MARSHFIELD, WI 54449  
PHONE: 715-387-3702  
[kbrandl@simplicity.coop](mailto:kbrandl@simplicity.coop)



**Sign up for REALTOR®  
Party Mobile Alerts**

Be active in shaping your industry by signing up for REALTOR® Party Mobile Alerts!

When there is an issue affecting your industry, NAR will send you a short message when they need you to take action.

Click this link to sign up:  
<http://www.realtoractioncenter.com/realtor-party/realtor-mobile-action.html>

**MARK YOUR  
CALENDAR**

**CWMLS and CWBR** next Board of Directors meeting will be held on February 20<sup>th</sup>. **CWMLS board meeting starts at 11:00 AM and CWBR board meeting starts at 12:30 PM.** Lunch will be provided after the CWMLS meeting.

**CWBR NEW MEMBER ORIENTATION** will be held all day January 19<sup>th</sup> from 8:30 AM – 4:30 PM.

**CWBR and CWMLS** will be closed on Friday, December 30<sup>th</sup> and Monday, January 2<sup>nd</sup> in observance of the New Year.

**URGENT INFORMATION FOR SUPRA ACTIVE  
KEY USERS! SUPRA ACTIVE KEYS WILL NOT  
WORK AFTER JANUARY 1, 2017.**

Due to technological changes with AT&T, Supra ActiveKeys (the separate keypad device that is used to access Supra Lockboxes) will no longer work by the end of 2016. *There will not be a disruption of service for anyone using the Supra eKey (smartphone app option) service.*

**Supra ActiveKeys must be returned to the CWBR office by December 31<sup>st</sup> or you will incur a \$275 charge from Supra.**

There will be 2 options available to all members that are currently using the ActiveKey.

Option 1. Supra ActiveKey users can switch over to the Supra eKey app service. You must have a smartphone. This service is less expensive than the XpressKey. Price for the Supra eKey is \$15.87+tax per month. You can do this starting today. You will need to call CWBR at 715-693-7325 to make an appointment. It will take about 15 minutes to turn in you Supra ActiveKey and get set up with the Supra eKey on your smartphone. The remainder of your lease for the ActiveKey will be prorated and applied for the Supra eKey.

Option 2. If you do not have a smartphone, you can exchange the Supra ActiveKey for a Supra Xpress key. **We currently do not have the new Supra Xpress Keys in the office yet, so please watch for messages stating that we have them in the office.** Once we have the Supra Xpress Keys, you will need to contact CWBR at 715-693-7325 to make an appointment. It will take about 15 minutes to exchange your ActiveKey for an Xpress Key.

Please contact CWBR with any questions at 715-693-7325