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2019 REALTORS® ASSOCIATION OF NORTHEAST WISCONSIN

# *Annual Report*

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10 COUNTIES 8,006 SQUARE MILES 23 MLS MARKETS  
400 COMPANIES 2190 REALTORS® 353 AFFILIATES  
1 SHARED PURPOSE



TUESDAY, OCTOBER 22ND  
BRIDGEWOOD RESORT HOTEL & CONFERENCE CENTER  
NEENAH, WI



## Our Mission

### Voice for Real Estate® in Northeast Wisconsin

*The REALTORS® Association of Northeast Wisconsin strives, through collective and cooperative services, to enhance the competency and integrity by which its members will succeed.*

The REALTORS® Association of Northeast Wisconsin (RANW) is a trade association providing services to the real estate community in northeast Wisconsin, with membership of over **2500** REALTORS® and Affiliates. Our Association is part of the greater real estate community, affiliated with the Wisconsin REALTORS® Association and the National Association of REALTORS®. RANW's market area covers the Green Bay, Fox Valley, Oshkosh, Fond du Lac, Waupaca, Shawano, Calumet and Waushara areas. The Multiple Listing Service of RANW serves an even broader market, covering 9 primary and 14 other service areas.

#### I AM A REALTOR® I Pledge Myself

**To strive to be honorable and to abide by the Golden Rule;**

**To strive to serve well my community, and through it, my country;**

**To abide by the REALTOR® Code of Ethics and to strive to conform my conduct to its aspirational ideals;**

**To act honestly in all real estate dealings;**

**To protect the individual right of real estate ownership and to widen the opportunity to enjoy it;**

**To seek better to represent my clients by building my knowledge and competence.**



## SUPRA Lockbox System

### RANW MLS Supra Lockbox System Updates

In the past year, the RANW MLS Supra Lockbox System has seen some major changes to the Supra eKEY Application.

#### Updates to the Supra eKEY Application include:

- **A new safety feature** in the Supra eKEY app called “Alerts” sends notices to up to 3 pre-determined contacts at the touch of a button – with a link to a map of the location of the eKEY.
- **Authorization code improvements** include shorter authorization codes as well as the ability to generate your own codes.
- **Data at the door** has also improved, displaying MLS listing data plus a property photo when the Keybox is opened.
- **Apple Watch compatibility**
- **Keybox Showing Notes** - Listing agents can program listing-specific showing notes in a Keybox without visiting the listing.
- **Supra One-Day Codes** continue to be available for temporary access to lockboxes only for WIREX MLS Subscribers.
- **Reciprocal Access** with your eKEY to listings in Central, South Central and Marinette WI MLSS, and their eKEYS to yours.
- **New Bluetooth BTLE Lockboxes** are serving the members well with few issues reported, including members not placing house keys in box properly.
- **SupraWeb Tool** – A great tool for companies and agents, allowing you to track activity on the Keyboxes, properly assign them, and organize inventory.
- **Company Emergency Display Key** available for emergency use only, if an agent breaks his or her phone and needs a key.
- **SUPRA learning videos** have great tips and are posted on Ranw.org and Supraekey.com along with other training materials and video tutorials.
- **Training in person** - Attend our RANW MLS Basics class, covering Paragon & MLS Rules as well as Supra Lockbox info.

**Companies Participating in the Lockbox System Service in 2019:** 358

**Keyholders Participating in 2019:** 2,101

**Lockboxes currently assigned:** 6,781

## NEW Member Portal

Congrats to those of you already venturing into RANW's New Member Portal. Members can pay your 2020 dues through the new Portal as well as update your personal information in the RANW database. For example, home address changed? You can update it right on the Portal. Member IDs are listed too, along with your license number, phone & office info. Quick Links to popular websites are also right on the home page, conveniently in one place.

Another great feature for company management is the account lookup for Brokers and Affiliate Designates where you can view members in your office and even pay for their renewal dues at one time if you choose to, just by selecting the members and invoices you want to pay. Down the road, when other new functions are launched, members can not only check the calendar for RANW Continuing Education and events but register online and even have a history of your events. And we hope by early next year we'll be offering MLS billing online!

There are lots of features to check out with our new Portal. Log-in today using your RANW (MLS) Member ID or NAR ID! Go to <https://mdweb.mmsi2.com/ranw/> or refer back to the link emailed to all members this month.

**Thank you for attending the 2019 Annual Meeting!**

## Multiple Listing Service

### RANW MLS System

#### New programs, new policies and new fields / features to better serve RANW MLS members

The Paragon system continues to be enhanced by Black Knight in the Collab Center, CMA program, power search, quick search and many other new features.

The RANW MLS Committee, MLS Directors, Appraiser Committee and an MLS Work Group have worked this year to make changes to better equip members in presenting their listings in MLS. New data fields will be added or changed in Paragon and WIREX, and the changes will be reflected in the RANW MLS Rules. Watch for updates.

**HOMESNAP Pro** – The new app is part of your Paragon MLS system—some of your members who have beta-tested it say the app offers a lot to agents and to customers too! It is compatible with any phone, iPad or tablet in the field with buyers. The Homesnap app uses your location to allow searching for nearby properties, by commute times, schools and school districts, and – for iPhone users – the ability to walk a virtual property line. There are also safety features included such as automatically texting a contact to check-in during/after a showing.

#### Square Footage:

The definition of RANW MLS **Finished Square Footage** stayed the same, but an important new “allowance” was made. The listing agent will be able to state and include the finished square footage even if one of the 4 components is missing, as long as the missing component is noted in Remarks. Also, NEW fields/features will be added related to square footage.

Along with square footage the group reviewed **Building fields and Architecture Features**. The most significant of these will merge Manufactured/Mobile w/ Land”, move it from Building Type to Architecture, and add a new choice of Modular/Sectional to better describe a property.

**Garages:** Another important change will be made to Garages. Tandem garages will be allowed to be included and new fields for indicating Tandem attached or detached will be added.

For the many **Vacant land** property listings in MLS, Paragon will be adding a Lot # in the street address if no street address is available, and auto-populate the last year of sold listings to assist members with property history.

**WATERFRONT current** definition, MLS Rules and current practices were reviewed and the following changes were reached with the intent of being clear to members and the public, and to lessen potential liability to members. Some current Waterfront properties may no longer qualify as waterfront, but there will be more properties that *will* qualify as Waterfront. Also NEW Waterfront fields/features are to be added to Paragon for all property types.

**For all property types to qualify as Waterfront**, the property/owner must:

- 1) Own frontage abutting a basin, bay, channel, lake, river, or “other” body of water; that allots lawful riparian or littoral rights;
- 2) Require an inclusion of a GIS image, map image, or similar photo of the body of water; IF Paragon cannot use the Google map from the Paragon system as one of the 60 photos in MLS to fill this requirement;
- 3) Require if “Other” is selected, an explanation is to be included in Public Remarks identifying what the Body of Water is;
- 4) The body of water is no longer required to be on the DNR Bodies of Water list, with the exception of a body of water that is referred to as a pond in the name;
- 5) If the body of water has “pond” in the name, the body of water will need to be on the DNR Bodies of Water list, for example: Reservoir Pond or Chute Pond in Oconto County;
- 6) Properties with “only deeded water access” do not qualify as “Waterfront”.

## Election of RANW Board of Directors

RANW's Annual Meeting includes the election of RANW Directors by REALTOR® members. Candidates submitted by the Nominating Committee for election to the Board of Directors on October 22nd are Andrew Beiser, Ben Lyons, and Mike Kunesh. New director terms are for three years, beginning January 1, 2020.

Members serving on the Board in 2019 include Judd Stevenson, President through 2020; Michael Sewell President-Elect; Mike Kunesh, Past-President; Pat Kaster, Treasurer/Secretary; and RANW Board of Directors: Jill Dickson-Kesler, Candace Kriner, Charlene Maurer, Diane Campshure-Walczyk, and Scott Swick.

The REALTORS® Association and its subsidiary MLS are separate corporate entities. RANW is the sole owner of the MLS. In 2018 the governing boards were restructured and resized effective with the 2019 boards. Association Directors continue to be elected by REALTOR® members. Officers elected by the seated RANW Board will also serve as officers of the subsidiary MLS Board. Directors on the MLS Board of Directors are appointed by the RANW Board. Members serving on the 2019 RANW MLS Board of Directors include Debbie Gritt, Diane Campshure-Walczyk, K.C. Maurer, Lori Muller, and Brittany Voigt who replaced Sara Schnell. Our appreciation to all who serve in these leadership roles.

## RANW Membership

The REALTORS® Association of Northeast Wisconsin grew to **2190** REALTOR® members, compared to **2120** this time last year. Of those members, **254** have joined **so far** in 2019. Designated REALTORS® (company owners and managers) total **418**. REALTOR® renewals in January were slightly under our target at **90.3%**, and new members throughout the year were again on the rise. Affiliate membership includes **353** members in **185** companies and branches. We expect another good renewal of both REALTORS® and Affiliates for **2020!**

## Education

RANW remains committed to providing the best instruction at competitive prices, both live and by remote broadcast. The 2018-2019 biennium for Appraisers Continuing Education ends this year. The WI DSPS requires renewing appraiser licensees to complete 28 hours of CE during each two-year licensing period, seven which must be USPAP. Appraiser CE is being hosted at RANW on October 24th and October 30th, 2019. Residential CE live classes will be held in Spring at RANW, and two series in Fall, Fox Valley and Green Bay. RANW also offers designation courses locally with WRA.

## Commercial & WCIE

RANW serves an active contingent of Commercial members who meet on issues important to the commercial markets. RANW also offers a newly-expanded Commercial Information Exchange (WCIE), a comprehensive online property service exclusively for REALTORS® and commercial properties. WCIE members not only have full search, report, and listing distribution services through WCIE Catylist, but are now also part of Catylist's new CX Exchange, a new platform with enhanced and simplified access to commercial properties nationwide. Call RANW to join!

## MLS & WiREx

**RANW MLS** provides MLS services to **410** companies (with branches) and **2233** subscribers in Northeast WI. RANW MLS is a partner in **WiREx** (Wisconsin Real Estate exchange), the data sharing program founded with Metro and South Central MLSS, which services almost every MLS in Wisconsin. WiREx listings are also now fully integrated in Paragon.

## Core Standards

NAR continues to raise the bar for local and state Associations as a condition of maintaining their board charters. The NAR “Organizational Core Standards” require all local & state Associations to annually report specific accomplishments in each of six service categories. RANW has exceeded NAR’s compliance thresholds each year. As Directors and Committees plan annual programs, they look to these Standards, which are enhanced annually by NAR to meet changing priorities.

Member Code of Ethics • Political Advocacy & Engagement • Consumer Outreach • Community Investment  
Technology • Fiscal Integrity and Financial Solvency • Unification and Support of the REALTORS® Organization

## RANW Community Investment

RANW once again joined forces with **Make-a-Wish Wisconsin®** to co-host its annual fundraising event at the Wisconsin Timber Rattler stadium. **816** REALTORS® and Affiliates, their friends, colleagues, and families supported the sold out June 20th event. The huge crowd enjoyed a picnic, raffles and DJ before heading into the stadium for the evening game. This year broke a new record raising **\$31,588** for Make-a-Wish Wisconsin®. Many thanks to the very generous sponsors of the event, the Special Events Committee and Duane Murphy, Chair. And a big shout-out too to the **Name That Tune** event in Green Bay coordinated by Jill Dickson that raised **\$7,318** for the NEW Shelter. In the Fox Valley, Cindy Weyenberg and Carmen Weber coordinated a **Blood Drive** in September for the benefit of the Community Blood Center; they hope to expand next year.

## Committees

### RANW Multiple Listing Service Committee (Debbie Gritt)

The MLS Committee collaborated with Directors and Work Groups throughout the year to enhance MLS services, programs and technology for Paragon, WIREX, and the Lockbox Service. This exceptionally dedicated team worked to make some significant changes to the MLS System and MLS polices to better equip members in the presentation of their listings. The most significant changes being made in Paragon and in MLS polices are related to Square footage, Garages and Waterfront. Also recommended and available this week for members in MLS is the Homesnap app which is now integrated with Paragon.

### Appraisers Committee (Lynn Brown, Jana Niemi)

Experienced practitioners come together to address local & state appraisal issues and relay any potential impact, occasionally hosting forums on licensing, certification and regulatory issues, and new MLS programs. Their expertise is often called upon for MLS projects to bring the Appraiser perspective to Paragon, which they did this year with the square footage, waterfront and garages. They also hosted a program with the DSPS Attorney and a lunch with RANW- sponsored Appraiser CE Classes.

### Recognition (Adam Turriff)

The Recognition Committee, comprised of past award recipients, honors RANW members for Excellence in Professionalism each year based on contributions and service to the Association and to the community, along with a high standard of ethics and professionalism. Members may be nominated throughout the year for this prestigious award.

### Golf (Jonathan Peterson, Brian Julius, Sheri Lefeber, Julie Luker )

The summer months brought mostly sunny, a little rainy, but very successful golf outings to Green Bay, Fox Valley, Fond du Lac, and Oshkosh. All four outings saw an increase in member & affiliate participation. These outings are possible because of the generous support of our committee members and Affiliate sponsors.

### Holiday Parties (Jody Kemppainen & Cindy Barr-Scott)

Holiday Parties will take place this year in Green Bay & Fond du Lac. Members from all areas are welcome to join in the festivities. Both parties support a local charity each year. Green Bay will host their event on December 12th in the Titledown District and Fond du Lac will host theirs on December 5th. Thank you to all our generous Affiliate Holiday Sponsors!

## Committees

### Government Affairs / RPAC (Sharon Huss)

The Government Affairs Committee continues meeting several times a year to review federal, state & local legislative and political issues affecting the real estate industry. This committee not only achieved their 2018 fundraising goal, but RANW had the highest percentage participation in the state. The committee continues its role of promoting a number of events including WRA’s statewide REALTOR® & Government Day, and RANW’s Legislative Forum & Economic Development Bus Tours. As part of NAR’s Core Standards Advocacy requirements, the committee is giving increased attention to promoting member response to NAR & WRA Calls For Action, support for candidates in the upcoming November election, and promotion of the Broker Involvement Program.

### Commercial Council (Gene Young)

The Commercial Council hosts educational programming and networking opportunities to enhance involvement among commercial practitioners within the RANW Council including industry speakers and roundtable discussions on economic, regulatory and public policy issues. This year, the council received a grant from NAR to host an education forum regarding financing options to help local governments spur economic development.

### Housing Advocacy Committee (Rich Christensen)

The coordinated meetings with the Fox Cities Home Builders Association continue to provide a strong framework to advocate on the many issues the Associations share in common. This year the Joint Committee has continued to discuss concerns related to land development hurdles, comprehensive plan and zoning code updates as well as how to address the growing shortage of affordable housing. The committee also meet regularly with local elected officials and government staff to talk about issues and opportunities in each community.

### Neighborhood Outreach

RANW will hold its 11th annual Neighborhood Outreach Day October 25, 2019. Neighborhood Outreach Day was first initiated by the Equal Opportunity Committee to bring members together to help elderly or disabled homeowners with fall lawn chores. RANW continues to have a strong showing of leaders in each market helping organize member teams and Affiliate-sponsored lunches. RANW works with members in broadening efforts toward a closer collaboration with housing groups in NE WI, promoting awareness of the Partnership for Success Program, and other fair housing issues.

### Professional Standards (Al Lamers, Linda Marx, Brenda Fritsch, Keith Sippel)

A key Core Standard is the promotion and enforcement of NAR’s REALTOR® Code of Ethics. RANW’s Professional Standards services are a resource for members and the public to resolve business disputes, and a standard by which to raise the bar. REALTORS® in Wisconsin consistently rank ethics and professionalism a top industry priority. While some disputes go to hearing, mediation and ombudsman services are by far RANW’s most effective means of dispute resolution. Committee training is held annually: Brokers & agents are needed on the Committee.

### Forms Committee (Lori Muller)

RANW’s Forms Committee is working tirelessly to update local RANW Addenda A and B and the Notice to WB-41 forms to correspond to the just-finalized changes to the Residential Offer to Purchase. The new Offer’s optional use date is November 1st; mandatory date January 1, 2020. RANW strongly encourages members to delay using the new Offer until the RANW Addenda are updated and members are trained. Watch for RANW training announcements soon. Special thanks to the dedicated Forms Committee and Deb Conrad, WRA Senior Attorney & Director of Legal Affairs.

### Finance Committee (Pat Kaster)

The Finance Committee has kept diligent oversight of the Association and MLS Finances, along with our outside CPA. Recent reports from Wipli CPA to the Board of Directors show both organizations and their investments are financially sound and thriving. The 2019 Budget was recently approved with no increase in Association dues or MLS user fees.