



The  
**Real Scene** from  
**ROCK-GREEN REALTORS®**  
**ASSOCIATION**  
[www.RockGreenRealtors.com](http://www.RockGreenRealtors.com)

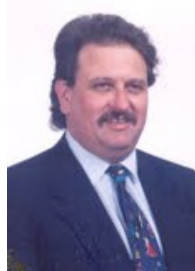
4451 Woodgate Drive, Unit E  
 Janesville, WI 53546  
 Office: 608.755.4854  
 Fax: 608.755.4843

**A word from your President**  
**By James Zanton, Association President**

Five reasons, "It is a good time to buy a house NOW".  
**One**, home prices still aren't up to the peak prices period in 2005-2006. **Two**, interest rates are still in the three and four percent rates and have nowhere to go but up. **Three**, house prices are starting to climb. Now might be the lowest prices to buy in the next few years. **Four**, people have recovered from the recession and have much debt paid down, and to piggyback on that. **Five**, buyer's credit scores are on average the highest they have been for years.

Trulia and Zillow have merged, both bad competitors. The only thing worse is that assessed value as far as being accurate is the Zestimate. They are always wrong, sometimes way to high, sometimes way to low, but one thing they are is always wrong. 36% of the listings on Zillow are no longer on the market, the ones that are on have a lot of wrong information. They are our enemies, Do Not support them. I heard the incoming NAR President speak at our WRA Board of Directors meeting and he is going to try aggressively to defeat them.

Remember, WRA Convention is on September 21-22, let's try and get as many RGRA members from your offices to attend this year.



JIM



**INSIDE THIS ISSUE** **AUGUST 2014**

	Page #		Page #
Leadership Directory	2	ActiveKey Information	4
FREE Convention	2	Assoc. Core Standards	4
New Core Standards	2	2014 RGRA Golf Outing	Ins
WRA "Rock the House" Convention	2	Membership Mtg. Registration	5
2015 Annual Dues Pre-Pay Plan	2	Membership Updates	6
Important Numbers	2	2015 Annual Dues Notice	6
Rock-Green Committee List	3	Recipe of the Month	6
RGRA Annual School Drive	3	August/September Birthdays	7
Meeting Dates	3	Dates to Remember	7
MLS Information	4	Upcoming Events	7
Ins = Inserted Page		WRA Convention Registration	Ins

## EXECUTIVE COMMITTEE

President  
Jim Zanton  
754-2121 | jzanton@shorewest.com

President Elect  
Neil Kerwin  
365-7791 | neil@kerwinsagency.com

Secretary/Treasurer  
Jeff Zuelke  
757-2862 | jeff@zteam1.com

## LOCAL DIRECTORS

Colleen Nelson | 3-year term  
758-9779 | nelsonc@firstweber.com

Jerry Morse | 2-year term  
754-5300  
jerrymorserealestate@yahoo.com

Blair Winn | 1-year term  
756-4476 | blair.winn@winnra.com

Paula Carrier | 1-year term  
884-8468 | paula53534@aol.com

Tammy Cherry | 1-year term  
754-2121 | tcherry@shorewest.com

Verna Saladino | 1-year term  
755-5400 |  
verna@thebriggsrealtygroup.com

Ben Shult | 1-year term  
756-3932 | benshult@charter.net

Andy Dongarra | 1-year term  
756-0300 ajd@ptitle.com

## ROCK GREEN STAFF

Vicky Kreyer | Association Executive  
755-4854 | Vicky@rockgreenrealtors.org

Sue Cook | MLS/Membership Administrator  
755-4841 | Sue@RockGreenRealtors.org

*The Real Scene* is published by the  
Rock-Green REALTORS® Association.  
PH # 755-4854 | FAX # 755-4843  
Website [www.rockgreenrealtors.org](http://www.rockgreenrealtors.org)

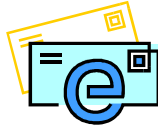
Editor of *The Real Scene*  
Vicky Kreyer, Association Executive  
Co-Editor  
Sue Cook, MLS/Membership  
Administrator

## ASSOCIATION NEWS

2



Send in your business cards to be eligible for the FREE WRA Convention Drawing. The deadline for submission is August 19. Send them to the Association Office. 4451 Woodgate Dr., Janesville, WI 53546.



With the new "Core Standards" that our Association must comply with, one of them is our participation in the "Calls for Action" from WRA and NAR so when you see them in your emails, just take the few seconds it takes to click, really it is that easy. And, it makes your Association look good!



REGISTER NOW for the WRA Convention at the Kalahari Resort in the Dells. September 21-22. Don't forget to check out the 2-fer program, this could save you and a friend some cash. Check out [wra.org/convention](http://wra.org/convention) for more information. Full Convention only \$89 till Aug. 15 then it goes up. Check out the events also, Golf and a 5KRun/Walk and a 10K Run the 5K and 10K benefit the Wounded Warrior Project.



**Annual Dues Pre-Payment Plan.** Don't wait for the holidays by then it will be too late. Send your payments in now! Give yourself a break this holiday season and don't wait till December. Send in half or partial or all of it. NO pre-payments will be accepted after August 31. Send in now.



Have you heard of the New Sidewalk Program? No, then you need to attend the Membership Meeting on August 27, this is information that your sellers/buyers would want to be informed of. The new Janesville, Director of Public Works, Paul Woodard will give you a quick overview of the project and what might affect your sellers at closing. Call or email us to attend this membership meeting, August 27, at the Pontiac Convention Center, 8:30 Registration and Continental Breakfast with the Program to begin at 9:00 a.m.

### IMPORTANT NUMBERS

Association Office	(608) 755-4854
MLS/Membership Office	(608) 755-4841
Association FAX #	(608) 755-4843
e-mail	Vicky@RockGreenRealtors.org
Web Site	<a href="http://www.rockgreenrealtors.org">www.rockgreenrealtors.org</a>
WRA (General #)	(608) 241-2047
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.

**ROCK-GREEN REALTORS® ASSOCIATION**

**2013-2014 ASSOCIATION COMMITTEE LIST**

**BUDGET/FINANCE**

Jim Zanton, Chr.  
Jerry Morse  
Paula Carrier  
Colleen Nelson  
Blair Winn  
Neil Kerwin

**BYLAWS**

Blair Winn, Co-Chr  
Jeff Zuelke, Co-Chr

**COMMUNICATIONS**

Nina Perona, Chr  
Andrea Morse  
Julie Raese  
Verna Saladino

**DINNER DANCE**

Val Eagan, Chair  
, Co. Chair  
Julie Raese  
Tammy Cherry  
Colleen Nelson  
Miles Meidinger  
Terry Morris  
Diana Stoehr  
Vicky Kreyer

**EDUCATION**

Lynne Forrestal, Chr.  
Dave Brown  
Andrea Morse  
Dee Sheldon  
Penny Patterson  
Candice Kildow

**EQUAL OPPORTUNITY**

Paula Carrier, Chr.  
Margo Berke

**GOLF OUTING**

Miles Meidinger, Co-Chr  
Gary Getchel, Co-Chr  
Deb DeWitt  
Trish Edwards  
Dawn Enerson  
Kaye Fulton  
Jeff Myers  
Vicky Kreyer

**GOVERNMENT AFFAIRS/ RPAC**

Jim Zanton, Chr.  
Julie Raese  
Matt Bonson  
Heidi Krenz-Buchanan  
Andrea Morse  
Mary Gilbank-Peterson

**HEALTH & SAFETY FAIR**

Karen Williams, chr.  
Pam Snow  
Julie Budrow  
Kim Nickols  
Vicky Kreyer

**MEMBERSHIP/PROGRAM**

Wade Williams, Mmbrship Chair  
Diana Stoehr, Program Chair  
Julie Budrow  
Bridget Rongner  
Andrea Morse

**MLS ADVISORY**

Paul Schieldt, Chair  
Wade Williams, Co Chair  
Margo Berke  
Dave Brown  
Fred Gensmer  
Suzette Hughes  
Andrea Morse  
James Oberg  
Bianca Singer  
Maryann Warden  
Sally Jean Weaver-Landers

**NOMINATION**

Jim Zanton, Chair  
Jerry Morse  
Paula Carrier  
Colleen Nelson  
Verna Saladino  
Blair Winn  
Neil Kerwin

**PERSONNEL**

Jim Zanton, Chair  
Jerry Morse  
Paula Carrier  
Colleen Nelson  
Blair Winn  
Neil Kerwin

**PROFESSIONAL STANDARDS**

Wade Williams Chr '13 (T-14)  
Joan Waite Mediator '12 (T-13)  
Andrea Morse, Griev. Chr '12(T-14)  
Adam Briggs '12 (T-09)  
Dave Brown '13 (T'13)  
Earl Collins '14 (T-13)  
Deb DeWitt '14 (T-14)  
Ellie Fietz '14 (T-14)  
Millie Fournais '12 (T-13)  
Kaye Fulton '12 (T-14)  
Mary Gilbank '12 (T-09)  
Kevin Kerwin '16 (T-14)  
Eric Kim '16 (T-14)  
Heidi Krenz-Buchanan '16 (T-14)  
James Oberg '15 (T-14)  
Valerie Richter '12 (T-09)  
Paul Schieldt '12 (T-14)  
Krista Shortreed '14 (T-13)  
Al Tilton '14 (T-13)

**ROY/ AWARDS LUNCHEON**

Tammy Cherry, Chr  
Paula Carrier  
Dawn Enerson  
Paul Meyers  
Andrea Morse  
Colleen Nelson  
Julie Raese  
Cindy Wright

**RECRUITMENT**

Paula Carrier, Chair  
Andy Dongarra  
Valerie Eagan  
Jerry Morse

**SPECIAL EVENTS**

Paula Carrier, Chair  
Tom Bradley  
Andy Dongarra  
Val Eagan  
Miles Meidinger  
Paul Meyers  
Terry Morris  
Verna Saladino

**SUNSHINE**

Maryann Warden, Chair  
Mollie Podwell

**YOUNG PRO'S TASK FORCE**

Kyle Carrier, Chair  
Mary Ellen Mackey  
Paul Schieldt  
Mariann Walker

**ANNOUNCEMENTS**

**RGRA ANNUAL SCHOOL SUPPLY DRIVE**  
Items Needed are:

- Crayons (8, 16 & 24 pack)
- Glue & Glue Sticks
- Scissors
- Pencils (#2 & colored)
- Pens (red & erasable)
- Markers (washable)
- Highlighters
- Black Sharpie Markers
- Rulers
- Supply Box
- Pencil Carrying Case
- Erasers (pink & pencil top)
- Pencil Sharpener with cover
- Watercolors
- 3-Ring Binders
- Spiral Notebooks (wide & college ruled)
- Notebook Paper (wide & college ruled)
- Pocket Folders (plain & with brads)
- Backpacks



Please drop off your supplies or monetary donations to the Association office by August 19. Or, you can call and someone will come and pick them up from your office. Please purchase a few extra items for some child in need. Our youth is our future.

Volunteers are also needed for sorting and distributing. If you are interested in volunteering, please call Fran Brien at 754-5333 or visit [www.echojanesville.org](http://www.echojanesville.org) to sign up. Volunteers are needed August 18-21 from 10am to 2pm, and August 22 from 9am to 6:30pm.

**August 27, 2014, REALTOR Safety w/Joe Rosner** showing us how to be safe in our environments and jobs. **SPECIAL GUEST:** Paul Q. Woodard P.E. New Director of Public Works for the City of Janesville, giving us information on the New Sidewalk Program. At the Pontiac Convention Center. Registration/Continental Breakfast at 8:30 a.m. with the Program to begin at 9:00 a.m.

**MLS INFORMATION:**

**Q:** I have a listing contract with a seller who has decided they do not want to sell their home now. What do I do with the listing in the MLS?

**A:** If your broker has released the seller from the contract, the status will be changed in the MLS to Expired. Use the date of the termination as the expiration date. If your broker has not released the seller from his/her contract, change the status of the listing to **Withheld by Seller** in the MLS and add **"Off Market per Sellers Request"** within the first line of the public remarks to indicate the listing will not be available for showings for the rest of the listing term.

**Something New!** A new link to validate map placement has been added after the Zip Code within the add/maintain listing process. This is an optional link that Paragon will show you where your place is on the listing map. From this window you can adjust the map location with an easy click and drag. You can also adjust the zoom level with the plus and minus sign. The zoom level will display on reports within Paragon.

**MLS Requests:**

Please remember to send all MLS Requests to the Association office within 48 hours of date sent. Please remember that if we do not receive the request within the 48 hour time allotted fines will be enforced. Call the Association office if you are out of town or ill, your request will be waived. The fines are still the same as before, \$2 a day for the first 5 days, \$10 a day up to \$110. The requests are randomly picked.

The **MLS COMMITTEE** makes decisions about changes to Paragon, the keycard system, and MLS rules. If you would like to discuss an item you feel would make our MLS better or a reason for it to be changed, please feel free to contact a member of the MLS Committee. Your contact is Paul Schieldt at 608-741-1000. Paul is your representative on the MLS Committee for any MLS question/comments/suggestions. You may also call the Association office at 608-755-4841 and we will give your questions/comments/suggestions to Paul for you.

*Thank you, Sue*

Please remember when taking photos of your listings you should take the photos before placing your sign. If that is not possible blur out the sign with your name and office. Your information is not allowed in the photo.

**ActiveKey Displays "Call to Enable"**

There are 3 possible causes for the "Call to Enable" message

- 1) The ActiveKey battery is too low (The ActiveKey should be plugged into its power adapter at least every other night for charging)
- 2) The ActiveKey was out of cellular range for 24 hours or more
- 3) There could be a billing problem or a problem with status.

**ARE YOU BORROWING OR USING AN ACTIVE KEY THAT IS NOT YOURS?** If you are, this can be costly for each of you and the Broker! KEY HOLDER BEWARE!!!!

If each are key holders, 1<sup>st</sup> offense Reprimand for all, 2<sup>nd</sup> offense \$25 fine for each agent and broker and 3<sup>rd</sup> offense also \$25 fine for each.

If user is a Non-key holder, 1<sup>st</sup> offense \$100 fine for each agent and broker, 2<sup>nd</sup> offense \$500 for each agent and broker, 3<sup>rd</sup> offense \$1000 fine for each agent and broker.

## Mandatory Association Core Standards

In early 2014, National Association President, Steven Brown convened a Presidential Advisory Group of association executives to determine what the core standards should be. And by setting a set of core standards for every local and state association they are taking a giant step forward in ensuring that we reach our goals together. Steven says, "Only as a united association with common goals and a common vision are we stronger." So then the standards were developed by the Organizational Standards PAG and with feedback from AE's across the country they were approved in May by the NAR Board of Directors.

From time to time you will hear me reference the new Core Standards Policy. When you see this try and do your part to achieve this goal. There are six components—Code of Ethics, advocacy, consumer outreach, unification, technology and financial solvency.

"The goal of the standards is to ensure that every member is provided with the services they deserve and that every association is contributing to the strength of the organization as a whole," Brown says.



# Rock-Green REALTORS® Association, Inc. MEMBERSHIP MEETING

## “Real Estate Safety & Self Defense” Crime Prevention Seminar

August 27, 2014  
Registration/Continental Breakfast 8:30 a.m.  
Program to start at 9:00 a.m.



Pontiac Convention Center | 2809 N. Pontiac, Janesville, WI



**Special Guest-Paul Woodard, Janesville’s New Director of Public Works. He will be giving you some information regarding the New Sidewalk Program for Janesville.**

This is an important membership meeting regarding REALTOR® Safety! Are you new to the business, or need a brush up on Safety? Then this program is for you! Safety should be your #1 Priority, you will get this by coming to this energetic and informative program by this great speaker Mr. Joe Rosner of Best Defense of Illinois.

Joe is a crime prevention and self defense expert with military, law enforcement and professional bodyguard experience. You will enjoy his high-energy, informal, personal presentation and is punctuated with enough uncommonly known information to keep you interested and involved.

This Safety Program educates REALTORS® on how to be safe when showing properties to new clients, at open houses as well as avoiding and surviving the other dangers they face. This seminar is a powerful educational experience that combines audience participation, demonstration of simple, effective self-defense techniques and personal safety tips.

**This is a morning meeting with registration/Continental Breakfast beginning at 8:30 a.m. Please mark your calendars.**

**DEADLINE FOR REGISTRATION IS AUGUST 21, 2014**

**Membership Meeting – Pontiac Convention Center - August 27, 2014**

**NAME** \_\_\_\_\_ **NAME** \_\_\_\_\_

**NAME** \_\_\_\_\_ **NAME** \_\_\_\_\_

**NAME** \_\_\_\_\_ **NAME** \_\_\_\_\_

**NAME** \_\_\_\_\_ **NAME** \_\_\_\_\_

Mail or fax to Rock-Green Realtors Assoc., 4451 Woodgate Drive, Janesville, WI 53546. Fax (608) 755-4843

\*Need special services to attend, please attach a written description of your needs.

**NEW MEMBERS:**

Andrea Kruser joined C-21 Affiliated Janesville  
 Laurie Huml Eckert joined Premier Realty  
 Paul D Anderson joined Winn Realty & Appraisal LLC  
 Stephen Biedesmann joined Biedesmann Brothers Appraisal Service, LLC  
 Kodi Nagel joined Shorewest Realtors  
 Mary L Haried joined Pat's Realty Inc  
 Joe Saladino joined Reliable Home Inspections

**MEMBERS leaving the Association:**

David Lynch left Lynch Appraisal  
 Carrie Bucket left American Dwellings Roscoe  
 Susan Becker left C21 Affiliated Janesville

**MEMBERS on the move:****NONE****NEW OFFICES:**

PREMIER REALTY  
 BIEDESMANN BROTHERS APPRAISAL SERVICE, LLC  
 RELIABLE HOME INSPECTIONS

**OFFICES THAT LEFT THE ASSOCIATION:**

LYNCH APPRAISAL

**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 | Schedule for 2014**

September 4, 2014 | 9 a.m.

November 6, 2014 | 9 a.m.



**NOTICE!!** Your 2015 Annual Membership Dues will be due soon! This notice is for every member, with a special reminder for our new members that have just joined or joined within the last few years. When you applied you paid your Fees for that year. You were informed that your Annual Dues statements will be sent out in August/September for the following years dues. That date is coming fast-----. They are due upon receipt but you do have until December to pay them. To avoid the end of the year crunch, you might want to use our Pre-Pay Plan. You can pay 1/2 now or any amount to help avoid the holiday crunch. We do not have the exact amount due at this time, we are going by last year's totals. So half would be \$300 for Realtors or \$200 for Affiliates. Or, any amount you would like to pay. Just a one-time \$5 fee would be charged. This option ends on August 31, 2014.

**Recipe of the Month****Country Bread****Ingredients:**

2 packages dry yeast  
 2 cups warm water  
 1/2 cup sugar  
 1 tablespoon salt  
 2 large eggs  
 1/4 cup of oil  
 6-6 1/2 cups of flour

**Directions:**

Dissolve yeast in warm water. Stir in the sugar, salt, eggs, and oil with 3 cups of flour. Beat until smooth. Mix in enough remaining flour to make dough easy to handle. Turn the dough onto a floured board and knead until smooth and elastic. (10 minutes) Place in greased bowl. (can be refrigerated 3-4 days)

Cover and let rise in warm place until double in size usually 1 hour. Dough is ready if impression remains when a finger is pressed into the dough.

Punch down the dough. Divide into 2 sections. Shape into loaves, place in greased bread pans, brush with oil, then let rise until it doubles in size. (1 hour) Heat oven to 375°, place on lower rack so top of pans are in the center of the oven. Use foil to keep the tops from browning too much. Bake 30-30 minutes. Remove from the pan and brush with butter.

**Apple Crisp****Ingredients:**

1 cup sugar  
 1/4 cup water  
 1/2 tsp cinnamon  
 6 apples (sliced)  
 3/4 cup flour  
 1/4 tsp salt  
 6 T butter

**Directions:**

Combine 1/2 cup sugar with water and cinnamon in an 8X8X2 inch pan. Peel the apples and slice then add to mixture. Mix the other 1/2 cup of sugar with the flour salt and butter to resemble pie crust. Sprinkle on top to the apple mixture. Bake for 40-45 minutes at 375°.

**If you have a recipe you would like to share email: [sue@rockgreenrealtors.org](mailto:sue@rockgreenrealtors.org)**

## AUGUST BIRTHDAYS



1	Bob Sommers
	Carol Roehl
4	Michelle Scarlett
5	Sara Luchsinger
6	Dawn Enerson
12	Jeff Brink
13	Brett Gill
14	Donna Panico
	Allan Brillman
16	Kimberly VanMatre
17	Gary Loos
18	Cindy Brookens
	Mark Magee
19	Kurt Kirchenwitz
	Krystle Kooiman
22	Kevin Grant
23	Jacquelyn Wegner
	Gary Brabazon
24	K Andreah Briarmoon
	Charles Stanhope
25	Deanna Campbell
	Jacqueline Watson
26	Holly Christiansen
	Kimberly Nickols
	Harry Devitt
27	Vicky Kreyer
28	Bianca Singer
	Nicholas A Popp
31	Bob Mack
	Mary Ellen Mackey

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

## DATES TO REMEMBER

7

### AUGUST 2014

#### **AUGUST**

- 13 MLS Advisory, 9 a.m.
- 20 Board of Directors, 8:30 a.m.
- 27 Membership Meeting, Joe Rosner, Realtor Safety  
Special Guest, Paul Woodard, Janesville Director of  
Public Works.
- 27 WRA Candidate Interview



### UPCOMING EVENTS

- Sept. 01, Association Office Closed, Labor Day
- Sept. 04, New Member Orientation, Assoc. Office
- Sept. 10, MLS Advisory Committee Meeting, 9 a.m.
- Sept. 12, Rock-Green Annual Golf Outing
- Sept. 17, Board of Directors, 8:30 a.m.
- Sept. 21-22, WRA Convention, Kalahari, Wisc. Dells
- Sept. 23, Installation Awards Ceremony

### *September Birthdays*

1	Tamara Lund		Lee Kessler
	Judi J Falbisaner	20	Paul Burkart
2	Gloria Singer	21	Lettie Mazur
	Tim Anderson		Ronald Mowry
4	Sally Wellnitz	23	Amber Buster
6	Erika Penny	24	Candie Bonson
7	Paula Carrier	25	Sandra Minkey
	Shelly Tomlinson		Diane Rosenstiel
9	Eric Schmaling	27	Cindy Wright
10	Melissa Selvog	28	J.R. Sheldon
	Gina Hartmann		Rochelle Dix
17	Mary Gilbank-Peterson	29	Blair Winn
18	Ronda Richter-Weber	30	Robert Sarow
	Diane Albright		