



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 Jeff Zuelke, Association President**

Happy New Year! I hope everyone had an enjoyable holiday season!

The Association received a "Thank you" card from Mr. Mike Theo, CEO, Wisconsin Realtors® Association saying that we reached nearly 23% participation in the last Realtor® "Call To Action". We appreciate everyone who responded to the call. As a result, we were able to accomplish the objective of stopping congress from taking money from future homeowners. Your participation and action does make a difference and helps secure a bright future for Realtors®.

The WRA as well as the Rock-Green Realtors® Association offer a number of different opportunities for participation. With participation making a difference, imagine the many positive things that could be accomplished with more participation. As we move into 2016, please consider participation in your Association. To those that have participated or are participating, we thank you. The things that are accomplished in the Association are because of the personal giving of yourself and your time.

The "Christmas at the Club" event was a huge success. Thank you to all who participated in making this event an enjoyable success. A special Thank you to Diana Stoehr and her committee and to Vicky and Sue for all of the work put into the planning. There are many, many hours put in that we don't even know about and each of those hours turned into a lot of fun. Thank you.

May each of you have a blessed and prosperous 2016!



*Jeff*



### **INSIDE THIS ISSUE**

### **JANUARY 2016**

	Page #		Page #
Leadership Directory	2	Note from Sue	6
A note from your Association Exec.	2	Membership Updates	6
Call to Action info.	2	New Member Orientation 2016	6
Important Numbers	2	Thank you to Wade	6
Rock-Green Committee List	3	Recipe of the Month	6
Supra Key eKEY app info.	3	January Birthdays	7
Appraisal Conference	3	Dates to Remember	7
Realtor & Government Day	3	Upcoming Events	7
MLS Information	4	February Birthdays	7
ActiveKey Information	4	FREE Medication Lockboxes	7
Realtor & Government Day sign-up	5		
SCWBA RGRA Competition	5		

\* = Inserted Page

## EXECUTIVE COMMITTEE

President  
Jeff Zuelke  
757-2862 | jeff@zteam1.com

President Elect  
Heidi Krenz-Buchanan  
364-8844 | heidiho620@aol.com

Secretary/Treasurer  
Ben Shult  
756-3932 | benshult@charter.net

## LOCAL DIRECTORS

Neil Kerwin | 3-year term  
365-7791 | neil@kerwinsagency.com

Jim Zanton | 2-year term  
754-2121 | jzanton@shorewest.com

Colleen Nelson | 1-year term  
758-9779 | nelsonc@firstweber.com

Russell Zueger | 1-year term  
756-3932 | russzueger@yahoo.com

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

Mike Venable | 1-year term  
554-2720 | mvenable@ticon.net

Mary Ellen Mackey | 1-year term  
741-1000 | maryellen@realtygroupwi.com

Al Herbst | 1-year term  
743-4072 | aherbst@johnsonbank.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



A Note from your Association Executive:

2016 Has come in with a bang! The "Christmas at the Club" was a great time had by all. Everyone seems to like the new venue. We will be having a meeting shortly to start planning the next holiday blast.

Watch for details of the Membership Meetings for 2016 so that you can put them in your planners/phones and other devices. Technology has gotten so confusing lately. Frankly, I still like my pen and calendar.

Renewal was great this year, a BIG Thank You to all that renewed. And good luck to those that retired, may your lives be filled with everything you wanted and more.

As an Association Executive I have to give our contributing members a BIG Whoo HOO!!! We surpassed our 2015 RPAC Goal and we also were commended for our "Call to Action" efforts. As an Association we almost hit 23% for CTA's, Great Job! The WRA set a goal for Associations 35 - 40 %. When we do our part we all look good. Let's set a goal for ourselves and reach these numbers in 2016.

As always, I am here for you, the members. If there is anything I can help you with, please let me know. My door is always open.

*Vicky Kreyer*

**"CALL TO ACTION" (easy peasy do this today)**

What's the best way to respond to a NAR call for action? Text the word "network" to 30644 NAR will send you short text messages when you need to take action on important real estate issues. You'll receive usually three to five texts per year.

**Remember-----just TEXT---NETWORK to 30644**

### 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	www.rockgreenrealtors.org
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**

**2015-2016 ASSOCIATION COMMITTEE LIST**

**BUDGET/FINANCE**

Jeff Zuelke, Chair  
Neil Kerwin  
Jim Zanton  
Jerry Morse  
Paula Carrier  
Colleen Nelson  
Blair Winn  
Heidi Krenz-Buchanan

**BYLAWS**

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

**COMMUNICATIONS**

Nina Perona, Chair  
Neil Kerwin  
Andrea Morse  
Julie Raese  
Verna Saladino

**DINNER DANCE**

Diana Stoehr, Chair  
Val Eagan  
Julie Raese  
Tammy Cherry  
Colleen Nelson  
Terry Morris  
Becky Zuelke  
Terri Moldenhauer  
Wade Williams  
Paul Schieldt  
Vicky Kreyer

**EDUCATION**

Andrea Morse  
Penny Patterson  
Candice Kildow

**EQUAL OPPORTUNITY**

Paula Carrier, Chr.  
Margo Berke

**GOLF OUTING**

Gary Getchel, Co-Chair  
Al Herbst, Co-Chair  
Deb DeWitt  
Trish Edwards  
Dawn Enerson  
Kaye Fulton  
Jeff Myers  
Vicky Kreyer

**GOVERNMENT AFFAIRS/RPAC**

Jim Zanton, Chair  
Julie Raese  
Heidi Krenz-Buchanan  
Andrea Morse  
Mary Gilbank-Peterson  
Pat Knoble

**HEALTH & SAFETY FAIR**

Karen Williams, Chair  
Pam Snow  
Kim Nickols  
Dori Davies  
Tina Tillery  
Lynnea Strickland  
Vicky Kreyer

**MEMBERSHIP/Orientation**

Wade Williams, Chair

**PROGRAM**

Diana Stoehr, Chair  
Andrea Morse  
Wade Williams  
Pat Knoble

**MLS Board of Directors**

Paul Schieldt, President  
Wade Williams, Vice President  
Bianca Singer, Secretary/Treasurer  
Margo Berke  
Dave Brown  
Fred Gensmer  
Suzette Hughes  
Andrea Morse  
James Oberg  
Sally Jean Weaver-Landers  
Kyle Carrier

**NOMINATION**

Jeff Zuelke, Chair  
Neil Kerwin  
Jim Zanton  
Jerry Morse  
Paul Schieldt  
Colleen Nelson  
Blair Winn

**PERSONNEL**

Jeff Zuelke, Chair  
Neil Kerwin  
Jim Zanton  
Jerry Morse  
Heidi Krenz-Buchanan  
Colleen Nelson  
Blair Winn  
Jeff Zuelke

**PROFESSIONAL STANDARDS**

Wade Williams Chair '13 (T-14)  
Joan Waite Mediator '12 (T-13)  
Paul Schieldt, Mediator '12 (T-14)  
Andrea Morse, Griev. Chr '12(T-14)  
Jerry Morse, Ambudsman '16  
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)  
Kaye Fulton '12 (T-14)  
Mary Gilbank '12 (T-09)  
Eric Kim '16 (T-14)  
James Oberg '15 (T-14)  
Valerie Richter '12 (T-09)  
Krista Shortreed '14 (T-13)

**ROY/AWARDS LUNCHEON**

Tammy Cherry, Chair  
Paula Carrier  
Dawn Enerson  
Andrea Morse  
Colleen Nelson  
Julie Raese  
Pat Knoble

**RECRUITMENT**

Paula Carrier, Chair  
Neil Kerwin  
Andy Dongarra  
Valerie Eagan  
Jerry Morse

**SUNSHINE**

Maryann Warden, Chair  
Mollie Podwell

**YOUNG PRO'S TASK FORCE**

Kyle Carrier, Chair  
Mary Ellen Mackey  
Mariann Walker  
Neil Kerwin

**STRAT PLAN COMMITTEE**

Blair Winn, Chair  
Colleen Nelson  
Paula Carrier  
Neil Kerwin  
Jeff Zuelke  
Jerry Morse  
Paul Schieldt  
Heidi Krenz-Buchanan

**CORE STANDARDS COMMITTEE**

Jeff Zuelke  
Jim Zanton  
Nina Perona  
Karen Williams  
Wade Williams  
Diana Stoehr  
Fred Leonard

**ANNOUNCEMENTS**

**The Supra® eKEY app** is now compatible with the BlackBerry® PRIV™. The BlackBerry PRIV is a new BlackBerry smartphone that runs on the Android™ OS. The Supra eKEY app for Android OS devices is available on the Google Play™ Store.

If you are interested in using the eKEY app, you can download it and try it out in demo mode.

If you already have the eKEY app and would like to switch to using it on the BlackBerry PRIV, first download the app. Then go to [www.supraekey.com](http://www.supraekey.com), log into the SupraWEB agent website and select the Authorization Code link. As soon as you enter the code into your new device, your eKEY service is officially transferred to your new device.

If you are new to the eKEY app, contact your association/MLS about signing up to use eKEY.

For more information on compatible eKEY smartphones and tablets, see Supra's Compatible eKEY App devices document.

**Appraisal Conference**

Join your fellow appraisers on February 23-24 at Ho-Chunk Gaming in Wisconsin Dells. Complete CE, pick up new skills and network with other appraiser professionals from across Wisconsin while learning from some of the appraisal industry's top experts.

**Conference Highlights:**

Five workshops to choose from; Networking lunch both days; Exhibits; Industry experts Tim Freudenthal and Bryan Reynolds. You can view complete conference details online at [www.wra.org/appconf](http://www.wra.org/appconf)

**REALTOR® & GOVERNMENT DAY  
MARCH 2, 2016 | MONONA TERRACE  
MADISON WI | NOON TO 5:30**

First 300 registrants are FREE, \$25 ATD  
Non-Members \$25

REALTOR® & Government Day is your opportunity to help shape the laws that impact you and your real estate business in Wisconsin. Through lobbying efforts at the state Capitol, you'll meet with state lawmakers and have a unique opportunity to advocate for issues that impact the real estate industry in Wisconsin.

Industry success requires advocacy from every REALTOR® in the state. Wisconsin lawmakers saw an impressive demonstration of REALTOR® strength in 2015 with the WRA bringing more than 325 REALTORS® to Madison. With your support, REALTOR® & Government Day 2016 will be a day to remember.

See the registration form on page 5.

## MLS INFORMATION:

\*When searching by Location, there are some shortcuts you can use to enter multiple locations in the same area:

\*Use EST for Metro Madison East (including Monona & Maple Bluff)

\*Use WST for Metro Madison West (including Middleton, Fitchburg & Shorewood Hills)

\*Use county code (i.e. B for Columbia County) followed by NE, NW, SE, SW to search for a quarter section of the county. For the northeast part of Columbia County, for example, enter BNE. I have a chart for you to use for the codes or use the link in Paragon.

{Please make sure the sale price recorded in the MLS is the same as the sale price listed on the Wisconsin Real Estate Transfer Return.}

\*If you work with condos, here are 2 links you may want to bookmark:

Lookup for FHA approved condos in Wisconsin:

[www.forfha.com/wisconsin](http://www.forfha.com/wisconsin)

Lookup for FVA approved condos:

<https://vip.vba.va.gov/portal/VBAH/VBAHome/condopudsearch>

If you have a listing that is not mapped correctly, it may be missed if an agent is searching by map. Please make it part of your routine to always check the map placement when adding a new listing. If the map placement is not correct, you can adjust it under Listing Maintain - Change GeoCode. When the map displays under maintain, click on the orange map placement marker and move it as needed. Switching to a bird's eye view (click the down arrow next to the word Road in the upper left corner) and using the zoom feature helps to pinpoint the exact location. Before clicking Save, you may want to zoom out a bit as the zoom level will also be saved.

### Report of Fake Rentals on Craig's List again

### What Can I Do If My Listing Shows Up For Rent Online?

- Contact the website and ask that the ad be removed.
- Contact the Consumer Protection Division of the Department of Agriculture, Trade and Consumer Protection at 800-422-7128.
- Contact the Police Department.

**-Place a sign in/on the front door clearly stating that the property is NOT for rent and refer any questions to the listing agent.**

Often times you can spot these scams as there are more than a few misspellings in email correspondence, and the

structure of sentences may be awkward or very formal. This is a result of language translation programs.

**Reminder:** Email auto notifications of price changes are sent from Paragon only if the price change is at least .5%. This setting limits the practice of \$1.00 price changes to gain exposure.

**Keycard Hot Tip:** Your ActiveKEY has a couple of neat features that can brighten your day.

**FLASHLIGHT:** To initiate the Flashlight function, turn on your ActiveKEY and press the flashlight button (between UP and DOWN arrows at top of keypad). The flashlight will stay on as long as the key stays on.

**BLACKLIGHT:** To activate the Backlight, turn on your ActiveKEY and press the Light Bulb button on the bottom right of the keypad. The key will remain backlit as long as the key stays on.

**Please remember to enter your sold property into pending (click save) before entering the sold information into Paragon with the exception of SBP (Sold Before Publishing).**

Thank you, Suz

### 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, 1st offense Reprimand for all, 2nd offense \$25 fine for each agent and broker and 3rd offense also \$25 fine for each.

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

### I AM NOW ABLE TO ASSIST YOU WITH UPDATES FOR YOUR KEY BY PHONE WITHOUT CALLING SUPRA SUPPORT: (MON-THURS 8:30 AM - 5:00 PM)

FYI---RASCW our SUPRA Key vendor is meeting with Supra and SentiLock to determine which key and keybox to use. I will let you know what was decided when they make the final decision.

# REALTOR® & GOVERNMENT DAY

## March 2, 2016 | Monona Terrace | Madison, WI

Passing good laws and defeating bad ones starts with your voice at the Capitol!

AGENDA		REGISTRATION	
Noon-1:00	Registration	Name	
1:00-1:15	Welcome	Company Name	
1:15 - 1:45	Gov. Scott Walker	Address	
1:45-2:30	Issues Briefing	City/State/Zip	
2:30-3:00	Move to Capitol	Work Phone	
3:00-4:30	Capitol Hill Visits	Home Phone	
4:30-5:30	Cocktail Reception	WRA Member #	

Register by mail to the Wisconsin Realtors® Association. 4801 Forest Run Road, Ste 201, Madison, WI 53704. By phone, 800-279-1972 or 608-241-2047 or online, [www.wra.org](http://www.wra.org)

Or, Call your Association—608-755-4854

**FEES | Payment Information**

Member—First 300 Registrants .....FREE  
 At the Door.....\$25  
 Non-Member.....\$25

Enclosed is a check payable to the WRA  
 Charge my Visa/MC (circle one)  
 Card # \_\_\_\_\_ Exp \_\_\_\_\_

### SCWBA & RGRA

#### COMFORT FOOD **COMPETITION** AND FOOD DRIVE

#### WEDNESDAY, FEBRUARY 17, 2016

#### MARLING HOMEWORKS AT 5:00 P.M.

Do you love to cook? Do you LOVE to share your creations? Then you need to bring your entry prepared to serve, or as close to it as possible. Soups, Stews, Chili bring prepared in a crock pot or slow cooker. Your Comfort Food needs a NAME—be creative and descriptive! Themes are strongly encouraged! Dress the part, accessorize, and decorate your area! It can sound and look as good as it tastes!

**Choose your Category;** Soups/Stews/Chili; Meats (Wings/Meatballs/Ribs, etc); Desserts (Cookies/Cakes/Pies, etc.); or Drinks (Hot/Cold/Adult/NA, etc.)

You will be provided with a table, extension cord, tip jar, small bowls, small plates, plastic utensils, etc. You bring the Comfort Food and table decorations.

Return this form to the SCWBA or RGRA Office. Or, email to [carol@scwba.com](mailto:carol@scwba.com) or fax to 608-752-7721. Deadline is Friday, February 12.

**SIGN ME UP!**

Chef's is: \_\_\_\_\_ My Comfort Food is: \_\_\_\_\_

Category: \_\_\_\_\_ Name of My Entry: \_\_\_\_\_

Remember theme and decorations will help earn you TIPS! Get excited and help us raise funds for ECHO. **Taste AWARDSs chosen in all categories! Golden Spoon Award for the most tips!** All Tips will benefit ECHO. Bring items for food drive.



Happy New Year and welcome to 2016! I'm your MLS/Membership Administrator. I hope each member had the safest and best New Year and able to spend it with family and friends whether in the cold or a really warm place (island). Family and friends are so important.

**"A special thank you to River Title Company for the coffee and donuts they supplied for orientation." Very much appreciated!**

#### **NEW MEMBERS:**

Wayne Albertson, Albertson Realty & Auction Service  
 Jan Albertson, Albertson Realty & Auction Service  
 Janine Birkhimer, Century 21 Affiliated Janesville  
 Kevin Schmidt, Best Realty of Edgerton  
 Barbara Krattiger, Albertson Realty & Auction Service  
 Heather Busby, First Weber Inc.  
 Deborah Barden, First Weber Inc.  
 John Sorce, Briggs Realty Group Inc.  
 Debra Olson, Century 21 Affiliated Janesville  
 Trixie Hickok, Wendy Lee Real Estate  
 Jef Muelver, Accessors Office Janesville  
 Erik Fournais, Realty Executives

#### **MEMBERS leaving the Association:**

Joel Fallin, Fallin Appraisals LLC  
 Gary Phillips, First Weber Inc.  
 Nola Hathorn, Advia  
 Tom Carlson, Century 21 Affiliated Janesville  
 Vicky Lockhart, Century 21 Affiliated Janesville  
 Heather Crabtree, Century 21 Affiliated Janesville  
 Tamara Eliszewski, Commercial Bank  
 Shawn Cullen, First Weber Inc.  
 Bonnie Luchsinger, Luchsinger Realty (Retired)  
 Constance Drew, The Realty Group of SC Wisconsin (Retired)  
 Valeri Boggs, The Realty Group of SC Wisconsin  
 Jesse Bunn, Basement Services LLC  
 Richard Haviza, Accessors Office Janesville (Retired)

#### **MEMBERS on the move:**

NONE

#### **NEW OFFICES:**

Albertson Realty & Auction Service

#### **OFFICES THAT LEFT THE ASSOCIATION:**

Fallin Appraisals LLC  
 Basement Services LLC

**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.

"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."

#### **New Member Orientation | Schedule for 2016**

March 3, 2016

June 2, 2016

November 3, 2016

**"Thank you to Wade Williams for his dedication in teaching the orientation classes."**

### **"Recipe of the Month"**

#### **HUMMINGBIRD CAKE**

3 c. flour  
 2 c. sugar  
 1 tsp. salt  
 1 tsp. baking soda  
 1 tsp. ground cinnamon  
 3 eggs, beaten  
 1 ½ c. salad oil  
 1tsp. baking powder  
 1 ½ tsp. vanilla  
 1 (8 oz.) can crushed pineapple (undrained)  
 2 c. chopped pecans  
 2 c. chopped bananas

Combine dry ingredients in large mixing bowl. Add eggs and salad oil, stirring until dry ingredients are moistened. Do not beat. Stir in vanilla, pineapple, 1 cut nuts and bananas. Spoon batter into 3 well-greased and floured 9-inch cake pans. Bake at 350° for 25 to 30 minutes.

#### **PIE CRUST**

2 c. flour  
 1 tsp. salt  
 2/3 c. shortening  
 6 to 7 T. ice water

Cut flour, salt and shortening until crumbly. Add cold water, one tablespoon at a time, mixing after each addition. Yield: 2 pie crusts

*Barb Tapovatz Tried' n True*

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

# JANUARY BIRTHDAYS



4	Cynthia Briggs
5	Jewel Liebenstein
6	Linda Steinke
11	Lee Sather
	Janine Birkhimer
12	Carol Binder
13	John Sorce
16	Jason Sheridan
17	Preston Coutts
19	Dwight Kruse
20	Colleen Nelson
24	Beth Hanthorn
25	Macy Peterson
26	Julie Raese

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

## SAVE THIS DATE

December 3, 2016  
Rock-Green REALTORS®  
Dinner Dance 2016



## DATES TO REMEMBER

7

### JANUARY 2016

#### UPCOMING EVENTS

February 10, MLS Board Meeting, 9 a.m.

February 17, Membership Meeting, 8:30 a.m.

February 18, Professional Standards Training, Assoc. Bank

February 24, Board of Directors, 8:30 a.m.

March 02, Realtor & Government Day, Madison WI

March 03, New Member Orientation, 9 a.m. Assoc. Office



#### FEBRUARY BIRTHDAYS

2	Rosalind Voegeli	18	Suzanne Viken
	Jeff Zuelke	19	Christine Sweeney
4	James Coutts	22	Julie Budrow
	Stephanie Luedtke	23	Gary Getchel
8	Elizabeth Patterson	24	Pat Bellinghiere
	Pat Knoble	25	Lynne Forrestal
9	Kathleen Rock		Kristin Hoff-Filak
10	Patrick Venable	28	Geoffrey Bue
14	Valerie Richter	29	James P Seichter
16	Jan Albertson		

## FREE MEDICATION LOCKBOXES



**Janesville Mobilizing 4 Change** is a community coalition that focuses on preventing and reducing substance abuse among youth. They currently provide home medication lock boxes free of charge and available to anyone who would benefit from the use of one. They know that 70% of abused prescription drugs are obtained from family or friends. JM4C would be happy to provide home medication lock boxes to Realtors to provide to their clients that are selling homes so they can securely store their medications while their home is on the market. They can also provide informational cards targeted to home sellers on how to safeguard their prescription medications, as they would any other valuable, prior to opening their home to potential buyers or others. Their office number is 741-2105 or you can email Jane Golberg (Drug Free Communities Project Coordinator) at [jane.im4c@gmail.com](mailto:jane.im4c@gmail.com) to speak to or request home medication lockboxes or brochures on safeguarding medication to give their clients.