



The
Real Scene from
ROCK-GREEN REALTORS®
ASSOCIATION www.RockGreenRealtors.com

4451 Woodgate Drive, Ste 100
 Janesville, WI 53546
 Office: 608.755.4854
 Fax: 608.755.4843

A word from your President By Ben Shult

Hello Friends,

Happy Labor Day! Never mind the experts who insist September 22ND is the start of fall... when the kids are in school and the Packers play on Sunday, it's fall. It's a beautiful time of year in Wisconsin. Don't forget to pause and enjoy.

The latest housing statistics show that inventory, finally, is showing some improvement. With 3.6 months of inventory in Rock County in August, this represents the best number in some time. That is a 20% improvement over last year. It's been a wacky year, but I am encouraged!

There are a couple of events coming up in September that I hope you'll take note of. The WRA convention is September 17th - 18th at the Kalahari Resort in the Wisconsin Dells. The CE requirement has increased by 50% to 18 hours this biennium. Did you know that with your paid registration, you can get 9 hours of FREE live CE classes and credit? That's half your requirement!

The annual Installation Lunch is on September 14th at Rotary Gardens, where your new board of directors and officers will be sworn in. We have a talented and dedicated slate of officers for 2018-19, beginning with new President Mary Ellen Mackey. Colleen Nelson will be our vice president, and Russ Zueger is the new secretary-treasurer of our association. I wish them all luck and look forward to their leadership!

Alas, this message from the president will be my last. It has been a great honor and privilege to serve you, and the Association, for these past 12 months as your president. I want to thank heartily all those who prepared me, advised me, helped me, encouraged me, and inspired me throughout. I also owe a debt of gratitude to my wife Jennifer and my kids, Lucy and Owen. They are the best support a person could ever have. Finally, I want to thank you, our members, for all you do on a daily basis to be a credit to our profession. I wish you health, happiness, and prosperity this year and beyond. See you at the closing table!

With greatest gratitude,

Ben



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* = Inserted Page

EXECUTIVE COMMITTEE

PRESIDENT

Ben Shult
756-3932 | Benshult@charter.net

PRESIDENT-ELECT

Mary Ellen Mackey
741-1000 |
maryellenmackey.realtor@gmail.com

SECRETARY/TREASURER

Colleen Nelson
758-9779 | nelsonc@firstweber.com

LOCAL DIRECTORS

Heidi Krenz-Buchanan | 3-year term
289-9383 |
heidikbuchanan@gmail.com

Jeff Zuelke | 2-year term
757-2862 | jeff@zteam1.com

Neil Kerwin | 1-year term
365-7791 | neil@kerwinsagency.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

Julie Budrow | 1-year term
758-9779 | budrowj@firstweber.com

Valerie Eagan | 1-year term
756-0300 | valerie@landtittlerock.com

ROCK-GREEN STAFF

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

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

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

ASSOCIATION NEWS

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A Note from your Association Executive:

Hello all, Happy September. It is so hard to believe that fall is just around the corner. Apples are ripening and the pumpkins are getting big. Real Estate is still going strong and everyone is still very busy. Hopefully not too busy that you all can open up your calendars and free some time on September 14 for our Installation Luncheon at the always lovely Rotary Gardens and for our Annual Safety Meeting at the Pontiac Convention Center on September 20th.

We need your support, our Annual Community Family Fun Fair is right around the corner and we would love to showcase some of the great REALTOR® and Affiliate offices we have in our Association. Please try and make some time to host a booth at this year's event. Only \$25 a booth for member offices and it is on October 25th with a Halloween theme. REALTORS®, pair up with an Affiliate office, have some fun with this after all that is what it is all about. We are going to decorate the room in Halloween décor and the vendor booths we hope will follow suit. There is also going to be a costume parade for the kids that come dressed to impress. Always a FREE event for the kids. Food, Fun and games for all. Please join us!

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



September is
REALTOR®
SAFETY
MONTH

Please be safe in all
that you do!

IMPORTANT NUMBERS

Association AE 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
2017-2018 ASSOCIATION COMMITTEE LIST**

BUDGET/FINANCE

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

BYLAWS

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

COMMUNICATIONS

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

DINNER DANCE

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

EDUCATION

Russ Zueger, Chair
Andrea Morse
Penny Patterson
Candice Kildow

EQUAL OPPORTUNITY

Paula Carrier, Chr.
Margo Berke

GOLF OUTING

Gary Getchel, Co-Chair
Al Herbst, Co-Chair
Paula Carlson
Deb DeWitt
Trish Edwards
Kaye Fulton
Pat Knoble
Jeff Myers
Vicky Kreyer

GOVERNMENT

AFFAIRS/RPAC

Jim Zanton, Chair
Mary Gilbank-Peterson, Co-Chair
Heidi Krenz-Buchanan
Andrea Morse
Dan Puckett

HEALTH & SAFETY FAIR

Karen Williams, Chair
Kim Nickols, Co-Chair
Tammy DeGarmo
Kelly Falk
Jeannine Hill
Linda Kleinschmidt
Vicky Kreyer

MEMBERSHIP/Orientation

Wade Williams, Chair

PROGRAM

Diana Stoehr, Chair
Andrea Morse
Wade Williams
LeAnn Utynek

NOMINATION

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

PERSONNEL

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

PROFESSIONAL STANDARDS

Wade Williams Chair '13 (T-18)
Joan Waite Mediator '12 (T-13)
Paul Schieldt, Mediator '12 (T-18)
Andrea Morse, Griev. Chr '12(T-18)
Jerry Morse, Ambudsman '16 (T18)
Randy Borman, Ambudsman'16T18
Adam Briggs '12 (T-09)
Dave Brown '13 (T'18)
Earl Collins '14 (T-18)
Deb DeWitt '14 (T-18)
Carol Esselman '18 (T18)
Kaye Fulton '12 (T-18)
Mary Gilbank '12 (T-18)
Eric Kim '16 (T-14)
Linda Kobilca '18 (T18)
Valerie Richter '12 (T-09)
Krista Shortreed '14 (T-13)

ROY/AWARDS LUNCHEON

Tammy Cherry, Chair
Wendy Bumgarner
Linda Kleinschmidt
Andrea Morse
Colleen Nelson
Julie Raese
Pat Knoble

RECRUITMENT

Colleen Nelson, Chair
Neil Kerwin
Andy Dongarra
Valerie Eagan
Jerry Morse

SUNSHINE

Maryann Warden, Chair
Mollie Podwell

YOUNG PRO'S TASK FORCE

Kevin O'Leary, Chair
David Bynum
Ben DeWitt
Kelly Falk
Kristan Hoff-Filak
Neil Kerwin
Heidi Krenz-Buchanan
Mary Ellen Mackey
John Mansur
Aaron Marjala
Olivia Martinez
Erica Penny
Kim Prichard

STRAT PLAN COMMITTEE

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

CORE STANDARDS COMMITTEE

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

ANNOUNCEMENTS

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Thank you all for Voting.



Please thank your 2018-2019 Association and MLS Board of Director Leadership Teams.

Association Board of Directors, President, Mary Ellen Mackey, Vice President, Colleen Nelson and Sec/Treasurer Russell Zueger and your directors, Ben Shult, Heidi Krenz-Buchanan, Jeff Zuelke, Tammy Cherry, Mike Venable, Julie Budrow, Jerry Morse and Jackie Borgwardt.

MLS Board of Directors, President, Sally Weaver Landers, Vice President, Erika Penny and Sec/Treasurer Verna Saladino and your directors, Bianca Singer, Wade Williams, Paul Schieldt, Dave Brown, Kelly Falk, Margo Berke, Eric Kim and Pat Bellinghiere.



Have you registered for this year's WRA Convention? No, well then you might want to do that soon. Some great presenters and speakers and you can do CE live (Elective B, CE3 and CE4) and attend the famous Ice Breaker, they are always a good time. Go to wra.org or call the association office for a form.

REALTOR® Safety Month Fact of the Week:

Did you know? The profile of who is attacking Real Estate Agents is:

- * 25 – 55 year old Caucasian male
- * Typically middle – upper middle class
- * Typically either white collar or professional trades
- * Typically in a long term relationship, but not necessarily married

Did you know | Inman News Free

The WRA's partnership with Inman News gives you access to exclusive news, in-depth reporting and through analysis with Inman News" newest feature, Inman Select. Inman Select has everything you need to know to be smarter about real estate, such as daily news, award-winning commentary, special reports, webinars and more. Inman Select is a paid service, but WRA members can access Inman Select for free! Signing up is easy. Visit www.wra.org/InmanSubscribe (WRA login required).

MLS INFORMATION

***The Show Date field is now available for optional entry on active listings. Show Date has been a required field for withheld/delayed listings, but was not available for active listings. If a listing is not ready for showings, an agent has the option to put that listing into withheld/delayed or active status. If set to active, MLS rules require the listing to include the date showings will begin in the first line of the MLS public remarks. **This is still mandatory**, as the date showings will be allowed must be made clear on public websites. You can find the Show Date field under the Showing Info section when adding/maintaining a listing. Showing dates are automatically blocked off within ShowingTime until the Show Date.

***Important Reminder: If you enter a Show Date for either a withheld/delayed or active listing, and have to change that date (either forward or backward), remember to contact agents who have set up a showing based on the original show date, to reschedule based on your new show date. **ShowingTime does not do this automatically for you.**

***ShowingTime reports that the national average for showing feedback is 72%. SCWMLS/RGMLS members are a bit above average, completing feedback requests 76% of the time

***Within Paragon, you can change the fields that display on the spreadsheet list of properties that come up after a search. Click Customize from the closest toolbar above, and select Fields. The box on the right lists the fields that currently display on your spreadsheet. If you want to remove a field, simply click on the field and click **REMOVE**. If you want to add a field from the left box, click on the field and then on Add. If you do not see the field you would like to add, click on the Group box at the top to display different types of fields (i.e. Feature Categories). You can also use the Move Up and Move Down buttons to change the order the fields appear on your spreadsheet. Click on Save and Close to apply your changes. Your customized spreadsheet will now come up each time you display the spreadsheet. There is a Revert to Default button on the bottom if you mess up.

***When entering a new listing, you are asked to indicate, via free form fields, items that are included and excluded in the sale. In addition, there is the opportunity to select some items that are included under feature pick lists (i.e. Washer & Dryer under Interior Features). We encourage you, as a listing agent, to enter the included items in both the free form field and in the pick lists. As a selling agent, please check both places just in case the listing agent has not read this helpful Hot Tip.

***A feature called map boundary has recently been added within Paragon. In the past, when a user entered search

criteria first, and then clicked to open the map search, they were confused because the map did not display the matches for the criteria they had already entered. Now, the map will open with the matches from the criteria you have entered before selecting the map search criteria. The map will automatically open using the best-fit zoom level. There is an icon within the tool bar at the top of the map to turn this boundary off if you would rather your matches not display until after you select your map shape(s). This icon is a green dotted line square with a magnifying glass located to the left of the address search bar.

*****Fun for you:** A new Southwest theme banner has been added to your preference options to spice things up! Go to Preferences -> System -> User Interface.

Thank you, Sue

MLS Officers/Directors

Bianca Singer, MLS President
Phone: 608-755-5400

Email: bianca@thebriggsrealtygroup.com

Sally Jean Weaver-Landers, Vice President
Phone: 608-74-2121

Email: sjweaverlanders@gmail.com

Erika Penny, Secretary/Treasurer
Phone: 608-755-5400

Email: erika@thebriggsrealtygroup.com

Wade Williams, 3-year term
Phone: 608-289-7912

Email: wadeway@gmail.com

Paul Schieldt, 2-year term
Phone: 608-741-1000

Email: paulschieldt@charter.net

Dave Brown | 1-year term
Phone: 608-758-9779

Email: brownd@firstweber.com

Mollie Podwell | 1-year term
Phone: 608-751-9395

Email: mollie1434@aol.com

Bonnie Collins | 1-year term
Phone: 608-884-8468

Email: bonniebest08@gmail.com

Margo Berke, 1-year term
Phone: 608-884-4311

Email: margo@patsrealty.com

Verna Saladino, 1-year term
Phone: 608-755-5400

Email: verna@thebriggsrealtygroup.com



Rock County Housing Statistics

Madison, Wis.—Despite improving inventories over the last two months, housing supply remains tight in the state, which kept July home sales down and drove median prices up.

Home sales for the first seven months of 2018 were 3.2% lower than sales between January and July last year, and median prices were 7.5% higher.

Wisconsin had near-record-low unemployment rates as evidence of the state's strong economy and the strong demand for housing in Wisconsin.

Affordability definitely slipped, but income growth has offset price increases to a degree. Mortgage rates are up by about a half percent over that same 12-month period but remain quite favorable at 4.53% in July.

The improvement in listings over the last couple of months is a welcome improvement and should help to move us toward a more balanced market, but we're still in a strong seller's market.

Rock County Housing Statistics—The **median price** for July 2018 is \$157,750 and for the month of July in 2017 it was \$144,950 that was an increase of +8.8% and the **Sales** for July 2018 is 234 and July of 2017 was 240 that was a decrease of -2.5%. In July of 2018 there was 3.6 months of **inventory** and in July of 2017 there was 3.0 that was an increase of +20.0%. Average **days on the market** in July of 2018 was 73 and July of 2017 was 86 that was a decrease of -15.1%.

Statewide Housing Statistics—The median price through July 2018 is \$183,500 and through July of 2017 it was \$170,700 that was an increase of +7.5%. The sales through July of 2018 is 46,763 and July of 2017 was 48,329 that was a decrease of -3.2%.

All county figures on sales volume and median prices are compiled by WRA and are not seasonally adjusted. Median prices are only computed if the county recorded at least 10 home sales in the quarter. Beginning in 2010, all historical sales volume and median price data at the county level have been re-benchmarked using the Techmark system, which accesses MLS data directly and in real time.

Meet your 2018-19 Incoming President



Hello everyone, allow me to introduce myself, Mary Ellen Mackey with Coldwell Banker The Realty Group. I'd like to say it is an absolute honor and privilege to serve as your president for the next year. Let me take a minute to tell you a bit about my background and values. I have a degree in graphic design and marketing and worked in the print industry for 15 years. I began selling real estate in 2004, and have had the good fortune of doing business with many of you through the years. I understand the importance of home-ownership and I'm committed to advocating for the rights of homeowners. In 2016, I was the first REALTOR® in Rock County to earn the nationally recognized Pricing Strategy Advisor (PSA) certification, as well as the Real Estate Negotiation Expert (RENE) certification. In 2017, I was honored with the International Sterling Society Award by Coldwell Banker. In my free time, I play the competitive sport of roller derby and have been doing so for 8 years now. As a REALTOR®, I'm fortunate to be in a position where I get to help people on a daily basis. I firmly believe we, as a service driven business, can have a great impact through community involvement and charitable acts of kindness. I love my job and look forward to a great year with continued success for the Rock-Green Realtors Association.

2018-19 Annual Association Dues Invoices are now being distributed



If you do not receive yours within the next few weeks, please call the Association office for a copy.

CE BIENNIUM DEADLINE, DECEMBER 14, 2018 Mandatory courses (all four are required)

Course 1, Wisconsin Listing Contracts
Course 2, Wisconsin Offers to Purchase
Course 3, Wisconsin New Developments
Course 4, Ethics and Best Practices, includes NAR Code of Ethics requirements.

Elective courses (two required)

Elective A: New Construction
Elective B: WI Investment Property and Property Management
Elective C: Financing
Elective D: Other WI Approved Forms

Remember 3 Courses are included in your WRA Convention Full Pass registration.



September, what happened to summer!! Events for September are Sept. 3rd Labor Day, Sept. 9th Grandparents Day, Sept. 11th Patriot's Day, Sept. 21st Peace Day, Sept. 22nd Autumn, and Sept 24th The full moon.

Wishing all September birthdays the best.

If you have any issues or questions for the MLS Board of Directors, send in a letter or request to speak to the Board directly, then we can add it to the agenda.

At Rock-Green Realtors® Association we are always looking for new members/new offices. New member applications can be found online at www.rockgreenrealtors.org (fees not disclosed online) or call the office, we can fax or email applications if you wish for new offices, agents, brokers, affiliates and local affiliates. The more the merrier!

Sue

NEW MEMBERS:

Tim Shortreed, Old National Bank
Greg Wilson, Old National Bank
Rick Wolski, Shorewest Realtors, Transfer
Amy Betker-Steffensen, Coldwell Banker The Realty Group
Carol Cooley, First Weber Inc.

MEMBERS leaving the Association:

NONE

MEMBERS ON THE MOVE:

Marianne Walker, left Shorewest, joined Walker Realty Group LLC

NEW OFFICES:

Walker Realty Group LLC

OFFICES LEAVING:

NONE



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." Thank you!

**New Member Orientation
Schedule for 2018
November 15, 2018**

"Thank you to River Title for the donuts and coffee for our orientations. Very much appreciated."

"Thank you Wade Williams for being our orientation instructor."

"Recipe of the Month"

CHICKEN BREASTS

6 skinless/boneless chicken breasts
2 strips bacon per breast (12)
2 cans cream of chicken soup
1 ½ c. sour cream
1 (3 oz.) pkg. cream cheese
1 pkg. dried beef

Line a 9x13-inch pan with dried beef slices. Wrap bacon around each breast. Blend soup, sour cream and cream cheese thoroughly. Place breasts over dried beef lining. Pour soup mix over chicken. Cover pan with tinfoil and bake at 350° for 2 hours. Uncover pan last ½ hour of baking time to brown chicken. Serve over rice. Yield: 8 servings.

Simple! Simple! Simple! And can be made ahead for an easy meal!

MEASUREMENTS

Unit:	Equals:	Also equals:
1 teaspoon	1/3 tablespoon	1/6 fluid ounce
1 tablespoon	3 teaspoons	1/2 fluid ounce
1/8 cup	2 tablespoons	1 fluid ounce
1/4 cup	4 tablespoons	2 fluid ounces
1/3 cup	1/4 cup plus 4 teaspoons	2 3/4 fluid ounces
1/2 cup	8 tablespoons	4 fluid ounces
1 cup	1/2 pint	8 fluid ounces
1 pint	2 cups	16 fluid ounces
1 quart	4 cups	32 fluid ounces
1 liter	1 quart plus 1/4 cup	4 1/4 cups
1 gallon	4 quarts	16 cups

Barb Tapovatz Tried' n True

If you have a recipe you would like to share email: sue@rockgreenrealtors.org

Make sure you have copyright permission.

Key System Hot Tip: Our Supra key system allows you to set email or text alerts when an agent opens your keybox, and when they leave your listing. You can also set up to send this alert to your seller or team member(s). Alerts can be set up via www.supraekey.com (click the SupraWEB Login for Real Estate Agents). If you are new to this website, you will be prompted to set up an account (hint: your key serial number displays at the top of your ekey screen). Click [here](#) for detailed instructions on setting up showing alerts.

SEPTEMBER BIRTHDAYS



1	Tamara Lund
	Aaron Marjala
2	Gloria Singer
	Tim Anderson
5	Kari Reilly
6	Erika Penny
7	Paula Carrier
	Shelly Tomlinson
9	William Press
	Eric Schmaling
10	Melissa Selvog
	Gina Hartman
13	Sarah McClean
17	Mary Gilbank
18	Ronda Richter Weber
20	Paul Burkart
	Maysie Raine
21	Lettie Mazur
23	Amber Buster
24	Candie Bonson
25	Diane Rosenstiel
27	Cindy Wright
28	JR Sheldon
	Rochelle Dix
29	Blair Winn
30	Robert Sarow

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



NEW TECH HELPLINE TOLL-FREE!
 MEMBER BENEFIT
 866-610-7997
 VISIT US AT: www.techhelpline.com
 SUPPORTED ISSUES: www.techhelpline.com/computer-support/
WRA **Tech Helpline**

DATES TO REMEMBER

SEPTEMBER 2018

- September 3, Labor Day, Association office Closed
- September 12, MLS Board mtg. 9 A.M. Association office
- September 14, Installation luncheon, Rotary Gardens
- September 17-18, WRA Convention
- September 19, Rock-Green BOD mtg. 8:30 A.M. Assoc. Office
- September 20, Membership Meeting, Pontiac Convention Ctr.



UPCOMING EVENTS

- October 10, MLS Board mtg. 9 A.M. Association office
- October 17, Rock-Green BOD mtg, 8:30 a.m. Assoc. office
- October 24, Membership Meeting, Pontiac Conv. Ctr.
- October 25, Community Family Fun Fair, Pontiac Conv. Ctr.

OCTOBER BIRTHDAYS

3	Andy Phillips	20	Cindy Garza
12	Kerri Walker		Mayanne Warden
14	Ellen Phillips	21	Lynnea Strickland
	Jodeen Schmid	23	Karla Hale
	Krista Shortreed	26	Anda O'Connell
15	Bryan Holder	27	Mary Alonso
	Valerie Eagan	31	Julie Gaddini
17	Michael Hanna		Trixie Hickok
18	Thomas Kerl		James A Phillips

2018 Annual Community Family Fun Fair

Thursday, October 25, 3 - 7 P.M.

Pontiac Convention Center

Show your support for your Association and for your community. Host a booth, only \$25 for member offices. That is a great deal! Pair up with another Realtor or Affiliate office. Decorate it SPOOKY and have a chiller of a game and a small give-away for the kiddos. Cheer on the kids as they are doing their costume parade. This will be fun for all and FREE for the kids. Food, fun, games and prizes. Sign-Up Today!



Membership Meeting

REALTOR® SAFETY & Self Defense!

Chad Sullivan, Janesville Police Dept. and a member of the JM4C coalition, and Chris Bourgeois, of Premier Tennis & Fitness Janesville.



Come and hear from Chad how you can keep safe while showing someone their dream home. Hear tips and tricks to make sure you make it home. Get a little brush-up on Sexual Harassment (one of our Core Standards requirements). And then get a little exposure on some self-defense moves that you can use to keep safe. Chris made it her passion for fitness and for helping others. She has a 2nd degree black belt in Kyuki-Do and has coached the MMA team and presented women’s self-defense clinics and seminars.

Pontiac Convention Center | 2809 N Pontiac Drive

September 20, 2018| Registration 8:30 a.m.

Continental Breakfast at 8:30 meeting starts at 9:00 a.m.

Registration Deadline: September 14, 2018

Membership Meeting Registration Form—September 20, 2018

Please Print Names

NAME _____ NAME _____

NAME _____ NAME _____

NAME _____ NAME _____

NAME _____ NAME _____

NAME _____ NAME _____



Please check here if you require special services to attend. Attach a written description of needs.