



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

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

## A word from your President By Jeff Zuelke, Association President

Thanks to all who attended the August Membership meeting. Our speaker, Chad Sullivan had an excellent presentation and some great hints and tips for staying safe as REALTORS®. Thanks, Chad.

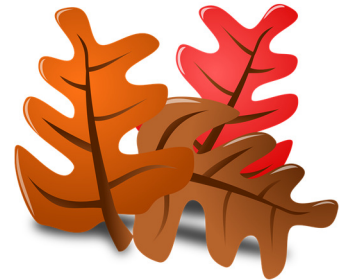
We also learned of many insurance benefits available to us as REALTORS® through SASid insurance which is located right here in Janesville and headed by Joey Sarow. SASid has teamed with NAR to offer benefits to the Realtor community. For more information, visit [www.realtor.org/insurancemarketplace](http://www.realtor.org/insurancemarketplace) or call Joey at (608) 709-2717. His job is to provide information and not to sell, so your inquiry will be no pressure and no hassle, just straight forward information regarding the benefits available to you as a REALTOR®. Check it out.

In closing, I would like to thank all of the members of the Rock-Green REALTORS® Association for allowing me to serve as President over the last year. On Sept. 21, Heidi Krenz-Buchanan will be installed as your new President. Please join us in welcoming Heidi to her new position. Registration for the event begins at 8:30 a.m. and the meeting begins at 9:00. Thanks, too, to all who chaired and participated on committees during the past year and to those that served on the Board. The giving of yourself and your time is very much appreciated and makes the Rock-Green REALTORS® Association the strong organization that it is. Finally, thanks to Vicky Kreyer and Sue Cook for their work and support of us as agents and the Association. Please know you both are much appreciated.

Make it an amazing rest of your September!!



Jeff



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# Installation and Awards Ceremony

SEPTEMBER 21, 2016

Rotary Gardens | 1455 Palmer Drive, Janesville

8:30 a.m. Registration

9:00 a.m. Call Meeting to Order/Invocation/Breakfast Buffet

Please support your Association Leadership by  
attending the Installation of your--

**2016/2017 PRESIDENT, HEIDI BUCHANAN**

**And the 2016/2017 Slate of Officers and Directors  
Rock-Green REALTORS Assoc. and Rock-Green MLS Inc.**

Installation will be by Cori Lamont,  
WRA, Director of Regulatory Affairs

Help Congratulate the Realtor® of the Year and the Affiliate of the Year and  
numerous other awards will be presented! You could also be the winner of one  
of the door prizes!!!

***Breakfast will be Catered By: Knutes, Orfordville***

***- Cost: \$7.00 per person -***

***Food Sponsored by: Blackhawk Bank***

**DEADLINE FOR REGISTRATIONS – SEPTEMBER 15, 2016**

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## REGISTRATION FORM – 2016 INSTALLATION/AWARDS BREAKFAST BUFFET

PLEASE PRINT

PLEASE PRINT

NAME \_\_\_\_\_

NAME \_\_\_\_\_

NAME \_\_\_\_\_

NAME \_\_\_\_\_

NAME \_\_\_\_\_

NAME \_\_\_\_\_

NAME \_\_\_\_\_

NAME \_\_\_\_\_

Send payment to: Rock-Green REALTORS® Association, 4451 Woodgate Dr.  
Janesville, WI 53546 - MasterCard/Visa/Discover credit cards are accepted.

Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Billing Address # \_\_\_\_\_ Zip Code \_\_\_\_\_

Signature \_\_\_\_\_ Amount \$ \_\_\_\_\_

## EXECUTIVE COMMITTEE

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

President Elect  
Heidi Krenz-Buchanan  
289-9383 | heidikbuchanan@gmail.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

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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:

Wow! What a wonderful Leadership Summit we had in Chicago this year! Heidi and I learned some great things and some great ideas. Looking forward to the 2016-2017 year. The theme was "Revolution" it spoke of how the REALTORS® Association has evolved over the years. How you, the REALTORS® have grown into this great 3-tier organization. Then, to have NAR General Counsel Katie Johnson on stage and compliment Wisconsin on legislative advocacy success regarding the independent contractor status for REALTORS®. It was also great to hear NAR CEO Dale Stinton say "We are The Voice for Real Estate and always will be!"

Now, hold onto your hats and get set for a great 2016-17 year here at the Association. Committee chairs, Heidi will be calling to see that you have your committee in place and ready to go for this year.

Make sure to mark your calendars for September 21, and attend this year's Installation Ceremony. Heidi Krenz-Buchanan will be your new incoming President. Let's show her a warm welcome and join me in congratulating her. Cori Lamont of WRA will be down from Madison to do our Induction Ceremony.

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*



*Waves of Opportunity* is the theme for this year's WRA Annual Convention. September 13-14, 2016 at the Kalahari Resort and Convention Center in the Wisconsin Dells. Check out the 2-fer program if you have never attended or not attended in the last 5 years. Could save you and another person some cash.

### 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**

### **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  
Russ Zueger

#### **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  
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  
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  
Brady O'Leary  
James Oberg  
Sally Jean Weaver-Landers

#### **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

#### **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  
Randy Borman, 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  
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**

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Membership meeting notes; Joey Sarow was in attendance representing SASid Insurance. He is the Key Account Representative for our area. If anyone is interested in learning more about Health, Dental & Vision Supplemental Plans for REALTORS® please give him a call or stop in their office for more information. The number is 608) 709-2717 or stop in at 14 N Parker Dr. Suite 300 in Janesville.

Chad Sullivan gave a very informative Safety program. Full of great information. He spoke of great apps and websites to check out. Below is the P3Tips app to download onto your phones. For anonymous tips, could get you some cash if your tips lead to an arrest. Other sites to check out are Nixle.com and Raidsonline.com



**IT IS YOUR RIGHT!!!!!!**

### **!!!!!!SAVE THE DATES!!!!!! 2016 MEMBERSHIP MEETINGS and other Association Events.**

**September 13-14**, WRA Convention, **REGISTER NOW!**  
**September 21**, Installation/Awards Event, Rotary Gardens  
**REGISTER NOW!**

**October 12, M/M** with James Otterstein, Rock Co. Development.

**December 3**, Holiday Dinner & Dance Event. Janesville Country Club

**M/M** = Membership Meeting W/9 a.m. start, held at Pontiac Convention Center.

**Watch for details as these events get closer.**

**MLS INFORMATION**

\*The ability to set 0 as days back within your personal Market Monitor defaults. 0 days represents changes from just today, whereas 1 represents changes from today and yesterday. The system default will remain at 1.

-When cloning a previous listing, you will have the ability to include photo labels.

-The ability to go from tax search directly to full view in Tax will be restored (bug fix).

\*Google Street View A link to the Google street view has been added to the agent full report. Look for the new icon under the photo, at the beginning of the directions.

\*Updating Your Listings via Zillow/Trulia the MLS sends listings to Zillow and Trulia for offices that have requested to opt in. If an agent claims their listing on Zillow or Trulia, and makes a change to a field other than price, status, open house info or photos, that change will lock that field, and no subsequent changes done in Paragon™ will update to that field. For example, if you change the remarks directly on Zillow or Trulia, and then weeks later make a change to the remarks in Paragon™, the change made in Paragon™ will not flow to Zillow or Trulia and you will need to change the remarks in Zillow and Trulia manually.

\*You can search for upcoming open houses under the Search Program in Paragon. Click on Search and select the property class. Open up the Advanced Criteria section at the bottom to find the Open House Date search prompt to search for a specific date, or a Yes/No option to find all upcoming open houses. If you have a client who would like to be notified of open houses within their search area, you can include Open House = Y as a criteria in their saved search.

\*When arranging photos, if you end up with a blank box between photos, you can simply drag that blank photo graphic to the end instead of moving each photo ahead by one space. If you leave a blank box, Paragon is smart enough to ignore it in the slideshow, but reports with multiple photos and some data exports are not as smart. Bottom line -- don't leave blank spots between photos.

\*Please remember to use the correct street tag when entering your listings. EX. Street—St, Avenue—Ave, Circle—Cir, Etc. Any questions call the Association Office 608-755-4841.



\*Please make sure your seller dates all amendments the day of or prior to expiration date.

**\*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). SBP are entered directly into sold status, do not enter as active. Please make sure on all SBP's you have an outside photo of the sold property. Questions call 608-755-4841.**

Thank you, Sug

**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, 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.



**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)**



# Membership Meeting

Rock-Green REALTORS® Association Inc.



## PRESENTS:

### James Otterstein

## Rock Co. Economic Development Manager

Come and learn what's going on in Rock Co. More information to follow.

Location: Pontiac Convention Center

2809 N Pontiac Drive, Janesville, WI

Wednesday, October 12, 2016

8:30 a.m. Registration/Continental Breakfast

9:00 a.m. Meeting and Program

**Registration Deadline: October 6, 2016**

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Membership Meeting Registration Form—October 12, 2016

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.

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.



September has arrived!. Labor day is September 5<sup>th</sup>, grandparents day is September 11<sup>th</sup> and imagine this but the first day of fall is September 22<sup>nd</sup>. Not looking forward to any kind of cold weather. I like the upper 60's to mid 70's.

There is still time for plenty of outdoor activities. For a fun time try playing horseshoes, the weather is perfect when it cools down.

Applications are online at [www.rockgreenrealtors.org](http://www.rockgreenrealtors.org) or call the office, we can fax or email applications if you wish for new agents, brokers, affiliates and local affiliates.

*Sue*

#### **NEW MEMBERS:**

James A Phillips, First Weber Inc

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

Rick Cossman, Shorewest Realtors

Nick Thomas, Shorewest Realtors

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

**"My Apologies to Suzette Hughes and Sally Astin for missing their membership changes. Suzette and Sally left The Realty Group and joined Briggs Realty Group."**

#### **NEW OFFICES:**

NONE

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

NONE

#### **OFFICES WITH NAME CHANGES:**

NONE

#### **\$\$\$\$PRE-PAYMENTS FOR 2017 ANNUAL DUES**

The pre-payment option is now over. It ended on August 31, 2016. Thank you to all that participated. If you did not take advantage of this great program and would like more information just call Sue at (608) 755-4841. Otherwise our new program will start in January of 2017 for the 2018 dues. Watch for more details.



**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**

November 3, 2016

2017 Schedule, coming soon!

"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"**

##### **BLUBERRY CRUMBLE PIE**

Don't worry if the pie doesn't hold its shape. The blueberries are supposed to spill out—that's the crumble!

5 c. fresh or frozen blueberries  
1 (9 oz.) graham cracker crust  
¾ c. packed brown sugar  
3 T. flour  
1 ½ tsp. vanilla extract  
¼ tsp. grated lemon rind  
1 (8 oz.) ctn. sour cream  
¼ c. dry bread crumbs (plain)  
1 T. sugar  
1 T. butter, melted

Preheat oven to 375°. Place blueberries in crust; set aside. Combine brown sugar, flour, vanilla, rind and sour cream; spread over blueberries. Combine bread crumbs, sugar and butter; sprinkle over sour cream mixture. Bake for 40 minutes, or until set and crumbs are lightly browned. Cool 1 hour on a wire rack. Yield: 8 happy people servings.

*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.

**It is not too late to register for the  
WRA Annual Convention.  
September 13 – 14 at the Kalahari  
in the WI Dells, SIGN-UP Today.\***



## SEPTEMBER BIRTHDAYS



1	Tamara Lund
	Aaron Marjala
2	Gloria Singer
	Tim Anderson
4	Sally Wellnitz
5	Kari Reilly
6	Erika Penny
7	Paula Carrier
	Shelly Tomlinson
9	William Press
	Eric Schmalling
10	Melissa Selvog
	Gina Hartmann
17	Mary Gilbank-Peterson
18	Diane Albright
	Ronda Richter Weber
20	Paul Burkart
21	Lettie Mazur
23	Amber Buster
24	Candie Bonson
25	Sandra Minkey
	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!**

**"September is REALTOR®  
Safety Month"**

## DATES TO REMEMBER

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### September 2016



- 07 MLS Board Meeting, 9 a.m. Association Office
- 13-14, WRA Convention, Kalahari, WI Dells
- 21 Board of Directors Meeting, 8:30 a.m. Association Office
- 19 Installation, Rotary Gardens, 8:30 registration

### UPCOMING EVENTS

- October 5, MLS Board Meeting, 9 a.m.
- October 12, Membership Meeting, James Otterstein
- October 19, Board of Directors Meeting, 9:30 a.m.

## OCTOBER BIRTHDAYS

3	Andy Phillips	21	Lynnea Strickland
12	Kerri Walker	23	Karla Hale
14	Ellen Phillips	25	Kevin Kerwin
	Jodeen Schmid	26	Anda O'connell
	Krista Shortreed	27	Mary Alonzo
15	Bryan Holder	29	Dave Mansur
	Valeri Eagan	31	Julie Gaddini
17	Michael Hanna		Trixie Hickok
18	Thomas Kerl		James A Phillips
20	Cindy Garza		
	Maryann Warden		

### **SAVE THIS DATE**

December 3, 2016  
Rock-Green REALTORS® Association  
Dinner Dance 2016  
Band | Rainbow Bridge  
Janesville Country Club  
Silent/Live Auction to benefit the Boys & Girls Club.

