



The Superior Area Association of REALTORS® Newsletter October, 2008

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Dear Tracy,

As the new year for the Association starts, please consider volunteering to serve on the MLS Committee or the newly formed Public Relations Committee.

If you are interested in serving on the MLS Committee or the newly formed Public Relations Committee, simply call the Association office at (715) 392-7002 or e-mail Tracy.

Worried about the travel? The Association will be providing the ability to participate in Committees via remote communication!

These terms start October 1, 2008.

Quick Links

[Superior Area Association of REALTORS®](#)

[Wisconsin REALTOR® Association](#)

[National Association of REALTORS®](#)

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Your 2008-09 Leadership

President: Peggy Kman

President-elect: Maria Letsos

Past President: Jim Kraemer

Treasurer: Bruce Lurye

Directors: Dana Acton, Tina Anderson, Carol Hesch, Steve Germond, David Masterjohn, Mike Raivala and Brenda Uotinen.

Our Affiliate Members

M & I BANK
1425 Tower Ave
Superior, WI 54880
Main: (715) 395-2184
Fax: (715) 394-9188

NORTHERN STATE BANK
321 W Main Street
Ashland, WI 54806
Main: (715) 682-2772
Fax: (715) 682-8826

From the President - Peggy Kman



Thank you for allowing me to serve as your President for the upcoming year. I look forward to meeting many of you in the next 12 months and hope that I will be hearing from you.

I would love to see more involvement and would like to invite each of you to serve on a task force or committee that interests you. It will be easier this year to join in as we will be equipped to handle remote participation through internet and phone. There is no application needed to serve on our MLS committee. Just call the association office and they will let you know when the next meeting is.

Please feel free to email me with ideas, suggestions and concerns. I will bring them to our board meetings and share them. My email address is peggykman@vanhollen.com. Thanks again and have a productive October.

It's Dues Time!

Just a reminder that dues are due by October 31, 2008 to avoid a \$25.00 late payment fee. You can pay your dues online at www.saarealtors.com.

Check out the new NorthlandOpenHouses.com Website!

The Association has completely revamped the NorthlandOpenHouses.com website. The public can now register to receive email updates of open houses, search for open houses, print out a list and get

directions.

You must input your open houses in Paragon through Listing>Maintenance and add the information. The site is scheduled to be updated every hour.

[Click here for view the new site.](#)

Real Estate Advertising Rules

QUESTION:

A broker has noticed a number of property listings and other promotional advertisements on Craig's List that turn out to be from real estate licensees. Do they have to disclose their status as real estate brokers or licensees?

ANSWER:

The rules for advertising under Wisconsin Law and the REALTOR® Code of Ethics apply to on-line advertising in very same manner as advertising in other media. Article 12 of the Code states: "REALTORS® shall be honest and truthful in their real estate communications and shall present a true picture in their advertising, marketing, and other representations. REALTORS® shall ensure that their status as real estate professionals is readily apparent in their advertising, marketing, and other representations, and that the recipients of all real estate communications are, or have been, notified that those communications are from a real estate professional." This Article was changed, effective January 1, 2008, to establish that the obligation to ensure one's status as a real estate professional goes beyond just advertising.

Wisconsin's license law provides a similar duty of disclosure in advertising:

Wis. Admin. Code § RL 24.04 Advertising.

(1) FALSE ADVERTISING. Licensees shall not advertise in a manner which is false, deceptive, or misleading.

(2) DISCLOSURE OF NAME.

(a) Except for advertisements for the rental of real estate owned by the broker, a broker shall in all advertising disclose the broker's name exactly as printed on the broker's license or disclose a trade name previously filed with the department, as required by s. RL 23.03, and in either case clearly indicate that the broker is a business concern and not a private party.

(b) Except for advertisements for the rental of real estate owned by the licensee, a licensee employed by a broker shall advertise under the supervision of and in the name of the employing broker.

(c) A licensee may advertise the occasional sale of real estate owned by the licensee or the solicitation of real estate for purchase by the licensee without complying with pars. (a) and (b), provided that the licensee clearly identifies himself, herself or itself as a real estate licensee in the advertisement.

This Wisconsin REALTORS® Association Best of the Legal Hotline service is provided for you by the WRA's Legal Affairs Department. The service should be considered a general statement of applicable legal principles. Given this format, it is impossible to fully address all potential legal issues which might apply in any particular situation. A determination of any individual's legal rights in a transaction can only be obtained after complete analysis of the law and its applicability to the particular fact situation. Please contact the WRA Legal Hotline if additional information is needed, or private counsel, if legal advice is needed.

Paragon Tips and Tricks

You can have 6 quick action links on your Paragon home page so you can easily access those parts of the program you use most!

To Select Your Quick Action Links:

1. Click Customize next to Quick Action Links.
2. To remove items from the Selected Items, highlight and click Remove.
3. Select up to 6 actions from the Available Items on the left. Highlight the line and click Add.
4. Use the Menu Category drop down to change the list of Available Items to another category.
5. Click Save & Close and the Home Page will refresh with your new selections in the Quick Action Links.

REALTORS® Go Green

In response to growing consumer demand for green homes and building practices, the National Association of Realtors® has introduced a new Green designation for Realtors®. The designation will help

home buyers and sellers who care about energy efficiency and environmentally sound building practices identify Realtors® who can help them meet their green home goals.

"As energy costs rise along with concern for the environment, homeowners are looking for innovative ways to save money and live responsibly," said NAR President Richard F. Gaylord, a broker with RE/MAX Real Estate Specialists in Long Beach, Calif. "Realtors® who earn the Green designation will add value to the real estate transaction with their knowledge of resource-efficient building materials and processes, as well as their understanding of simple actions that can reduce energy and water waste."

Forty percent of Realtors® report that green building is important to their business and clients, while 87 percent believe it will be of even more interest a year from now. NAR is engaged in various green building issues through initiatives like the Smart Growth Action Grants Program that helps Realtor® associations create livable communities. In addition, many state and local Realtor® associations are developing programs to teach members about energy-efficient and environmentally conscious home features.

The First Green Designation Core Course will be held Nov. 5-6, 2008, at the 2008 REALTORS® Conference & Expo in Orlando, Florida. To earn the designation, Realtors® must complete the core course plus one elective. The program is designed to help Realtors®:

- Understand what makes a property green
- Explain to clients and customers the cost benefits of green building features and practices
- Distinguish between industry rating and classification systems
- List and market green homes and buildings
- Discuss the financial grants and incentives available to homeowners
- Guide buyers in purchasing resource-efficient homes

For more information about the designation, or to register for the course, visit

www.greenresourcecouncil.org or e-mail greendesignation@realtors.org.

October Green Tip - How to save money at the pump!

America is a country defined by that beautiful machine we call the automobile. Gas stations, drive-ins, service centers, and many other establishments are built around America's love of the car. However, there is much uncertainty as to the automobile's future. The United States consumes about 20 million barrels of oil a day with the 250 million vehicles on America's road consuming more than half that total. Not to mention that according to the EPA, automobiles contribute about 20% of the US's CO2 emissions annually. With fuel prices on the rise, hybrid, E85, and hydrogen fuel cells are all terms we are starting to hear and learn about as possible alternatives to this issue and it is still unclear the direction these alternative fuels may be going.

In the meantime, here are a few tips that can help you to stretch your dollar as much as possible and help the planet at the same time.

1. **Car pool, telecommute, or take public transportation when possible.** Even if it's just one day per work week, that's a 20% reduction in fuel consumption.
2. **Use a more fuel-efficient vehicle.** Do you really need to take an SUV on a showing? Probably not. According to the US Department of Energy, using a more fuel-efficient vehicle can save you between \$200-\$1500 annually; and that really adds up over the life of a vehicle!
3. **Keep your car healthy!** A good tune up can increase efficiency by about 4% or \$.13 per gallon. Replace your air filters as required and keep your tires properly inflated to get the best mileage.
4. **If it's not too far out of your way, go to where the gas is cheapest.** There are a number of gas price reporting services available online. Visit <http://www.fueleconomy.gov/feg/gasprices/states/MN.shtml> for a list. Keep in mind, driving five miles out of your way to save a little at the pump, will probably cost you more in the end.
5. **Drive sensibly.** Aggressive driving (quick acceleration and braking) can lower your gas mileage by \$.19 to \$1.23 per gallon. Pretend there is an egg between your foot and the pedal and use cruise control when possible. Generally speaking, gas mileage decreases rapidly over 60 mph. Assume that every 5 mph you drive over 60 mph is like playing \$.26 more per gallon.
6. **Remove excess weight.** Don't feel like bringing the bag of dog food in? Remember that every extra 100 pounds of weight in your car, your miles per gallon is reduced about 2%.

We can all take a small part in driving more efficiently and with the amount of time real estate professionals spend in their cars, the potential for saving is even greater!

Sources: Pribble, R. Minnesota Environment. Vol.7 No. 2.; www.fueleconomy.gov

If you would like further information on our monthly green tip or have a suggestion for one, please contact Maranda at the Association office at maranda@daar.com.

Thank you for helping us make a difference!

Are you missing out on important news and information sent from the Association office? Please take a moment to add the following email addresses to your contact list to ensure you are receiving all correspondence from the Association staff.

Tracy Huotari: Tracy@daar.com

Maranda Herrington: Maranda@daar.com

Brian Ekmark: Brian@daar.com

Tiffany Litman: Tiffany@daar.com

