



# The Superior Area Association of REALTORS® Newsletter March, 2009

## In This Issue

From the President  
Short Sale Webinar  
What Consumers Want  
REALTOR Trade Fair  
Agent/Office Websites  
REALTOR & Government Day  
American Recovery and Reinvestment Act  
Paragon Tips and Tricks  
ZipForms Renewal

## Quick Links

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## Our Affiliate Members

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Ashland, WI 54806  
Main: (715) 682-2772  
Fax: (715) 682-8826

## From the President - Peggy Kman



Are you an optimist or a pessimist? This is a very important question to ask yourself right now. It is a fact that when people get negative news, they act negatively and if they get positive news, they act positively. That should be evident in what has been reported and is happening on a national level. Even locally, where the housing market has fared better than in other parts of the country, the National media has people believing that we are overloaded with foreclosures and that our housing prices have plummeted. According to the statistics, this is not true in Wisconsin. The level of foreclosures is lower in Wisconsin than in the nation and the home prices in Wisconsin fell only 3.7% since 2007, outperforming the rest of the nation and the Midwest. I urge all of you to be an optimist in the public's eye. Think ahead of time about what you can say that is positive about our market and our area. Give the buyers a reason to choose to get off the fence and buy property in one of the safest markets in the nation.

My email address is [peggykman@vanhollen.com](mailto:peggykman@vanhollen.com).

## Making Money in Short Sales Webinar

You can ask questions and hear a presentation on short-sale best practices by an expert in distressed sales in a free webinar Thursday, March 12, at 3 p.m. EST, hosted by REALTOR® Magazine.

[REGISTER NOW](#)

## What Consumers Want

Find out how much you know about what home buyers and sellers want out of their homes and their real estate practitioners. Use the quiz results to tailor your services.

[Click here to take the Quiz.](#)

## Plan to Attend the REALTOR® Trade Fair

Mark your calendars for March 12 from 3:00 pm-6:00 pm!!!!

The REALTOR® Trade Fair will be held that day in the Great Lakes Ballroom in the Holiday Inn Duluth.

Visit all the exhibitors and be entered into a drawing to win 1 of 2 Garmin Navigations systems or a Flip Mino Videorecorder. There is **NO COST** to attend. Appetizers and a cash bar will also be available.

## Need a Website or Want to Upgrade Yours - Try a New One FREE for 3 Months!

The Superior Area Association of REALTORS® is happy to partner with Point2 Agent, offering you a complete website solution, the largest syndication network available, effortless prospecting tools and prospect management features, all in one of the most reasonably priced solutions in the industry. Point2 Agent gives you everything you need to dominate on the web.

### Standard Membership

\$9.95/month - first 3 months free

15 website pages

15 photos/ listing

5 prospects/group

2 referral areas

email forwarding

[Get started for free.](#)

### Professional Membership

\$49.95/month

250 website pages

36 photos per listing

Custom design themes

Custom header graphics

15 branded email accounts

Toll-free telephone support

Bulk emails - 250 addresses/group

5 free text messages/day

100 third-level domains

Open houses

250 prospects/group

Import Outlook™ contacts

50 referral areas

Get started for free.

### Premium Membership \$119.95/month

Point2 Premium is all about getting out there, getting noticed, and getting profitable.

Premium means strengthening your brand, putting it in front of more visitors, and turning more of those visitors into clients.

Premium is an enterprise-level solution that includes free advertising on destination websites, a virtually limitless website platform, and a complete broker package.

Find out whether Premium is right for you.

### **SAAR MEMBERS ADD rDESK IDX FREE!!!!!!!!!!!!!!!!!!!!**

The Association will now provide the rDesk IDX solution at no cost for SAAR members. Not a member? Now is the time to join. Dues are only \$95.00/year.

## REALTOR® & Government Day

Wednesday, April 8, 2009

12:30 p.m. - 6:00 p.m.

Monona Terrace Convention Center - Madison

Cost: \$25 in advance, \$45 day of event

REALTOR® & Government Day is your opportunity to help shape laws that impact you. Through lobbying efforts at the state Capitol, you'll meet state lawmakers and their staff and have a unique opportunity to advocate for issues that impact your business and the real estate industry in Wisconsin. Our success as an industry requires member activism. In 2008 the WRA and its membership demonstrated an impressive show of REALTOR® strength by bringing in more than 350 REALTORS® from all around the state. With your show of support and advocacy, 2009 will be a day well remembered at the Capitol when key votes are taken.

This Year's Agenda Includes:

Eliminating the \$5.7 billion deficit without raising real estate-related taxes.

Foreclosure mitigation programs.  
Reducing property taxes.  
Campaign finance reform.

Log in to [wra.org](http://wra.org) and register now! Or call 1-800-279-1972 to register by phone!

## American Recovery and Reinvestment Act of 2009

H.R. 1, the "American Recovery and Reinvestment Act of 2009," passed the House on February 13, 2009, by a vote of 246 - 184. Later that day, the Senate also passed the bill by a vote of 60 - 38. The President signed the bill on February 17, 2009. The bill is a \$780 billion package, with roughly 35% of the package devoted to tax cuts (mostly for 2009) and the rest to spending intended to occur in 2009 and 2010.

[View how the U.S. House of Representatives voted](#)

[View how the U.S. Senate voted](#)

The mix of provisions of interest to REALTORS® changed frequently throughout the legislative process, with changes continuing to be made just hours before the measure was released prior to the vote. In the end, the elements of NAR's housing agenda were included. Congress and the President have announced that a finance and housing package (including tax provisions) will be the next "big" initiative, so Congress has by no means finished its work as it affects the housing industry and REALTORS®.

The bill includes the following provisions:

- Homebuyer Tax Credit
- FHA, Fannie Mae and Freddie Mac Loan Limits
- Neighborhood Stabilization
- Commercial Real Estate
- Rural Housing Service
- Low Income-Housing Grants
- Tax Exempt Housing Bonds
- Energy Efficient Housing Tax Credits & Grants
- Transportation Investments
- Broadband Deployment

[Click here for more information on these provisions.](#)

## Paragon Tips and Tricks - Paragon Mobile

### MLS DATA AT YOUR FINGERTIPS

Paragon Mobile allows real estate professionals to receive real-time Paragon™ MLS data from any browser-enabled device, such as Wireless Application Protocol (WAP) enabled mobile phones or Personal Data Assistants (PDA).

Using the same user name and password required to access Paragon MLS, you can log into the MLS system via your wireless device. Once logged in, you have access to a variety of searches including street, MLS number, price and advanced combination searches. Search results for Paragon Mobile detailed property information, driving directions and photos.

Additionally, Paragon Mobile provides you with listing agent information for each listed property and you have the ability to provide buyers with pertinent property information, or email the listings directly to your prospect from your wireless device.

Website: <http://saam.mobile.fnismls.com>

## ZipForms Renewal

The ZipForm program expires March 1. Renewal instructions for both ZipFormOnline and ZipFormDesktop can be found at <http://www.wra.org/zipform>. You will need your company ID to perform the renewal. If you do not have your company ID, a "Company Look-Up" is provided on the renewal page.

Also, if you need help operating either version of ZipForm, there are many free "How-To" videos available for viewing at <http://support.zipform.com/videos.asp>.

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](mailto:Tracy@daar.com)

Maranda Herrington: [Maranda@daar.com](mailto:Maranda@daar.com)

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