



"A goal without a plan is just a wish."
Antoine De Saint-Exupery

Your Email is Public
Don't send any vital or private information via e-mail.

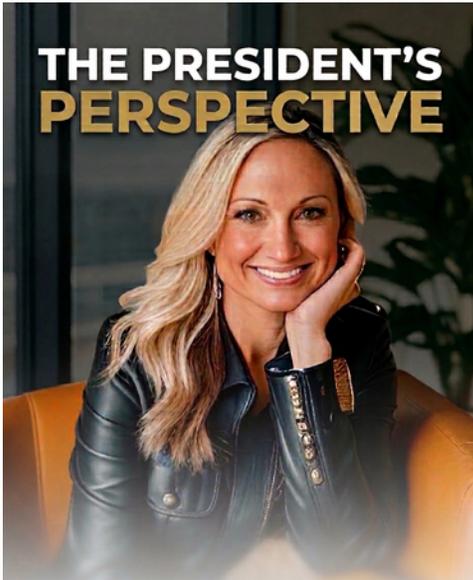


REALTOR® News

COMING SOON!

What REALTORS® Need to Know This Month with RANW President Jill Dickson-Kesler

Join Jill every month for a racap of what you need to know.



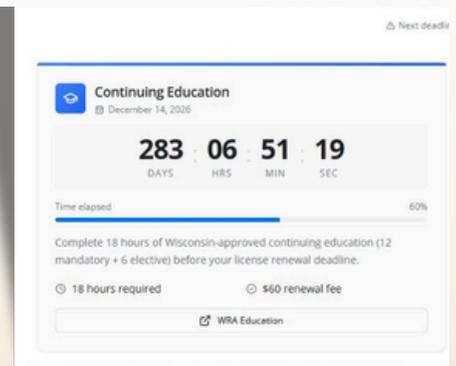
- Market Insight
- Association Update
- New MLS rule or policy
- Opportunities for Members
- Pro Tips



NEW COUNTDOWN CALENDAR FOR REALTOR® DEADLINES

Track your CE, License Renewal, Code of Ethics and FairHaven due dates all in one place! The app even gives you the links to go take care of the task and cost information right up front! [Click HERE!](#)

Note: New Member deadlines are different for Ethics and FairHaven



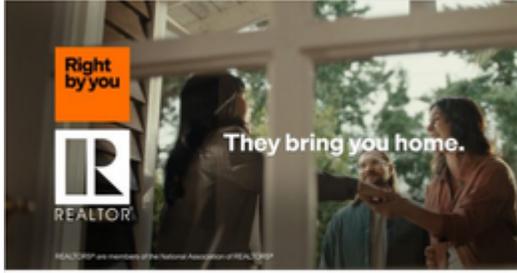
2025-2027 NAR Code of Ethics Requirement

When you complete your 18 hours of Continuing Education, please email Cheryl cdreger@ranw.org the following class certificates to satisfy the 2025-2027 NAR Code of Ethics requirement:

- Course 1: Buyer Agency In Wisconsin*
- Course 3: When the Wisconsin Transaction Does Not Close*
- Course 4: Department of Safety and Professional Services Discipline Roundup*
- Course 7: Inspection and Testing in the Wisconsin Offers to Purchase*
- Course 8: Antitrust for Wisconsin Licensees*
- Course 11: Advertising for Wisconsin Licensees*



How NAR and Uncommon Are Elevating the REALTOR® Brand Through Expertise and Professionalism



The fully integrated campaign showcases how agents who are REALTORS® deliver real value, professionalism and trust guidance - anchored in NAR's strategic plan to modernize the association and boost confidence in the brand. [Watch the videos HERE.](#)

More Than Opening Doors: How NAR and Uncommon Are Elevating the REALTOR® Brand Through Expertise and Professionalism
 The fully integrated campaign showcases how agents who are REALTORS® deliver real value, professionalism, and trusted guidance—anchored in NAR's strategic plan to modernize the association and boost confidence in the REALTOR® brand.
 nra.realtor / Feb 23

NAR Consumer RESOURCES

- [NEW: Spotting Deepfake Scams in Real Estate](#)
- [Are You Ready to Invest in Real Estate?](#)
- [Thinking of Selling? 7 Factors to Consider](#)
- [Can't Pay Your Mortgage? You Have Options](#)



Events & Education

RANW YPN PRESENT **Karate AMERICA**

SELF-DEFENSE CLASS

ATHLETIC WEAR - NO JEANS
BAREFOOT OR SOCKS

715 S GREEN BAY RD, NEENAH, WI 54956

Located Behind Festival Foods

THIS EVENT IS FREE BECAUSE OF OUR WONDERFUL SPONSORS

12 MARCH 1PM-2PM

RSVP LIMITED SPOTS AVAILABLE

SIGN UP NOW TO ATTEND THE RANW YPN SELF-DEFENSE CLASS!

Safety is our number 1 priority! Sign up for a hands on self-defense training at Karate America in Neenah on March 12 from 1pm-2pm. [Register HERE!](#)



BECOME A POWER LISTER

BROKERS ONLY: RANW BROKER ROUND TABLE

Join us to discuss the MLS on March 12th! [Register HERE!](#)

LEADS & LISTINGS BECOME A POWER LISTER

Register at: www.crs.com

Virtual Class! \$49.00 - Members \$69.00 - Non Members

March 12, 2026 - 8AM - 12PM

COURSE COMPLETION OUTCOMES:

- IDENTIFY SOURCES AND STRATEGIES FOR LEAD GENERATION
- DEVELOP A PLAN TO SECURE A SELLABLE LISTING FROM FIRST CONTACT THROUGH THE FINAL LISTING APPOINTMENT
- PUT TOGETHER A HIGH-QUALITY LISTING PRESENTATION, TAILORED TO EACH INDIVIDUAL CLIENT
- ANTICIPATE AND RESPOND TO COMMON OBJECTIONS AND OBSTACLES DURING THE LISTING PROCESS



BROKER ROUND TABLE MEETING

MARCH 12TH
10:00am-11:00am

Traditional Round Table Discussion: The MLS

We will work together in groups to discuss the hits and misses of MLS and Wirex. Join us for a conversation to help RANW MLS know what you need out of your MLS.



REGISTER HERE!

FREE & OPEN TO MANAGING BROKERS ONLY
RANW CONERENCE ROOM

LIVE ONLY

SPRING MASTERMIND

Women's Council of
REALTORS®
Greater Northeastern Region

**SPEECH & BODY LANGUAGE
WITH TRACY RIGHI-SMITH**

THE POWER OF FIRST IMPRESSIONS – BREAKING DOWN BODY LANGUAGE BASICS AND EXPLORING HOW NONVERBAL COMMUNICATION CAN TRANSFORM YOUR LISTING APPOINTMENTS, BUYER CONSULTS, AND EVERYDAY INTERACTIONS. FROM POSTURE AND TONE TO POSITIONING AND PRESENCE, YOU'LL LEARN HOW TO WALK INTO ANY ROOM WITH CONFIDENCE AND CREDIBILITY.

Kimberly Municipal Center Evergreen Room
515 W. Kimberly Avenue, Kimberly, WI

MARCH 11th 2026

10:30 am-12:30 pm

Free Admission!



WCR EVENTS

SPRING MASTERMIND:

Register for this conversation in **confidence and the power of first impressions** here:

<https://www.zeffy.com/en-US/ticketing/wcr-spring-mastermind>



REALTOR® Power Lunch Expo

April 16th | 11:30am - 1:30pm

Holidays Pub & Grill
3950 N Richmond St, Appleton

Women's Council of
REALTORS®
Greater Northeastern Region



WCR invites you to come connect with our valued Strategic Partners. Enjoy complimentary lunch and a drink while you build relationships that will help you grow your business!

FREE for REALTORS®

VENDOR BOOTHS



First American Title™



FREE Headshots for REALTORS®

REALTOR® POWER LUNCH EXPO

Event Highlights:

- Enjoy a FREE lunch - on us!
- FREE HEADSHOTS for REALTORS® Come dressed to impress – it's your time to shine in that headshot!
- Expo-style booths featuring strategic partners from various industries
- Networking opportunities with fellow REALTORS® and industry professionals
- Insights on how strategic partnerships can enhance your business growth
- Direct access to product demos, services, and exclusive offers

Don't miss out on this valuable opportunity to connect, learn, and grow with the best in the industry!

REGISTER HERE!



SAVE THE DATE: RANW TIMBER RATTLEDERS/MAKE-A-WISH FUNDRAISER

We are excited to announce that our 2026 fundraiser for Make-A-Wish Wisconsin will be held at the Timber Rattler Stadium on June 11, 2026! More information will be coming out over the next couple of weeks, but be sure to block your calendar now! Thank you to Dominion Title & Exchange Services for being our first sponsor for this event in 2026!



THANK YOU

for sponsoring



SAVE THE DATE

MAKE-A-WISH WI FUNDRAISER

JUNE 11, 2026



Government Affairs



LOCAL ELECTIONS - APRIL 7, 2026

April Election Update - For information regarding polling locations, registration, and what is on your ballot including any referendums, please visit MyVote.WI.Gov.

Candidates In Contested Local Races

There are many local races for county boards, city councils, and village and town boards across northeast Wisconsin on April 7th. This year RANW sent out a candidate integrity pledge to all candidates in contested county board races. A list of contested races as well as who signed the pledge will be available by March 25th and can be viewed on the RANW website. We also will be interviewing the candidates for Mayor in the city of Neenah and Kaukauna and will post any endorsements. [Click HERE](#) for the candidate integrity pledge.

R&G DAY 2026 RECAP

THANK YOU to the nearly 500 Wisconsin REALTORS® who gathered at the Wisconsin Capitol for REALTOR® & Government Day 2026! Your presence mattered — and it showed. The WRA is grateful for your engagement, your advocacy and your willingness to bring real-world insight directly to policymakers. Together, we're turning momentum into meaningful action.



RANWF

We're still out there, spreading the love to our local housing authorities and solutions in housing! [Help us continue the love in 2026!](#) This last month, we helped fund SAM25, Pillars, Veterans 1st NEW, and the Holy Family Warming Shelter in FDL!



Membership Changes

To view RANW membership changes, [click HERE](#).

RANW IS TRANSITIONING TO A NEW AMS SYSTEM (MEMBERSHIP DATABASE): **WHAT DOES THIS MEAN FOR YOU?**

RANW is in the final stages of launching our new Association Management System (AMS). This new system will improve how we serve you and streamline communication. Once the system goes live, members will be able to access a new online Member Portal where you can securely view and pay invoices, manage your member information, and interact with RANW more efficiently.

COMPANIES HAVE NOT yet been billed for February or March MLS service. Brokers will be emailed when available on their new member portal.

We appreciate your patience during this transition and are confident the new system will provide long-term benefits for our members.

More information, including portal access details and helpful resources, will be shared as soon as possible. If you have questions in the meantime, please don't hesitate to contact the RANW office.

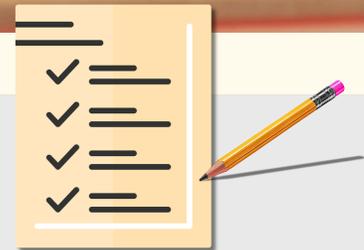


Paula Hall

A Note from Paula: MLS Billing and RANW



Where are my invoices?



RANW MEMBER ROSTER CURRENTLY DOWN

While we are transitioning to our new system, the membership search and directory are temporarily down. If you are a Paragon user, you can search your company roster by [following the directions HERE](#).

BROKERS CHECK LICENSE STATUS FOR AGENTS WITH DSPS

Please make sure to check under the relationships tab to verify who is licensed under your firm with the DSPS is accurate. You can find the license lookup tool [HERE](#).

Communications



Who wrote this
month's column?

Lady Whistledown's

Communications Committee Confidential

Dearest Gentle REALTOR®,

It has come to this author's most delighted attention that a new year approaches – and with it, a most industrious season for our esteemed membership.

As we turn our attention toward 2026, your Communications Committee stands at the ready, quills poised, prepared to deliver news, guidance, reminders, and revelations designed to keep you ever polished and impeccably informed. One must never be caught unaware in matters of business... or bureaucracy.

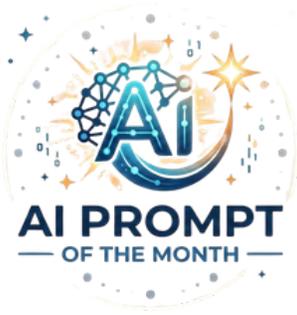
And thus, we must speak of a subject whispered in many hallways: It is a CE year. While some may find themselves tempted to delay such obligations until the calendar grows perilously thin, this author implores you – do not surrender to procrastination's dangerous charm. Completing your continuing education early is not merely efficient... it is dignified. Spare yourself the frenzy of last-minute scrambles and claim the satisfaction of preparedness.

Now then, a matter of personal security – for even the most accomplished among us must exercise prudence. If you have not yet made the acquaintance of Forewarn, it is time you did. This invaluable member benefit allows you to verify identities and review essential background information before meeting a prospective client. In a profession where introductions often occur behind closed doors or in vacant homes, an added layer of insight is not paranoia – it is wisdom. Safety, dear REALTOR®, is always in fashion.

Rest assured, your Communications Committee shall continue to deliver instruction, innovation, and perhaps the occasional gentle prod throughout the year. After all, a well-informed membership is a formidable one.

Until our next correspondence,
Yours watchfully,

The Communications Committee



FOLLOW-UP THAT MOVES THE DEAL FORWARD

This month's AI Prompt of the Month is from Affiliate Member, Justine Lamers.

Buyer follow-up isn't just about staying in touch – it's about keeping clarity, momentum, and clean communication throughout the transaction.

If you ever find yourself staring at your phone wondering how to word that next message, try this:

Copy & paste this prompt into ChatGPT:

Write a professional but friendly follow-up message I can send to a buyer after showing homes in Northeast Wisconsin. Keep it warm and confident, not pushy. Include one thoughtful question that helps move the buying process forward.

Here are a few example outputs:

Example 1:

"Hi! I've been thinking about the homes we saw yesterday – I'm curious what stuck with you most after sleeping on it. Are we narrowing in on a style or location, or do we want to widen the search a bit?"

Example 2:

"Thanks again for touring properties this week. Based on what we saw, I feel like we're getting closer to the right fit. What's your comfort level with next steps if something checks most of the boxes?"

Example 3:

"I appreciate you taking the time to look at homes together. Now that you've had time to reflect, what feels like the right pace for you – keep looking casually, or be ready to move quickly if the right one pops up?"

Notice how each message: Invites clarity, reinforces leadership, encourages decision-making, and keeps the process moving. Strong follow-up doesn't just help secure contracts – it also sets the tone for a smoother transaction from accepted offer to closing.

If you ever want to talk through timelines, title considerations, or ways to keep communication seamless once you're under contract, I'm always happy to collaborate. The smoother the front end, the smoother the closing table. – *Justine, RANW Communications Committee*



FAMILY BUDGET CALCULATOR

Check this out! EPI's Family Budget Calculator measures the income a family needs in order to attain a modest yet adequate standard of living.

<https://www.epi.org/resources/budget/>

Annual Budget	Monthly Budget
	\$--
🏠 Housing	\$--
🍎 Food	\$--
👶 Child Care	\$--
🚗 Transportation	\$--
🏥 Health Care	\$--
🛒 Other Necessities	\$--
👉 Taxes	\$--
Monthly Total	\$--
Annual Total	\$--

JUST FOR FUN

Click [HERE](#) for Kristen's newest real estate related app - REALTOR® Glow-Up! Add your picture for a before and after you make it BIG!

REALTOR® Glow-Up | Your Luxury Real Estate Makeover

Get your AI-powered REALTOR® makeover - designer outfits, perfect hair, and a hilarious bio included!

replit.app

CHANGES TO MLS RULES

MARCH 2026

Section 4.5 EXPIRATION, EXTENSION, AND RENEWAL OF LISTINGS

OLD WAY

Listing Expired
Listing was inactivated

NEW WAY

Listings automatically expire on the date in the agreement unless renewed by the broker.

OLD RULE

If the extension or renewal was signed after the expiration date...

NEW RULE

A fully executed amendment, signed by the seller, can be dated before or after expiration.

OLD REQUIREMENT

A brand-new listing had to be created in the MLS.

NEW ACTION

The amendment extends the expiration date of the original listing.

OLD RESULT

New MLS number
New listing entry
More work for everyone

NEW RESULT

✓ Same listing
✓ Same MLS number
✗ No new listing needed



Section 4.17 CONTINGENCIES APPLICABLE TO LISTINGS - Reporting of "OFFER STATUSES"

If a listing gets an offer, the MLS needs to know. **Quickly.**

- You have 24 hours (not counting weekends or holidays) to update the offer status in the MLS.
- If you don't update it and RANW MLS finds out anyway, they will change the listing to Withdrawn because a listing with an offer is not allowed to stay Active - **UNLESS you have permission from the Seller or the Seller's legal counsel.**
- If that happens, you must explain the true status in the Private Remarks.

- Active means: no offers yet
- Offer received means: it's no longer truly Active
- Leaving it Active is misleading to other agents and buyers

**RANW
MLS**

2 NEW FEATURES

in Residential

EXTERIOR/MISC.
INCLUDED:

- LP Tank - Yes/No
Owned/Rented
- Hot Tub



NEW from RPR!!

RPR PRO TIP: Prospecting

Spring is right around the corner so it's a great time to start thinking about RPR prospecting tools. Start with a Neighborhood Search and look at the Housing Tab data to easily locate the percentage of renters in an area. Next, create an absentee owner search in those high-tenant locations and use the mailing labels feature in RPR to target renters as potential future buyers.

UPCOMING WEBINARS

MARCH

rpr.me/webinars

REGISTER TODAY!

- 10 CMA SECRETS
- 11 LOCAL MARKET TRENDS
- 12 AI TOOLS FOR STORYTELLING
- 17 PROSPECTING
- 18 MOBILE MADE EASY
- 19 AI CMA ON MOBILE
- 23 GROW YOUR SPHERE WITH AI
- 24 COMMERCIAL ESSENTIALS
- 25 COMMERCIAL FOR THE PROS
- 26 DYNAMIC REPORTS

Housing Facts and Stats

	2nd Street District	Austin	Travis County	Texas	USA
Median Estimated Home Value	\$2.22M	\$554K	\$511K	\$337K	\$373K
Est. Home Value 12-Mo. Change	+2.9%	-2.6%	-3.8%	-0.1%	+1.5%
Median List Price	\$1.63M	\$545K	\$500K	\$355K	-
List Price 1-Month Change	+48.1%	+2.8%	+0%	+0.6%	-
List Price 12-Month Change	-18.5%	-5.2%	-7.3%	0%	-
Median Home Age	16	35	31	34	44
Own	30%	44%	53%	63%	65%
Rent	70%	56%	47%	37%	35%
\$ Total Value <small>(of all buildings for which permits were issued)</small>	-	-	\$3.04B	\$54.92B	\$384.62B
% Change in permits <small>(for all buildings)</small>	-	-	+1%	+5%	+6%
% Change in \$ value <small>(for all buildings)</small>	-	-	-6%	+8%	+5%

THIS MONTH YOU DON'T NEED GOOD LUCK TO FIND THAT POT OF GOLD—YOU NEED RPR WEBINARS!

Add a few classes to your calendar and add a few wins to your spring market prep... rpr.me/webinars



BROKERS, AGENTS, AND OFFICE ADMIN - SUPRA HOT TIP!

Add lockboxes to your inventory via SupraWEB or via your eKEY app and make your life easier! Not only can you, and someone you cc, receive an email anytime anyone accesses your lockbox, but your lockbox will automatically assign itself to the property using GPS and listing data in Paragon and send you the email notification below when you release the shackle and add/attach the lockbox to the property.

"We have detected that you recently released the shackle of a Supra keybox. To quickly assign/unassign this keybox to/from a listing [click here](#). **Important:** Assigning a listing ID to a keybox helps to ensure your showing data and reports are accurate. Click here to see the benefits of assigning/unassigning a listing ID."

New to Supra? [Register for eKEY Basic Training on March 11th HERE.](#)

TRUSTFUNDS IS INTEGRATED INTO OUR MLS. WHY USE IT?

<https://trustfunds.us.com/less-input-more-impact-mls-integrated-earnest-money/>

101 WEBINAR

LEARN HOW TO CREATE FREE AND EASY FLOOR PLANS

Wed, Mar. 11 | 2pm ET | 1pm CT | 12pm MT | 11am PT

3D BUNDLE GIVEAWAY PRIZE!

CubiCasa Tour

3D Video Render

3D Floor Plan

3D Floor Plan

Snapshot Report

Home Report



FOREWARN TRAINING

The next FOREWARN trainings are March 10 at 10 a.m. EST and March 26 at 1 p.m. Join us as we demonstrate how to best utilize FOREWARN, share insider tips and tricks, and host a live Q&A session. [Register HERE.](#)