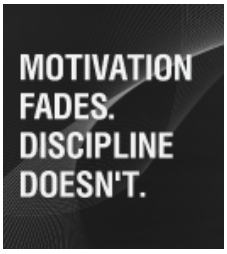
NOVEMBER 2026
VOL 33 ISSUE 11



REALTOR® AGENDA

REALTORS® ASSOCIATION OF NORTHEAST WISCONSIN

REALTOR® Safety PROGRAM

TIP #32 From dawn till dusk
When showing a vacant commercial site, find out if the property is well lit and has good cell phone coverage—if one or both of those criteria do not apply, take someone with you on the appointment.

REALTOR® News



WHAT REALTORS® NEED TO KNOW
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

CLICK HERE FOR VIDEO!

PAY YOUR DUES BY 5PM ON NOVEMBER 16TH TO SAVE $54!

RANW Affiliate Directory.

NEW RANW AFFILIATE DIRECTORY!

Our affiliate partners are our backbone in business. We wanted to do something special for them for both our members and the members of the public. May I present the RANW Affiliate Directory! Search by name, contains, company, city, county or specialty. Get the contact info of our affiliate member in seconds and start a wonderful partnership that will last your entire career long. See you at our next event! **Directory HERE.**

NEW NAR REPORT: 2026 PROFILE OF HOME BUYERS AND SELLERS

FIRST-TIME BUYER SHARE INCHES UP AS GENERATIONAL WEALTH RESHAPES HOMEBUYING

The share of first-time home buyers rose slightly to 22% from last year's record low of 21%, while the typical first-time buyer's age stayed at an all-time high of 40. A record 10% of first-time buyers paid all cash, as inheritances and other generational wealth transfers play a bigger role in reaching homeownership. Agent use is also at its highest level in four decades: 90% of buyers and a record 92% of sellers worked with an agent.

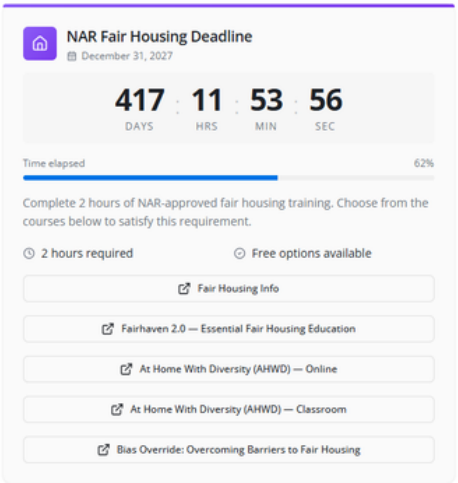
Read more HERE.

NAR CONSUMER RESOURCES

- **Options to Pull Equity from your Home**
- **Protect your Home Against Winter and Cold Storms**
- **Protecting Your Clients and Your Business From Fraud**
- **Talk to Your Teens About Money and Homeownership**
- **Fraud Red Flags**

REALTOR® CE AND LICENSE RENEWAL

Click the link HERE for everything you need to know about your 2026 requirement deadlines.



AVOID CONFUSION: YOUR 2027 NAR FAIR HOUSING REQUIREMENT

NAR requires you complete fair housing due by Dec 31, 2027. RANW requires that new members take the Fairhaven program, however, every three years, members may complete this requirement using any of the approved programs including certain CE courses.

CHECK YOUR FAIR HOUSING STATUS HERE ON YOUR NAR DASHBOARD.

DSPS WEBSITE UPDATED

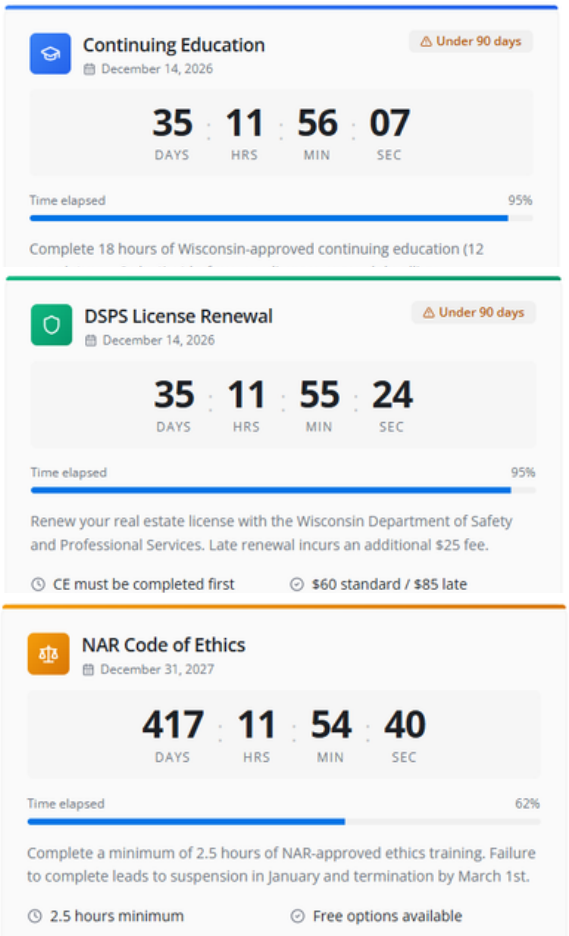
The DSPS has updated it's website. For license look up, please click and bookmark the following url:

https://license.wi.gov/s/license-lookup

HOW TO RENEW YOUR LICENSE WITH THE DSPS

Step by step instructions for renewing your license by Dec 14 **HERE.**

COUNTDOWN PAGE TO YOUR 2026 DEADLINES



2025-2027 NAR CODE OF ETHICS REQUIREMENT

This year is a Continuing Ed/License Renewal Year!
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*

CHECK YOUR CODE OF ETHICS STATUS HERE.

GOVERNMENT AFFAIRS & RANW FOUNDATION

[VIDEOS OF ORGANIZATIONS RANWF SUPPORTS](#)
[HOW TO GIVE](#)

NAR RELIEF FOUNDATION GRANT UPDATE

The ongoing recovery from the July 27, 2026 tornado has shown just how much a community can accomplish when people come together to help their neighbors. Thanks to support from the National Association of REALTORS® Relief Foundation, more than $194,000 in disaster relief assistance was distributed to over 200 local residents and families impacted by the storm, helping provide much-needed financial support during an incredibly challenging time.

A special thank you goes to Lindsay Turchan, Lindsay Thorson, Michelle Paltzer, and Leah Marsh, whose dedication and countless hours reviewing applications and coordinating check distributions helped ensure assistance reached those who needed it most. Their efforts, along with the support of many local REALTORS®, made a meaningful difference in the recovery process. **Click HERE to read the whole story!**

Membership

MEMBERSHIP CHANGES

To view RANW membership changes, click HERE.

WANT TO SAVE MONEY PAYING YOUR 2027 RANW MEMBERSHIP DUES?

CLICK HERE FOR HOW-TO PAY YOUR MEMBERSHIP DUES ONLINE!

Don't Miss the 2027 Dues Discount! Your 2027 RANW REALTOR® membership dues are ready to pay online. Pay by Monday, November 16th by 5pm to get the discounted rate. If you pay between November 17 and December 31, add $54 to your statement amount. Statements are online only, so no paper copies will be mailed. Pay with Visa or Mastercard at portal.ranw.org using the email address RANW has on file for you. You can also mail a check or money order, or drop one off at the office (M–F, 8:30 am–5:00 pm) or in the after-hours drop box on the east side of the building. Please don't pay in cash. Dues are non-refundable. Thank you for your membership!

LIVING LEGENDS

SEGMENT 4 OF RANW LIVING LEGENDS: MICHAEL SEWELL - VIDEO HERE

Michael Sewell is a legendary past RANW President many times over who has served on the Board of Directors and committees for longer than most of us can remember. Staff lovingly call him "the Godfather." He's a fantastic teacher and mentor, quick with a laugh, and loved by everyone who knows him.



INTERVIEW BY RYAN FULCER

He recently received a Lifetime Achievement Award from the WRA.
Congratulations, Michael, and thank you for everything you've given RANW!

RANW Events

THANK YOU SPONSORS AND ALL WHO ATTENDED THE 2026 RANW ANNUAL MEETING!

What an amazing event! From featuring the keynote speaker, Holly Hoffmann from Survivor (What a great motivator!), and introducing our new Jim Smith Excellence in professionalsm awards, to voting in a merger with CWBR. We couldn't be more proud of our members and what we can do together! Thank you to our sponsors Associated Bank, Evans Title, Point Mortgage, Women's Council of REALTORS® and RANW MLS. Here's to 2026!



GREAT JOB TO THE RANW YPN FOR EARNING $1000 FOR CHARITY FOR THE PUMPKIN CARVING CONTEST!



RANW YPN DAREOKE

November 12 | 6–9 PM | Stadium View, Green Bay

Back by popular demand! Whether you're ready to grab the mic or just want to cheer from the sidelines, join RANW YPN for a fun night of networking, snacks, and a little singing.
Registration HERE!

RANW HOLIDAY PARTIES

December 10, 2026
RANW Green Bay Holiday Party
Fire & Fir Event Hall

December 17, 2026
RANW Fox Valley Holiday Party
The Fox Club, Appleton

- **REGISTER FOR GREEN BAY**
- **REGISTER FOR FOX VALLEY**

MLS News

IMPORTANT CHANGES TO MLS

Effective October 6th, RANW MLS made changes to rules and requirements. Although these rules are in effect now, the mandatory date will be **January 11th, 2027.** **Chart showing changes HERE.**

Please also pay special attention to the rules and deadlines listed **HERE.**



MLS DIRECTOR DEBBIE GRITT

LIVE LISTINGS

December 31st at 5 pm is the "Go Live" date in Paragon. Data compliance will not be checking your listing before it goes out to the world. They will be reviewing the listing after it is live and notifying agents of changes/corrections, missing required forms, etc. Agents will have 1 business day to make the corrections. There will be a fine for late corrections. Triple check your listings before saving them and having incorrect information sent out live!

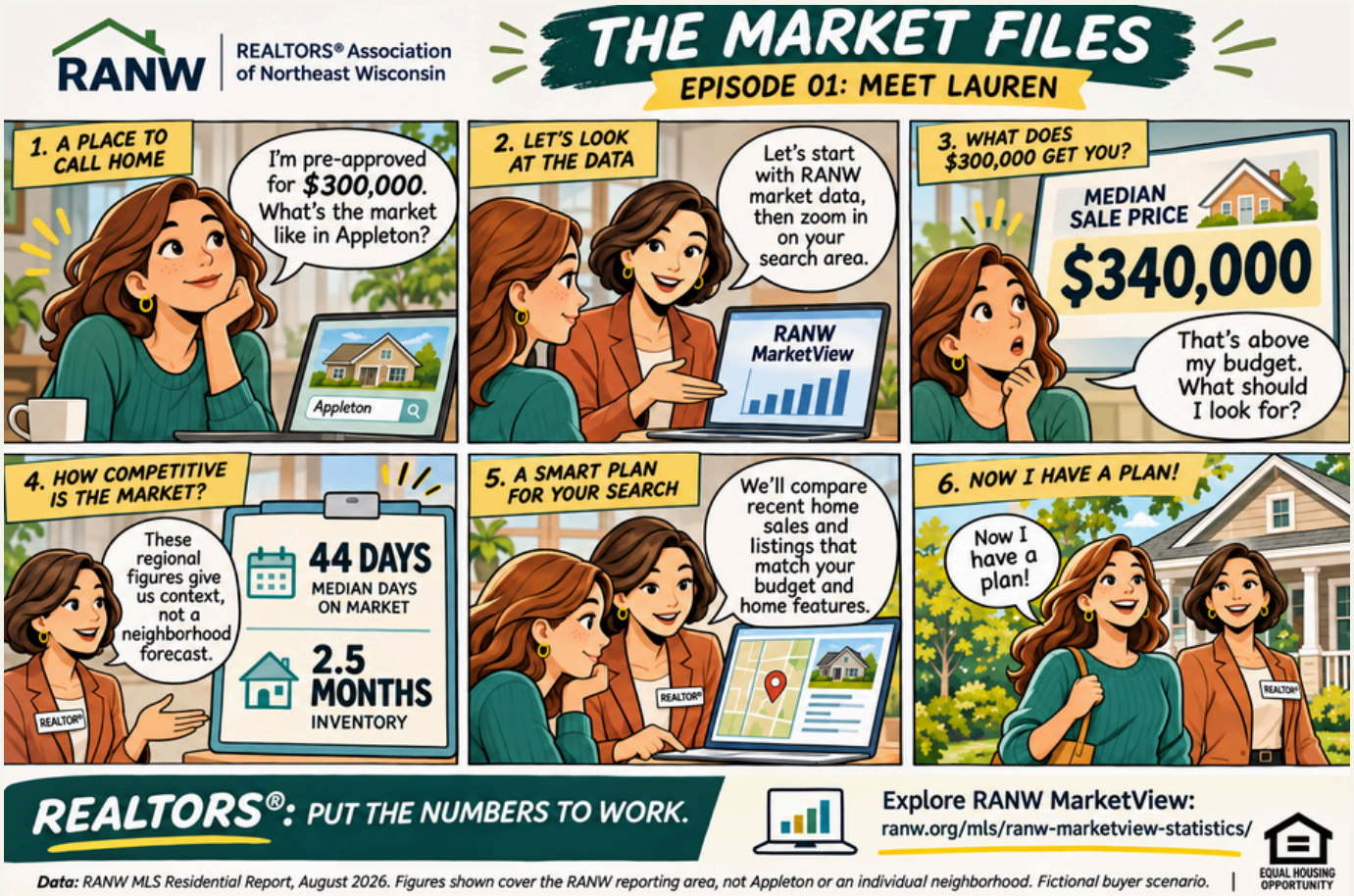
HERE IS THE LISTING SUBMISSION OVERVIEW (TEXT FROM THE VIDEO BELOW)

NEW VIDEO: The difference between listing forms including seller authorization forms. Brokers - make sure you show this to your agents!

THE MARKET FILES

Written by Katie McCowan, RANW Communications Committee Chair

The RANW Marketview Statistics page links to county trends, monthly sold statistics, and the Reports Maker. Find the reports at ranw.org → MLS → **RANW Marketview Statistics.**





At Take Action Realty Group, CubiCasa is part of almost every listing we have. Buyers get a clear floor plan before they ever walk in. They can see how the rooms connect and picture their life there. Sellers see it too, and it shows them how much work and technology goes into marketing their home.

I'll be honest. I'm not perfect. I've missed a measurement or two over the last year. Now I don't have to drive back to the house. It's all in the scan, and in my experience it's been extremely accurate.
The part I didn't expect is how much it helps my newer agents. To get a good scan, you have to walk every room, every closet, every corner. That builds a habit. They learn the whole house, and they don't miss as many things.
We're always looking for tools that make our agents better and our listings stronger. CubiCasa does both.
Monte Reyment, Broker/Owner, Take Action Realty Group
-TOP 5 RANW MLS User of CubiCasa

FOREWARN®
TRAINING

Using FOREWARN is so important to your safety as an agent. **RSVP today** for the next webinar **November 19th** at 1pm. FREE to RANW MLS subscribers!

REGISTER FOR AN INPERSON TRAINING:

REGISTER:

- RPR TRAINING
- PARAGON TRAINING

8 December

Paragon Training

Data Sheets, Paragon Connect, Listing Input, CMAs/Reports, Searches, Tax AutoFill, Collab Center, Stats, Third Party Integrations & More! Plus, LIVE Q&A - Bring your questions!

W6124 Aerotech Dr, Appleton, WI 54914
1:00PM - 3:00PM

CUBICASA

101 WEBINAR

LEARN HOW TO CREATE
FREE AND EASY FLOOR PLANS

REGISTER HERE

Wed, Nov 11 | 2p ET | 1p CT | 12p MT | 11a PT

PLUS BUNDLE GIVEAWAY PRIZE!

zoom



RPR®

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NATIONAL WEBINARS · NOVEMBER
rpr.me/webinars

10	CompStak + Commercial
10	AI Tools for Market Stats
11	The RPR Prospecting Playbook
12	Work Smarter on the Go! The RPR app
16	The RPR Mobile AI CMA
17	Essential Commercial Insights
18	Commercial for the Pros
19	Fast, Smart, Customizable Reports

Women's Council of REALTORS®
Greater Northeastern Region



Real Estate Mastermind

TOPIC: BUILDING WEALTH, CREATING STABILITY & PLANNING WHAT'S NEXT

We're bringing together REALTORS®, lenders, insurance professionals, and other industry partners for an interactive conversation about financial stability, preparing for slower business seasons, retirement planning, and diversifying income and investments.

DECEMBER 1ST
10:00am - 12:00pm

Why Attend?

- Improve the industry by sharing your experiences
- Collaborate with other local leaders in the industry
- Exchange ideas, strategies, and best practices
- Connect with driven, like-minded individuals

See you there!

RANW Office
W6124 Aerotech Dr, Appleton

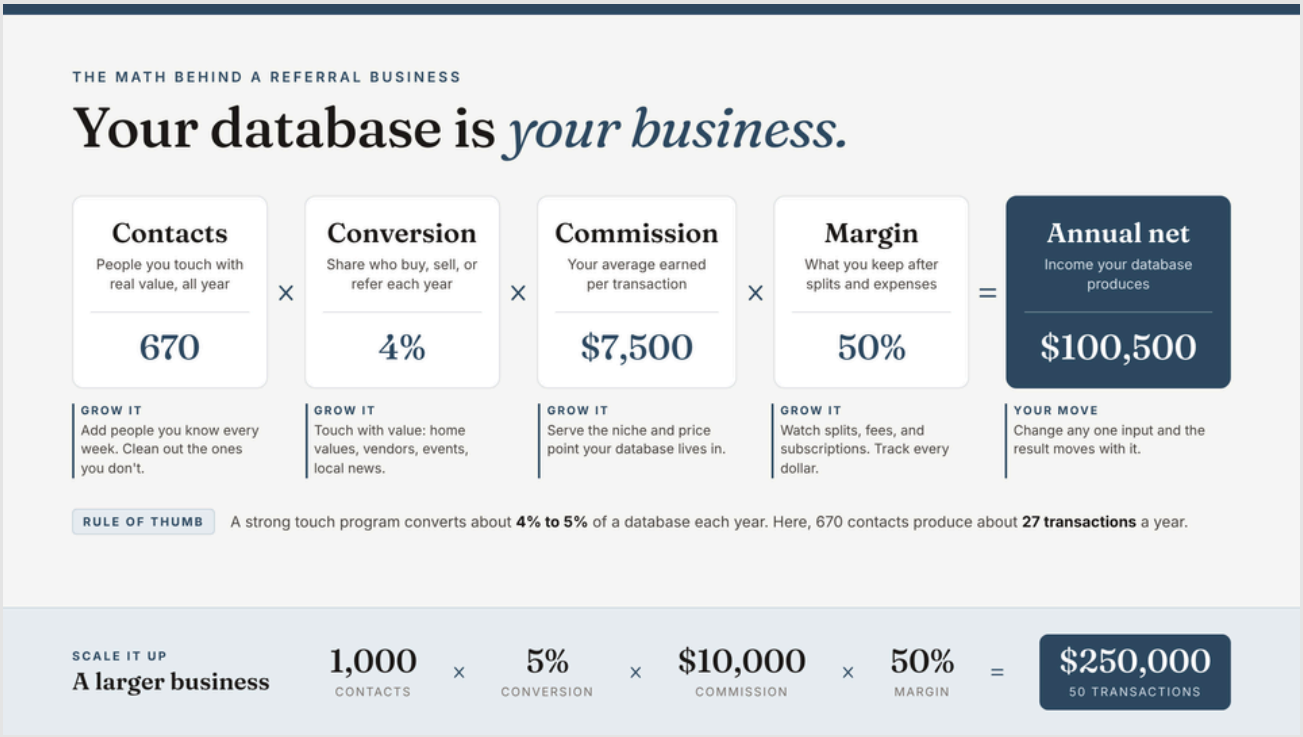
FREE Event!
RSVP here

Communications

BUSINESS TWEAK

Submitted by Alex Young
RANW Communications Committee





Think about the grocery store you've shopped at for the last ten years. Nobody there greets you by name. Nobody notices when you skip a month, and nobody reaches out when you start shopping somewhere else. You feel no loyalty to the place, because it never gave you a reason to. Now flip it around. How many of your past clients would say the same about you? It happens in real estate every day. A client closes, gets a gift basket, and never hears from their agent again. Three years later they list their home with whichever agent stayed in touch. The relationship was there. The business was never built around it.

The math shows what's at stake. Take a modest database of 670 people you stay in touch with all year by giving them something useful. With a strong touch program, about 4% of them will buy, sell, or refer each year. The result is about 27 transactions. At a $7,500 average commission, those 27 deals bring in roughly $201,000. Keep half after splits and expenses and you net about $100,000 without buying a single lead. Put another way, each person in your database is worth about $150 a year to your business. Treat them like a forgotten grocery customer and that number drops to zero. Now grow the same model to 1,000 contacts, a 5% conversion rate and a $10,000 average commission. Each contact is now worth $250 a year, and your net climbs to $250,000.

Start this week with one honest count: the people in your database you'd feel good calling today. Multiply by your own conversion rate, commission and margin to see what your business earns now, then work backward from your goal. Close the gap with touches people want to receive: a yearly home value, recent sales with photos inside and out, a list of vendors who show up fast, a client event, and local news worth passing along. Keep at it, and every January starts with business already on the way. Repeatable actions with predictable results build a business worth owning.

HOMETOWN HIGHLIGHT - HILBERT, WI

Written and submitted by Justine Lamers
RANW Communications Committee

Hilbert is one of those communities where a lot of life happens in a pretty small footprint.
There is Main Street, Civic Park, the school, familiar local businesses and traditions that people look forward to year after year. Hilbert itself grew around the railroad in the 1870s, when the community became known as Hilbert Junction and connected rail lines running toward Menasha and Green Bay.
But what really makes Hilbert feel like Hilbert are the people and traditions.

The Cheese Derby Picnic has been bringing the community together for generations, and the Fourth of July celebration remains one of those classic small-town events where Main Street and Civic Park come alive with the parade, picnic, music and fireworks. Civic Park continues to be a gathering place for ballgames, community events and plenty of hometown memories.

Hilbert also has the kind of local businesses people know by name, including Village Hearthstone, The Hub on Main, 57 Saloon & Grill, Officials Den and The Local Lounge. The Local Lounge even earned some statewide bragging rights in 2026 when it was named the Eastern Wisconsin regional winner in Discover Wisconsin's Best Fried Cheese Curd Bracket.

Maybe that is what stands out most about Hilbert. People show up. They support local businesses, gather for traditions, cheer on the kids and stop to talk when they run into someone they know.
Hilbert may have started as a railroad junction, but more than 150 years later, it is still a place where people, traditions and community seem to meet in the middle.

BEFORE YOU SET YOUR 2027 GOALS, ASK YOURSELF THIS: THOUGHTS FROM YOUR LOCAL REALTOR®

It's that time of year again. Time to pull out the planners, review our numbers, set goals, and start thinking about what we want to accomplish in 2027.
I'm a bit of a planning enthusiast. Give me a fresh calendar, a good planner, or an opportunity to create a vision board, and I'm all in. (I'm a sucker for a whiteboard and colored markers.) After more than 20 years in Human Resources and several years in real estate, I've attended my share of goal-setting workshops and learned plenty about turning plans into action.
And I've certainly put in my share of long hours along the way.
But lately, I've been thinking about goal-setting a little differently.
For much of my career, success meant working hard, taking on more, and pursuing the next milestone. As a single mom raising two boys, there were seasons when long hours and competing priorities were simply part of life. **READ THE WHOLE STORY HERE!**

Written and submitted by Valerie Bohn
RANW Communications Committee

RANW COMMUNICATIONS

EVER FELT LIKE YOU'RE MISSING OUT ON IMPORTANT INFO BETWEEN NEWSLETTERS? CHECK OUT OUR OTHER WAYS TO COMMUNICATE.

- RANW.org News and Calendar
- RANW.org/RANW Events
- Facebook Members Only Group
- Facebook Public Page
- Instagram
- LinkedIN Members Only Group
- RANW Marketview Housing Stats
- Reddit
- YouTube Channel (Videos and Podcasts)
- Threads
- Staff Email and Phone
- Paragon Pop-Up Messages (Must Login in Paragon)
- Texts from RANW
- RANW Newlsetter - The REALTOR® Agenda (2nd Monday of the month)