# GMAR Board Of Directors

**Wednesday, September 20, 2017** • **12:00 Noon**

**GMAR Office**

## Meeting Agenda

|  |  |  |  |
| --- | --- | --- | --- |
| Welcome & IntroductionsConsent Agenda | P 2 | Approval | 5 Min |
| Reports  1. Chairman 2. Treasurer 3. August 2017 Financials 4. 2017 Adjusted Budget 5. President 6. Departments 7. Government Affairs 8. Membership 9. Home & Garden Show 10. Professional Standards 11. Kettle Moraine Council 12. MLS | P 10  P 14 | Information  Approval  Information  Approval  Information  Information  Information  Approval  Information  Information | 5 Min  5 Min  5 Min  15 Min  10 Min  5 Min  5 Min  15 Min  5 Min  15 Min |
| Old Business  1. None |  |  |  |
| New BusinessNone |  |  |  |
| Adjourn |  |  | 1:30 PM |
| Important Upcoming Dates:  * November 3rd – 6th NAR Convention (Chicago, IL) * November 16th – GMAR Board of Directors Meeting * December 6th – GMAR Holiday Party (Hyatt Hotel) | | | |

\* Indicates information will be available at the Directors meeting. Updated: 9/14/2017 1:26 PM

# GMAR Board Of Directors

# Consent Agenda

1. It is moved, seconded and carried to approve the minutes of the Board of Directors meeting from July 11, 2017. p. 3
2. It is moved, seconded and carried to approve of the 125 new members who have applied to become members of the GMAR and paid the appropriate fees. p. 7
3. It is moved, seconded and carried to appoint Gary Gerhardt, Terry Donahue and Jean Stefaniak to the Metro MLS, Inc. Board of Directors, each serving a 3-year term.
4. It is moved, seconded and carried to create a reserve account for the GMAR Home & Garden Show. The account will be funded initially with $10,000, as designated in the 2017 Budget Adjustment, approved by the GMAR BOD on July 11, 2017.

**GREATER MILWAUKEE ASSOCIATION OF REALTORS®**

**BOARD OF DIRECTORS MEETING MINUTES**

**Tuesday, July 11, 2017 • 8:30 AM**

**Ironwood Golf Course, Sussex, WI**

1. Call to Order

Chairman Mikel Kollmansberger called the meeting to order at 8:35 AM with a quorum present for the transaction of business.

Present: Mike Kollmansberger, Chairwoman; Amy Curler, Treasurer; Vickie Kelsall, Chair-Elect; Kel Svoboda, Corporate Secretary; Joe Horning, Mark Kivley, Dale Marciniak, Tammy Maddente, Ted Dentice, Courtney Stefaniak, Jennifer Burns, Roger Rushman

Staff Present: Mike Ruzicka, President; Scott Bush, VP Operations; Marne Stuck, GAD; Michelle Kohn, Membership Director, Chris Carrillo, CEO, Metro, MLS

Excused: Roxanne Platz, Past Chair; Tom Sykora, Arthur Mays

1. Consent Agenda
2. Minutes of May 11th, 2017 Board of Directors Meeting.
3. New Member Report (140 new members)

*M/S/C to approve Consent Agenda.*

1. Reports
2. Chairman’s Report

Mr. Kollmansberger reported that he and a few other members have met with Master Lock Co. to explore their new electronic lock box product for GMAR members. They have provided the GMAR with 10 boxes for a small test market. The advantage to the Master Lock product is that its total cost is about $80, compared to $12 per month for the SentriLock box. The GMAR will meet again with Master Lock and provide them with feedback from the Association’s testers.

1. Treasurer’s Report
2. Mr. Ruzicka provided a summary of the 2017 Budget Revision. Basically, the GMAR is estimating that revenues will increase from the original budget in Membership and Promotions, due to increases in members and a successful Home & Garden Show in 2017.

Aside from the increases in revenue, there were no significant increases on the expenditure side.

The year-end estimate for the GMAR is $34,442 in the black.

1. Statement of Financial Position – As of May 31, 2017, GMAR had $1,599,152 in Cash & Investment Balances, up $197,145 compared to last year. The biggest reasons for this was that dues receipts are higher than last year and Home and Garden Show expenses were lower than last year (as of May 31st).

Accounts receivable were down $14,519 and prepaid expenses were down $2,212 compared to 2016. Total Assets were $3,050,178, up $149,407 compared to 2016 mainly due to having more Cash & Investments.

On the Liability side, accounts payable were up $278,641 compared to last year, because the entire refinanced mortgage was due in less than a year; the long-term mortgage liability was down $314,003 which was the entire remaining amount of the mortgage at the start of the year. Overall, Total Liabilities were $376,500 which is down $43,511 compared to 2016.

GMAR had Net Income of $790,925 through May 31, 2017, up $165,942 from last year. Overall, Total Net Assets were $2,673,678; $192,918 higher than the same point in 2016.

Statement of Activities – *Membership*: Through May 31, 2017, $873,310 was collected in dues. Last year through the end of May, we had collected $818,748 in dues so we are $54,562 ahead of last year at the same time. New member budget for 2017: 464 REALTORS®, 50 DRs and 20 Affiliates. Through May, actual new members: 341 REALTORS®, 17 DRs and 10 Affiliates.

*Promotions*: Through May 31, Home and Garden Show income is $841,217 and expenses are $472,459 for a net income of $368,758. The budgeted net income for the Home and Garden Show is $240,000.

Expenses related to *Public Policy* and *Professional Standards* are basically all personnel costs, incurring expenditures primarily in Labor and Overhead. The largest expense was the survey.

*Products (Wisconsin Real Estate Supply)*: Product sales through May 2017 were $4,065 lower than the sales through May 2016. Total product sales through May 2017 were $26,902. Total budgeted product sales for 2017 is $68,250.

The *Leadership* section includes expenditures for meetings, committees, officer expenses, strategic planning, NAR Home Buyer and Seller survey and NAR meetings. The main expenses recorded through May were memberships for the president, sponsorships, officer stipends, and the NAR buyers and sellers survey.

The *Administrative* section includes investment and rental income and expenses for professional fees, salaries, fringe benefits, building, insurance, occupancy, property taxes, general office expenses and depreciation.

The bottom line shows *Excess Receipts Over Expenditures* of $790,925. Last year our net revenue was $624,983 for the same time period. The biggest reason for this difference was that dues income was higher and Home and Garden Show expenses are lower through May 31 compared to the same period in 2016.

*M/S/C to approve the 2017 Budget Revision as well as the unaudited Statement of Financial Position (Balance Sheet) and Statement of Activities as of May 31, 2017, and recommend placing on file for audit.*

1. President’s Report

Mike Ruzicka reported the following in addition to his written memorandum to the Board of Directors:

1. GMAR Remodeling Update & GMAR Mortgage – The plan for the 2nd level is to gut it, updated and lease it as one unit, with the potential to divide into 4 units. At that time, we will also repave, or reconstruct, the parking lot, as well as redo the landscaping, in order to attract a good tenant.

VJS Construction is revising the plan they gave us for the 1st level, to make the meeting room a little larger and put all of the staff offices on one side of the building. The initial cost estimate is $600,000.

In April the GMAR’s building mortgage, which has a balance of $314,000, was due. We decided to extend our current note for one year and take out a construction loan. After we have a more complete handle on the project and costs we will determine out how much equity we want to pull out of the building for the project and how much we will take out of reserves; and refinance in early 2018.

1. Budget Revision & 2018 Dues Level – With a strong regional economy, our membership numbers are pretty solid and the HGS has performed very well again this year. And, other than an expenditure for the consumer survey, our expenses are basically what we had budgeted for.

At this point in time, it looks like the Association should finish the fiscal year in the black.

Regarding 2018, Mr. Ruzicka requested that the GMAR increase dues by $3, from $204 to $207, 1.4%. That will generate approximately $12,000, and with the expected renewals and increase in membership, it should total somewhere around $20,000 in the fiscal year.

With the current business cycle at one of the longest in post-WWII history and a few prognostications for a recession in 2019-2020’ish, Mr. Ruzicka said he would plan to freeze dues for 2019 or 2020, if need be.

*M/S/C to approve of the $3 dues increase for 2018.*

1. Electronic Lock Boxes - On June 7th several members of the Board of Directors met with Master Lock to look at a new electronic lock box they have developed. It was featured in an Inman News article on June 22nd, <https://www.inman.com/2017/06/22/master-lock-targeting-real-estate-agents-with-digital-lockbox/>.

The price of the Master Lock box would be approximately $80 per box for GMAR members, if the Association acted as a distributor for Master Lock. Regular retail for the boxes is $172.

There are several differences between the Master Lock boxes and SentriLock/Supra products, including the cost. The Master Lock box is a one-time $80 charge to purchase the box, whereas the SentriLock box would be about $144/year.

Some significant ways the programs differ and would impact our members are:

* SentriLock is a system-wide program, so the GMAR could require all of our members to utilize the electronic box on a given date (i.e. Jan 1, 2019), or at least begin charging for the system regardless if members use it.
* Conversely, Master Lock boxes would probably have a longer implementation time and co-exist with combo boxes for several years until a critical number of members switched. Combo boxes could still be used alongside SentriLock/Supra, however, if members are paying for the service they may be more inclined to start using it.
* Master Lock boxes are Bluetooth enabled. They interact with one phone, but are not part of a network, so it would be harder for a broker to control the use of the boxes.
* Members would get SentriLock boxes for $144/year regardless of how many listings they may have. Whereas, a large listing agent, or team, would have to buy several individual Master Lock boxes for $80.

Roger Rushman suggested the GMAR continue to monitor member sentiments and solicit opinions about utilizing a new lock box system.

1. Real Trends Association Executive Council – The Real Trends Association Executive Council, Mr. Ruzicka’s peer review group, was in Milwaukee June 25th – 27th to evaluate the GMAR and his management of it.

As always, he stated it was very insightful, and a rich and humbling experience, and they provided a lot of useful advice that he plans to implement immediately and over the longer term at the Association.

1. Departments
2. Government Affairs

Marne Stuck reported:

* The 2017-2019 State Budget has still not passed.  The Joint Finance Committee is stalled over disagreements on the transportation funding.  At this point, it is not clear when negotiations will resume.
* Ms. Stuck is working with the PAC to contact all previous Direct Givers to encourage them to make their 2017 contribution.  There will also be several RPAC awareness articles in the Monday Email Digest as dues billing nears.

1. Professional Standards

Scott Bush reported:

* M/S/C to adopt cases E17-08 and E17-10.
* M/S/C to adopt the proposed mediation agreement

1. Kettle Moraine REALTOR® Council

Amy Curler reported:

* The Kettle Moraine Council RPAC Auction raised $6,000.
* The KMC Golf Outing will be held on September 21st at Kettle Hills Golf Course.
* Flower for Scholars raised $1,000 this spring.

1. MLS

Chris Carrillo reported the following:

* Delayed listings and “off market” issues are still persistent, and the GMAR and MLS are seeking legislative relief via WRA. Cori Lamont is working on producing a solution.
* MLS will begin a value campaign in the coming months.

1. Old Business
2. None
3. New Business
4. None
5. Adjourn

The meeting adjourned at 9:30 AM.

Respectfully submitted,

Mike Ruzicka

President

**New Member Report**

125 New Members joined July 2- September 10, 2017 for approval (DR's - 7, R's - 116, A's - 2)

|  |  |  |
| --- | --- | --- |
| **FIRST** | **LAST** | **COMPANY** |
| Amanda | Ackerman | The Real Estate Co, Lake & Country Inc |
| Min | Ai | Shorewest, REALTORS~South Metro |
| Sara | Audley | Shorewest, REALTORS~OC |
| Lavaughn | Barker | Keller Williams Realty~Milw North Shore |
| Sabree | Bartee | Homestead Realty Inc~Milwaukee |
| Randall | Barwick | Guaranteed Rate |
| Rachel | Bauer | Coldwell Banker Residential Brokerage~BRK |
| Ricky | Becker | Keller Williams Realty~Milw North Shore |
| Stephanie | Bennett | RE/MAX United LLC~Cedarburg |
| Dana | Bennett | Exit Realty Horizons |
| Daniel | Best | Keller Williams Realty~Milw North Shore |
| Jean | Boothby | First Weber Inc~NPW |
| Nicole | Borowski | Homestead Realty Inc~Milwaukee |
| Tony | Brookens | Homestead Realty Inc~Milwaukee |
| Lawrence | Burger | Coldwell Banker Residential Brokerage~BRK |
| Daniel | Calderon Ramirez | Cherry Home Realty LLC |
| Aletha | Champine | Keller Williams Realty~Milw North Shore |
| John | Cook | Berkshire Hathaway HomeServices Metro Realty |
| Cheryl | Cook | ERO Real EState |
| Mardel | Curwick | Shorewest, REALTORS~MNM Falls |
| Melissa | Dooley | Response, REALTORS |
| Albert | Douglas | Century 21 Affiliated~Oak Creek |
| Elizabeth | Duffy | RE/MAX Realty Center~Oconomowoc |
| Nicholas | Elder | Shorewest, REALTORS~Burl |
| Michael | Esser | Michael A Esser, SRA |
| Lisa | Fetzer | The Kirchoff Group LLC |
| Judy | Finkley | Homemark Realty |
| Alison | Flad | Shorewest, REALTORS~South Metro |
| Mary Beth | Freckmann | Shorewest, REALTORS~OC |
| Ronny | Frost | Shorewest, REALTORS~W North |
| Jonathan | Frost | Shorewest, REALTORS~W North |
| Gloria | Gabriel | Coldwell Banker Residential Brokerage~N Shore |
| Joe | Gallamore | Realty Executives Southeast |
| James | Gamauf | 1st Choice Appraisals |
| Luis | Garcia-Perez | Keller Williams Realty~Milw North Shore |
| Steven | Garner | Cherry Home Realty LLC |
| Scott | Gray | Model R Real Estate Services |
| Susan | Halverson | Shorewest, REALTORS~N Oakland |
| Kevin | Harper | Lloyd and Bobolink Realty LLC |
| Devin | Hawthorne | First Weber Inc~NPW |
| Teri | Hayes | Realty Executives Integrity~Franklin |
| Monique | Haynes | Coldwell Banker HomeSale Realty~ Corporate |
| Dyla | Heimerl | Star Properties |
| Rachel | Houselander | Redefined Realty Advisors LLC |
| Monica | Jaeschke | Shorewest, REALTORS~Kenosha |
| Stephanie | Jahn | Success, REALTORS |
| Meagan | Jaklich | Century 21 Affiliated~Mt Pleasant |
| Dave | Janikowski | Finance of America Mortgage LLC |
| Audrey | Kalman | Shorewest, REALTORS~South Metro |
| Corey | Kamin | RE/MAX Realty 100~Milwaukee |
| Nathan | Kingston | Shorewest, REALTORS~OC |
| Joseph | Kinley | Exsell Real Estate Experts LLC |
| Michael | Koepke | Emmer Real Estate Group |
| Jeff | Konig | Keller Williams Realty ~ Milw North Shore |
| Nicole | Kuehl | Keller Williams Fox Cities |
| Heather | LaBonte | First Weber Inc~NPW |
| Thomas | LaBrosse | LaBrosse Homes Realty |
| Lamar | Lampkins | Exit Realty XL |
| Kyle | Larsen | Shepherd Realty LLC |
| Christopher | LeDuc | Homestead Realty Inc~Milwaukee |
| Jeffrey | Lemmer | Shorewest, REALTORS~South Metro |
| Christine | Leny | RE/MAX Realty Center~Oconomowoc |
| Julie | Lessila | Realty Executives Integrity~Hartland |
| Justin | Letizia | Shorewest, REALTORS~MNM Falls |
| Jay | Maegli | Shorewest, REALTORS~N Oakland |
| Reneene | Martell | Shorewest, REALTORS~New Berlin |
| Michael | Martin | Martin Real Estate |
| Emma | McCabe | Coldwell Banker Residential Brokerage~BRK |
| Kelly | McGath | Coldwell Banker Residential Brokerage~West Bend |
| Heidi | McKenna | First Weber Inc~MF |
| Morgan | Megow | Rossetto Realty LLC |
| Bob | Mercier | RE/MAX Realty 100~Brookfield |
| Jeffrey | Metz | Shorewest, REALTORS~Racine |
| Luke | Mielcarek | Homestead Realty Inc~Milwaukee |
| Najah | Mirza | Coldwell Banker HomeSale Realty~Franklin |
| Laura | Morales | Shorewest, REALTORS~South Metro |
| John | Morgen | First Weber Inc~WK |
| Nancy | Moynihan | Worth Realty |
| Wayne | Muelver | Muelver Realty LLC |
| Thomas | Murphy | Coldwell Banker Residential Brokerage~BRK |
| Nicholas | Navarro | Shorewest, REALTORS~Racine |
| Amanda | Nelson | Shorewest, REALTORS~South Metro |
| Meghan | Neville | Keller Williams Realty~Milw North Shore |
| Sandy | Nguyen | Elements Realty LLC |
| Natasha | Nicholson | First Weber Inc~DLF |
| Mark | Niedziejko | Jayko Properties LLC |
| Megan | Nugent | The Real Estate Co, Lake & Country Inc |
| Paul | Nyland | Wisconsin Appraisal Group LLC |
| Patrick | O'Connell | Korndoerfer Homes |
| Elizabeth | Orlando | Shorewest, REALTORS~South Metro |
| Carole | Ostendorf | American Realty LTD |
| Jamye | Perez | Coldwell Banker HomeSale Realty~ Corporate |
| Michael | Pettitt | Coldwell Banker Residential Brokerage~BRK |
| Erica | Pfafflin | My Dwelling Inc |
| Kevin | Pinter | Homestead Realty Inc~Milwaukee |
| Brenda | Poulos | Coldwell Banker Residential Brokerage~MEQ |
| Amy | Prondzinski | Shorewest, REALTORS~MNM Falls |
| Jennifer | Quade | M3 Realty |
| James | Reuter | First Weber Inc~BK |
| William | Rinehart | Realty Executives Southeast |
| Joseph | Risse | North Shore Homes Inc |
| Tiffany | Rossetto | Rossetto Realty LLC |
| Jessica | Schaefer | Encompass Realty~Lake Country |
| Natalya | Schilling | Homestead Realty Inc~Milwaukee |
| Kathleen | Schmadl | Wimmer Brothers Realty Inc |
| Gregory | Schreck | HomeWire Realty |
| Kathryn | Sell | Shorewest, REALTORS~New Berlin |
| Wendy | Sellers | Realty Executives Southeast |
| Elizabeth | Sleeman | Shorewest, REALTORS~W North |
| Timothy | Smart | Smart Realty Co |
| Bradley | Smith | Shorewest, REALTORS~Meadowbrook |
| William | Stecker | EXP Realty, LLC |
| Jacquelin | Stern | Keller Williams Realty~Milw North Shore |
| Jacquelyn | Stroik | Kings Way Homes & Realty |
| Michael | Szinte | The Real Estate Co, Lake & Country Inc |
| Susan | Taylor | Coldwell Banker Elite |
| Scott | Teschendorf | Redefined Realty Advisors LLC |
| Deanna | Thompson | Redefined Realty Advisors LLC |
| Richard | Thompson | Shorewest, REALTORS~Downtown |
| Kong | Vue | Creative Results |
| Angela | Wisniewski | Realty Executives Integrity~Brookfield |
| Ronald | Yde | Central Wisconsin Real Estate |
| Jeffrey | Yoder | City of West Bend |
| Morgan | Young | Bay View Homes |
| Dawn | Zabkowicz | Vesta Real Estate Advisors |

Membership categories: DR = Designated REALTOR®, R = REALTOR®, RN = REALTOR® No National; A = Affiliate, AC = Affiliate Corporate, LAC = Local Affiliate Corporate, LACC = Local Affiliate Corporate Contact

\*Includes former GMAR members who had to rejoin the GMAR as new members.

**GMAR Financial Notes**

Statement of Financial Position

As of July 31, 2017, GMAR had $1,352,033 in Cash & Investment Balances, up $84,295 compared to 2016; due to increased revenue from dues and the Home & Garden Show.

Accounts receivable were up $20,145 and prepaid expenses were down $4,613 compared to 2016.

*Total Assets* were $2,813,753, up $68,536 compared to 2016 mainly due to having more Cash & Investments.

On the *Liability* side, accounts payable were up $286,717 compared to last year, primarily because the entire refinanced mortgage is due in less than a year; the long-term mortgage liability was down $314,003 which was the entire remaining amount of the mortgage at the start of the year. Accrued vacation expenses were down $8,150. Overall, *Total Liabilities* were $369,913, down $53,636 compared to 2016.

GMAR had Net Income of $558,087 through July 31, 2017, up $95,195. Overall, *Total* *Net Assets* were $2,443,840; $122,172 higher than the same point in 2016.

Statement of Activities

*Membership*: Through July 31, 2017, $916,763 was collected in dues. Last year through the end of July, The GMAR had collected $856,289 in dues, so the Association was $60,474 ahead of last year. The new member budget for 2017 was 464 REALTORS®, 50 DRs and 20 Affiliates. Through July, actual new members were 482 REALTORS®, 27 DRs and 13 Affiliates.

*Promotions:* Through July 31, Home & Garden Show income was $901,393 and expenses were $609,753 for a net income of $291,640. The budgeted net income for the Home and Garden Show is $240,000.

Expenses related to *Public Policy* and *Professional Standards* were basically all personnel costs, incurring expenditures primarily in *Labor* and *Overhead*. The only large expense was a homeowner survey.

*Products (Wisconsin Real Estate Supply)*: Product sales through July 2017 were $5,145 lower than the sales through July 2016. Total product sales through July 2017 were $38,769. Total budgeted product sales for 2017 is $64,250. The GMAR is closing down the store at the end of FY 2017.

The *Leadership* section includes expenditures for meetings, committees, officer expenses, strategic planning, NAR meetings and NAR Buyers and Seller survey. The main expenses recorded through July were memberships for the president, sponsorships, officer stipends, and NAR meeting expenses.

The *Administrative* section includes investment and rental income and expenses for professional fees, salaries, fringe benefits, building, insurance, occupancy, property taxes, general office expenses and depreciation.

The bottom line shows *Excess Receipts Over Expenditures* of **$558,087**. In 2016 net revenue was $462,892 for the same time period. The reason for the difference was dues income and Home & Garden Show net income were higher through July 31 compared to the same period in 2016.

**July Statement of Financial Position (Balance Sheet)**

**July Statement of Activities**



**2017 Budget Revision**

**MEMORANDUM**

**To: GMAR Board of Directors**

**From: Mike Ruzicka, President**

**Re: July President’s Report**

**GMAR Remodeling Update & GMAR Mortgage**

VJS Construction is set start knocking down walls on the 2nd floor on October 1st. The plan is to gut the upstairs, updated, and lease it as one unit, with the potential to divide into 4 units. At that time, we will also repave, or reconstruct, the parking lot, as well as redo the landscaping, in order to attract a good tenant.

There was one inquiry to buy the building and have the GMAR rent it back, but we’re currently occupying the 1st floor for less than $10/sq. ft., and the going rate is at least $13-$15 sq. ft. Our commercial broker said it obviously doesn’t make sense for the GMAR.

In April the GMAR’s building mortgage, which has a balance of $314,000, was due. We decided to extend our current note for one year and take out a construction loan. After we have a more complete handle on the project and costs we will determine out how much equity we want to pull out of the building for the project and how much we will take out of reserves; and refinance in early 2018.

**2018 Budget**

As you could see from the latest financials, the GMAR’s fiscal year appears to be pretty strong. With new memberships above budget, renewals expected to be high and the HGS performing well again, it looks like 2018 will be a good year as well. [Keep your fingers crossed.]

Of course, we need the regional, and national economies to continue their strong performance to sustain our good fortune.

For 2018, I’m not looking to make any drastic changes in the Association’s budget. We are looking to add one staff member, after the departure of Deb Kruse, and possibly a policy assistant to Marne Stück. I would also like to conduct another consumer survey to understand what issues are of importance to members and the market next spring, as well as conduct more focus groups.

There is always a risk that things may go south quickly, however. The current business cycle is one of the longest in post-WWII history, and a few prognosticators are looking for a recession in 2019-2020’ish.

As I mentioned at the July Director’s meeting, we should make a contingency plan to freeze dues for 2019 or 2020, if need be. In the meantime, the revenue we generate will help shore up our reserves and pay for the building remodel.

**GMAR Contribution to REALTOR® Relief Fund**

The GMAR contributed $1,000 to the REALTOR® Relief Fund after Hurricane Harvey hit Texas last month.

**Home & Garden Show Reserve Account**

The HGS staff would like to create a reserve account for the show in order to pay for infrequent, but relatively large expense items, without negatively impacting the bottom line of the HGS or GMAR. It would be used to pay for expenses like new signage, large website upgrades, etc.

The initial budgeted allocation for the account would be $10,000.

**Electronic Lock Boxes**

We seem to be at a point in time, or at least close to it, where the Directors can make a decision as to whether the GMAR brings electronic lock boxes into the market.

I would like to find out what additional information do you need, or want, in order to weigh in and make a “thumbs up” or “thumbs down” decision.

So far, here is a summary of what we know regarding our options:

* The GMAR met with Master Lock to look at a new electronic lock box they have developed. The price of the Master Lock box would be approximately $80 per box for GMAR members, if the Association acted as a distributor for Master Lock (Regular retail for the boxes is $172).
* SentriLock gave the GMAR a detailed proposal. SentriLock is a system-wide program that would cost each member $12/month ($144/year).
* The GMAR could not require all of our members to utilize electronic boxes, but we can begin charging for it on a given date.
* Members would get SentriLock boxes for $12/mo. ($144/year) regardless of how many listings they may have. Whereas, a large listing agent, or team, would have to buy several individual Master Lock boxes for $80.
* Master Lock boxes would probably have a longer implementation time and co-exist with combo boxes for several years, because there would not be any financial push to get them to adopt a new lock box technology.
* Combo boxes could still be used alongside SentriLock/Supra. However, all members would pay for the service, so non-adopters would be paying for both electronic and combo boxes.

\* The costs quoted are for discussion purposes only and should not be construed as final or official costs. Actual costs will be determined in a final contract with a provider at a later date.

**GMAR Focus Groups P 17**

The GMAR conducted two focus groups of members on Friday, September 8th. The first at 9:00 AM and the second at 11:30 AM. Both lasted approximately 1.5 hours with a total of 12 participants. A copy of my notes are attached.

A couple of the issues that came up include:

* Accompanying Buyers at an Inspection
* Uniform Inspection Definitions
* Appraisals

**2017 GMAR Board of Directors Election**

The 2017 GMAR Directors election will be held beginning Sunday, October 8th and run through Saturday, October 14th.

In accordance with the GMAR Bylaws, the Nominating Committee met on August 10, 2017 to review and approve of the slate of candidates who submitted applications. The membership was notified of the slate of candidates in the September 5, 2017 newsletter.

There will be four (4) Directors elected to serve three-year terms. The nominees are:

* Amy Curler, First Weber Inc.
* Arthur Mays, Realty Among Friends
* Gary Swittel, RE/MAX Realty 100
* Dan Bunch, Vesta Real Estate Advisors
* Amanda Baake, Kathleen Hansen and Associates
* Jerry Grosenick, Exit Realty XL
* Jeremy Rynders, Keller Williams  Realty
* Ted Schaar, RE/MAX Gallery

Additional candidates may be placed on the ballot by a petition signed by at least 5% of GMAR members eligible to vote (200 signatures) by September 22, 2017.

The GMAR Board of Directors will certify the election of the new directors at its November 16th meeting.

**Recurring Status Reports**

**GMAR Member Involvement P 19**

**MLS Membership P 20**

**2017 GMAR Directors Roster P 21**

**2017 GMAR Calendar P 22**

**GMAR Strategic Plan P 24**

**GMAR Fall Focus Group**

**Friday, September 8, 2017**

**GMAR Office**

The GMAR conducted two focus groups of members on Friday, September 8th. The first at 9:00 AM and the second at 11:30 AM. Both lasted approximately 1.5 hours. Participants were: John Gscheidmeier, Tom Combs, Matt Eisenhauer, Nancy Grintjes, Donna Muelver, Mike Kollmansberger, Jaime Druck, Chris Muellenbach, Felicia Russ, Sharon Szatalowicz, Jessica Vroman, and Paul Kurensky.

Baby Boomers not moving.

* Generally, they have their houses paid off.
* Don’t want to pay condo fees.
* Don’t want to move their stuff.
* If they did want to move into a condo, there aren’t any to buy.
* Family is important, they want to live close to children, to babysit and for long-term care.
* They are more thoughtful/conservative with their decision making.
* Many would/have just remodeled or rehabbed their home.

Millennials buying later

* Some are not buying, but renting for a lot more than they could buy a home for – because they want flexibility.
* Buying later in life.
* Generally, they are not interested in “sweat equity” in a house. They want it tin “move-in” condition.
* No loyalty, but they are brand loyal
* Some brokers are developing/updating their brand to attract millennials
* Student debt remains an obstacle for many millennial home buyers.

City of Milwaukee

* Hard to sell Milwaukee, because school are so important.
* Milwaukee buyers are usually 1st time buyers, with no kids.
* Crime is a concern
* Many perceive MPS as substandard.

Buyers

* Schools are extremely important to buyers with children.
* Crime/public safety is the second most important issue

Lock Boxes

* Participants in the first focus group were surprised codes were given out so regularly, the second group had experienced it.
* Neither group brought up using electronic lock boxes. When the subject was brought up they weren’t too emphatic about it, and switched to another topic.
* Lock boxes have been left open and homes have been found unlocked.

Inspections

* Who attends inspections? Particularly with a buyer?
* Policies differ by broker. Some participants would like some uniformity.
* One participant asked for state inspection forms, with definitions for defects, etc.

Appraisals

* Still a problem in most areas, not in the north shore.
* Market rates are increasing faster than appraisals.
* Inconsistent application of appraisal information/data.

MLS

* Very positive impression of MLS and staff.
* Give MLS geeks some time off, so REALTORS® can get caught up on all the technological changes
* What happened to the “heart,” “thumbs up,” “thumbs down”? Now it’s Hide vs. Save
* “Request a showing” was eliminated, liked it.
* MLS app: most do not like it, a few participants use the mobile browser and access MLS through the web.

Miscellaneous

* Immigrants are fixer-upper buyers, willing to put “sweat equity” into a house.
* City of Milwaukee’s $20,000 forgivable loan program is very cumbersome and takes a long time to get through.
* Contract language regarding electronic communication is problematic.
* Broker in Lakes Area is using its own Addendum A which is problematic.
* Craig’s Lis scams are still prevalent, particularly rentals.
* Contractors aren’t available, long wait times.
* There is a need for condo development.
* City of Milwaukee first time buying programs are cumbersome and confusing.

**GMAR Member Involvement**

**MLS Membership Statistics**

**2017 GMAR Board of Directors**

|  |  |  |
| --- | --- | --- |
| **Terms expiring**  **12/31/2017** | **Terms expiring**  **12/31/2018** | **Terms expiring**  **12/31/2019** |
| Joe Horning  Shorewest, Realtors  17450 W. North Ave. Brookfield, WI  53045-4337 P 262.827.4200 M 262.640.0925  [jhorning@shorewest.com](mailto:jhorning@shorewest.com)  NRDS: 90096259  (3yr term from Exec Roundtable) | Mark Kivley  RE/MAX Lakeside  1200 E Capitol Drive Ste 200  Milwaukee, WI 53221  O 414.961.8888 M 414.406.1840  [kivleyteam@lakesiderealtors.com](mailto:kivleyteam@lakesiderealtors.com)  NRDS: 90020696  (3yr term from Exec Roundtable) | Tammy Maddente  First Weber Inc.  611 N Barker Rd Ste 100  Brookfield, WI 53045  O 414.797.7100 M 414.617.8902  [tmaddente@firstweber.com](mailto:tmaddente@firstweber.com)  NRDS: 90015815  (3yr term from Exec Roundtable) |
| **Roxanne Platz, Past Chair**  First Weber Inc (2nd Term)  2750 Golf Rd, Suite A  Delafield, WI 53018-2063  O 262.646.6800 M 262.370.7767  [rplatz@firstweber.com](mailto:rplatz@firstweber.com)  NRDS: 90028348 | Dale Marciniak  RE/MAX Realty 100 (2nd Term)  10303 W Oklahoma Ave Milwaukee, WI 53227-4135  O 414.327.7020 M 414.429.2344  [dale@homesbydale.com](mailto:dale@homesbydale.com)  NRDS: 90024500 | **Kel Svoboda, Corporate Secretary**  First Weber Inc. (2nd Term) 4650 N Port Washington Rd Glendale, WI 53212-1077  O 414.962-3000 M 414.213.9014  [kel@firstweber.com](mailto:kel@firstweber.com)  NRDS: 90098433 |
| **Vickie Kelsall, Chair-Elect**  Century 21 Affiliated (1st Term) 11623 W. Bluemound Rd Wauwatosa, WI 53226-3936  O 414.543.5403 M 262.332.2233  [vkelsall@c21affiliated.com](mailto:vkelsall@c21affiliated.com)  NRDS: 90010989 | **Mike Kollmansberger, Chairman**  Shorewest Realtors (2nd Term)  921 Meadowbrook Rd Waukesha, WI 53188-7315  O 262.548.9393 M 262.271.5702  [mikek@shorewest.com](mailto:mikek@shorewest.com)  NRDS: 90076658 | Tom Sykora (2nd Term)  Coldwell Banker Residential Brkrge  870 E Paradise Drive  West Bend, WI 53095-5383  O 262.334.5589 M 262.573.7323  [tom.sykora@cbexchange.com](mailto:tom.sykora@cbexchange.com)  NRDS: 90023055 |
| Arthur Mays  Realty Among Friends (1st Term)  8301 W Lisbon Ave  Milwaukee, WI 53222-3859  O 414.444.2696 M 414.975.7796  [amays@realtyamongfriends.com](mailto:amays@realtyamongfriends.com)  NRDS: 90051977 | Jennifer Burns  Century 21 Affiliated (2nd Term)  527 Milwaukee St  Delafield, WI 53018-1402  O 262.646-2221 M 262.617.9333  [jennifer@realtyexecutives.com](mailto:jennifer@realtyexecutives.com)  NRDS: 90076496 | Roger Rushman  First Weber Inc. (1st Term)  2750 Golf Rd, Suite A  Delafield, WI 53018-2063  O 262.646.6800 M 414.333.5313 [rrushman@firstweber.com](mailto:rrushman@firstweber.com)  NRDS: 90015540 |
| **Amy Curler, Treasurer**  First Weber Inc (1st Term)  1720 Clarence Court  West Bend, WI 53095-8543  O 262.335.6280 M 414.550.6849  [acurler@firstweber.com](mailto:acurler@firstweber.com)  NRDS: 90019647 | Ted Dentice  Shorewest, Realtors (1st Term)  17450 W. North Ave. Brookfield, WI  53045-4337 P 262.827.4200 M  [tdentice@shorewest.com](mailto:tdentice@shorewest.com)  NRDS: 90017283 | Courtney Stefaniak  The Stefaniak Group (1st Term)  2234 S 108th St  Milwaukee, WI 53227-1108  O: 414.541-2500 M: 262.271-5089  [courtney.stefaniak@tds.net](mailto:courtney.stefaniak@tds.net)  NRDS: 90113039 |
| **At Large**  **To Be Appointed By Chair-Elect**  (Term Exp 12/31/2017) | **At Large**  **To Be Appointed By Chair**  (Term Exp 12/31/2018) |  |

Mike – 885500353

Marne – 90082562

Scott – 885500171

**2017 GMAR Meetings & Events Calendar**

Update: September 14, 2017

**January**

1 GMAR Fiscal Year begins

10 GMAR Orientation

12 GMAR Executive Committee Meeting/Conference Call

**19 GMAR Board of Directors Meeting – 12:00 Noon, GMAR Headquarters**

23 February Newsletter Deadline

26-27 WRA Board of Directors Meeting

TBA GMAR Youth Foundation Board Meeting – GMAR

# February

2 Marquette Univ & GMAR Economic Summit – Wisconsin Club

5 Super Bowl

7 GMAR Orientation

9 MLS BOD Meeting

13 GMAR Audit – Wegner & Assoc.

21 Kettle Moraine Council Mardi Gras – The Hitchin’ Post, West Bend

20 March Newsletter Deadline

# March

2 GMAR Executive Committee Meeting/Conference Call

7 GMAR Orientation

**9 GMAR Board of Directors Meeting – 12:00 Noon, GMAR Headquarters**

12 Youth Foundation’s St. Patrick’s Day 5K – Hart Park, Wauwatosa, WI

15 REALTOR® & Government Day – Monona Terrace, Madison, WI

24-4/2 93rd REALTORS® Home & Garden Show – Wisconsin Expo Ctr, West Allis, WI

27 April Newsletter Deadline

# April

6 GMAR Youth Foundation Board Meeting – GMAR

11 GMAR Orientation

24 May Newsletter Deadline

24 Brewers Bash – Miller Park, Milwaukee, WI

# May

3 GMAR Orientation

4 MLS BOD Meeting

4 GMAR Executive Committee Meeting/Conference Call

5 WRA Board of Directors Meeting – WRA Headquarters

**11 GMAR Board of Directors Meeting – 12:00 Noon, GMAR Headquarters**

16-20 NAR Mid-Year Meetings – Washington, D.C.

26 Deadline for NAR Committee Applications

22 June Newsletter Deadline

# June

TBA Downtown Diggs

6 GMAR Orientation

15-16 WRA AE Conference – Arbor Vitae, WI

TBA Budget Review

26 July Newsletter Deadline (announce GMAR BOD Applications)

# July

1 GMAR BOD Candidate Applications available to members

6 GMAR Executive Committee Meeting/Conference Call

**11 GMAR Board of Directors Mtg – Ironwood Golf Course**

11 GMAR Summer Golf Outing – Ironwood Golf Course

18 GMAR Orientation

TBA GMAR Youth Foundation Board Meeting – GMAR

25 August Newsletter Deadline

# August

1 GMAR Orientation

3-4 WRA BOD Meeting

21-22 NAR Leadership Summit – Chicago, IL

28 September Newsletter Deadline

#### TBA GMAR Nominating Committee Meeting – GMAR Headquarters

31 Last day for GMAR BOD Candidates to submit Applications

# September

1 Nominating Committee notification of BOD Candidates to membership

5 GMAR Orientation

9 MLS BOD Meeting

12-13 WRA Convention – Milwaukee, WI

13-15 CMLS Annual Conference

14 GMAR Executive Committee Meeting/Conference Call

**20 GMAR Board of Directors Meeting – 12:00 Noon, GMAR Headquarters**

21 Kettle Moraine Council Golf Outing – Scenic View CC, 4415 Club Dr, Slinger, WI

25 October Newsletter Deadline

##### 30 GMAR Board of Directors Write-In Candidate Deadline

# October

3 GMAR Orientation

TBA GMAR Youth Foundation Board Meeting

8-14 GMAR Board of Directors e-Election

23 November Newsletter Deadline

# November

1 GMAR Orientation

3-6 NAR Convention – Chicago, IL

9 GMAR Executive Committee Meeting/Conference Call

16 GMAR Youth Foundation Annual Meeting – 11:30 AM, GMAR Headquarters

**16 GMAR Board of Directors Meeting – 12:00 Noon, GMAR Headquarters**

27 December Newsletter Deadline

# December

5 GMAR Orientation

**6 Chairwoman’s Holiday Party & GMAR Annual Mtg – Hyatt Hotel**

7 WRA Management Conference

22 January Newsletter Deadline

31 GMAR Fiscal Year ends

**GMAR Strategic Plan**

**Approved by GMAR Board of Directors**: May 7, 2015

**Updated:** January 11, 2016

**Mission: “To help our members help their clients”**

1. [**Professional Standards/Ethics**](#Professional)
2. [**Government Affairs**](#Government)
3. [**Promotions**](#Promo)
4. [**Multiple Listing Service (MLS)**](#MLS)
5. [**Leadership**](#Lead)
6. [**Committees / Task Forces**](#Committees)
7. [**Subsidiaries**](#Subsid)
8. [**Outside Organizations/Affordable Housing**](#Outside)
9. [**Association Management**](#Association)
   * 1. [Membership](#Members)
     2. [Communications](#Comm)
     3. [Social Events](#Social)
10. [**Other**](#Other)
11. **Professional Standards** (LSB)

**Goal #1**: Keep members actively engaged in upholding the REALTOR® Code of Ethics (COE).

* Ethics education programs
* Pathways to Professionalism education
* Alert members about the need for everyone to be stewards of the COE: 1) File a complaint if they experience a COE violation; 2) Remind them that years in the business does not inoculate them to COE violations and; 3) If they allow infractions to go unnoticed, and take control of their industry, it opens the door for gov’t intervention.

**Goal #2**: Fairly and efficiently administer member arbitration program.

* Create Inter-board Arbitration Agreement; offer it to neighboring associations
* Professional Standards Committee Training

**Goal #3:** Inform members of Professional Standards’ Programs Efforts and Accomplishments

* Utilize videos more widely
* Create an online form to file complaints

1. **Government Affairs** (MJS/MRR)

**Goal #1**: GMAR Board of Directors establish the Association’s policy(-ies) on issues of importance to create a thriving real estate market.

**Goal #2:** Create strategies to advocate adopted public policy positions.

* Refer to *Appendix A* for current GMAR Public Policy / Gov’t Affairs Policy Positions
  + - Key “Quality of Life” topics to develop policy positions on:
* Schools/Education
  + - Continue to integrate GMAR members with MPS and other school districts via school visits, meetings, etc.
  + Taxation
    - Examine conducting an analysis/study of tax impact on buyers’ ability to buy (i.e. Public Policy Forum, UWM/MU, Wisconsin Taxpayers Alliance).
    - Explore asking the state for local option taxation to lower property taxes without lowering services.
* Infrastructure
  + - Waukesha water petition
* Jobs/Economic Development:
* Crime/Public Safety:
* Review/Update Positions Regularly

**Goal #3**: GMAR should have a high level of visibility among elected officials/policy makers in order to advocate issues and execute strategy effectively.

* Meet with elected officials/policy makers
* Top 25 Communities (Mayors/Aldermen)
* MPS Superintendent/Board Members
* Regional County Leaders
* State Senators/Representatives from region
* Candidates for Offices
* Closely monitor developments in the City of Milwaukee, specifically:
  + Department of Neighborhoods (DNS) (Mayoral)
  + Department of City Development (DCD) (Mayoral)
  + Zoning, Neighborhoods and Development Committee (ZND) (Council)
  + Other committees/task forces as needed
* Host GMAR candidate schools at regular intervals to educate members on how to run for elective office, and to get members to think about running in the future in order to promote the GMAR’s pro-real estate public policy agenda.
  + - * Video of Scott Allen and Chris Howard discussing running.
* Heighten GMAR’s profile among policymakers via strategic sponsorships
  + MMAC’s Madison Night in Milwaukee, Milwaukee Night in Washington, DC, WisPolitics Headliner Luncheons, Public Policy Forum, etc.
* Communicate with elected officials via publications promoting GMAR’s interests
  + Send NAR’s “*On Common Ground*” publication to top 25 municipalities and MKE Common Council

* Host meetings/focus group with members in the region and local boards
* Provide Status Updates on GMAR, WRA and NAR
* Discover New Issue Trends and Candidates in Local Communities
* Utilize 3rd Party Funds to carry out goals and objectives:
  + WRA Homeowners Alliance
  + NAR Realtor Party – “Call-for-Action System,” RPAC FR grants, RPAC Major Donor Recognition, Voter Registration Drive, etc.

**Goal #4**: Provide information on government policies, laws, ordinances, and resources to members to help them effectively conduct their business.

* Sign Ordinance Database Updated

**Goal #5**: Keep Concerned REALTORS® Political Action Committee (CRPAC) funded in order to promote pro-REALTOR® candidates and elected officials.

* Review List of Current Trustees & Recruit New Ones
* Promote Direct Giver & CRPAC/RPAC Giving at Office Meetings.
* [***Appendix B: 2015 GMAR PAC Fundraising Plan***](#Subsid)

**Goal #6:** Inform members of Government Affairs Program Efforts and Accomplishments

**Goal #7**: Assume a greater leadership role in Greater Milwaukee.

1. **Promotions** (SAA/KB/DK)

**Goal #1**: Promote events to the public that highlight the services REALTORS® provide.

**Goal #2**: Educate consumers about home ownership and the real estate market.

**Goal #3**: Provide revenue to the Association.

* Home & Garden Show (HGS)
* Find the new trends in show promotions (i.e. cooking stage, ‘Green,’ etc.)
* Attend other national shows for ideas (i.e. Philadelphia Flower Show)
* Conduct consumer / attendee survey
* Downtown Open House / Diggs
* Urban lifestyle expo
* Determine what critical mass of units is required to host an event in other neighborhoods and cities (i.e. Waukesha, West Bend)
* Examine conducting a housing study on Downtown Milwaukee marketplace (i.e. DCD study of early 2000s)

1. **Multiple Listing Service (MLS)** (CC/MRR)

**Goal #1**: Create environment for MLS to provide effective services to GMAR members

* Stay Abreast of Latest MLS Issues
  + Attend meetings/conferences (i.e. COVE, CMLS)
* Jointly Promote Member Technology Education

1. **Leadership**

**Board of Directors** (MRR/LSB)

**Goal #1**: Make informed decisions that are in the best interest of the members of the GMAR and the future of the real estate industry.

* Executive Roundtable (Top 10 Firms)
* Addendum A

**Goal #2**: Provide Adequate Oversight of GMAR Functions, Policies and Finances.

**Executive Committee** (MRR/LSB)

**Goal #1**: Function When the Board of Directors is Not in Session.

1. **Committees / Task Forces**

**Nominating Committee** (MRR/LSB)

**Goal #1**: To recruit the highest quality candidates to run for the GMAR Board of Directors

**Professional Standards Committee** (LSB) (See: *I. Professional Standards*)

**Concerned REALTORS® Political Action Committee (CRPAC)** (MJS/MRR) (See: *II. Government Affairs*)

**Public Policy Task Force** (MJS/MRR) (See: *II. Government Affairs*)

**REO Task Force** (LSB/MJS)

**Goal #1**: Assist members in the REO market to effectively and efficiently deal with troubled properties.

* Advocate REO problems and issues with the City of Milwaukee’s Dept of Neighborhood Services (DNS)
* Create REO Blog for members and DNS to post information about the REO market

1. **Subsidiaries**

**Multiple Listing Service (MLS)** (See: *IV. Multiple Listing Service (MLS)*)

**Wisconsin Real Estate Supply (WRES)** (MRR/DK/AAD)

**Goal #1**: Provide real estate products to members

**Goal #2**: Increase non-dues revenue

**Goal #3:** Create comprehensive plan to improve profitability of WRES

**Youth Foundation** (LSB)

**Goal #1**: Promote the welfare and betterment of children and young people, contributing to their physical and intellectual development and character formation.

1. **Outside Organizations/Affordable Housing**

**Goal #1**: Proactively support housing affordability in the GMAR market area.

* Affordable Housing
* Place Members in Homebuyer Education Organizations (i.e. HRI)

**Goal #2**: Improve GMAR’s Reputation and Influence in the non-profit and government housing agency universe.

* Encourage GMAR members to participate and take a leadership role in regional housing organizations.

1. **Association Management** (MRR/JAH/AAD)

**Membership** (JAH)

**Goal #1**: Streamline membership in the GMAR to be as effortless and efficient as possible

* Create an online application

**Goal #2:** New Member Orientation – Introduce Professional Standards, Code of Ethics, Pathways to Professionalism, Fair Housing, and other important concepts to new members

* Explore revamping orientation.

**Goal #3**: Seek added value benefits for members

* Are we relevant to members? “Relevance is achieved by helping members achieve their desires, hopes and aspirations.” What content engages our members, creating relevance?
* Identify membership segments & determine products/services for each, and how to market to them.

**Goal #4**: “Touch” 20% of GMAR Members Annually

* Office Visits, “Brown Bag” Lunches, etc.
* Provide BOD with “Communications Report” showing status of 20% “touch” goal

**Goal #5:** Recruit new members, “Consider Career in Real Estate”

* Explore working with technical colleges and other second career outlets
* Signage, Job/Career Fairs, Web Posts, Advertising, In-person “Consider a Career in Real Estate Seminar” education sessions
* Flier: “Why is a career in real estate favorable/lucrative?”
* Home & Garden Show booth/location for people to explore a real estate career
* Create an Affiliate Focus Group to explore what services the GMAR can and should offer Affiliate members to encourage more to join.

**Goal #6:** Consolidate with neighboring associations.

* Value Proposition Campaign – Create compelling argument for GMAR membership.
* Work with brokers to achieve consolidation within companies.

**Communications** (CKM)

**Goal #1**: Distribute information that is relevant to members’ business

* Hand-outs for members to give to their clients:
* How a real estate transaction works - graphic
* Educate Buyers / Sellers about:
* Short 1-2 Minute Videos on Buying/Sale Process, Buyer Agency, etc.
* Look at WRA / NAR resources to distribute
* NAR Home Ownership Matters
* Wisconsin Works (<http://wisconsinhousingworks.com/>)
* NAR Real Estate Today Radio Show (<http://www.retradio.com/>, Link on GMAR.ws)
* Link WI Taxpayers Alliance School Facts & Public Policy Forum Education Reports web pages.
* Review existing GMAR.com content to send out to members.

**Goal #2:** Re-Evaluate GMAR Communications Strategy

**Goal #3**: Utilize Multiple Platforms in Communicating with Members

* E-mail, Social Media, E-Newsletter, YouTube/Video
* In-Person Office Visits
* “Affiliate Digest”

**~~Goal #4~~**~~: Develop consumer focused Public Awareness Campaign~~

**Goal #5:** Public Relations/Press Coverage of GMAR to heighten REALTOR® image.

* Create GMAR Media Guide
* Create “Top 10” lists
* Top 10 Communities (based on per capita sales), # of Sales (transactions), DOM (fastest selling), # of listings per 1,000 inhabitants, etc.
* School Districts
* Lowest Taxes
* Safest Communities
* Utilize Monica Baer to promote “REALTOR® Message” and obtain free media

**Social / Educational Events** (JAH/BMS)

**Goal # 1**: Provide venue for members to learn, network and socialize, reinforcing the benefits of membership.

* Affiliate Member Forums
* Economic Outlook Summit
* Brewers Tailgate Party
* Golf Outing
* Bus Party
* Chairman’s Holiday Party

1. **Other**

**Research & Statistics** (MRR)

**Goal #1:** Set the agenda for the discussion of the housing market by disseminating statistics and analysis in the Greater Milwaukee market.

* Housing Statistics
  + - Distribute MLS data analysis
    - Create better process for deciphering statistics
    - Explore relationship with media to do monthly or quarterly press conf on stats
    - Utilize “National Trend Indicator Reports” (price distribution) stats
* Year-End/New Year Outlook Economic Summit

**Goal #2**: Select research projects that will explore and promote understanding of the dynamics of the real estate market in Greater Milwaukee.

* Explore Relationships with Marquette Center for Real Estate and/or UWM to conduct research on the Milwaukee housing market:
  + Study RE Market (i.e. Projections)
  + Study Effectiveness of City Ordinances/Policies
  + Study Market Segments (i.e. % of Female Buyers in Market)
* Study creating a staff research position

**GMAR History** (MRR)

**Goal #1**: Educate members and public about the long history of the GMAR and organized real estate in the Greater Milwaukee marketplace.

* “Then & Now” Interviews
* Commission 125th Anniversary History (2017)

**Professional Development** (MRR)

**Goal #1**: Provide opportunities for staff to grow in their positions to provide better services to the membership.

**Appendix A: Public Policy / Government Affairs**

**GMAR Public Policy Positions**

Members of the Greater Milwaukee Association of REALTORS® (GMAR) sell and market more than individual homes, land or businesses; they also sell the quality of life associated with property. This quality of life can extend well beyond the legal boundaries of property to social institutions that purchasers rely on in their daily lives. To customers and clients, as well as other members of the public, the community where a property is located is as important as the property itself.

In recognizing the importance of the quality of life that is inextricably related to property, it is in the Association’s interest to influence activities and organizations which impact the quality of life associated with property, at its discretion.

The GMAR has identified five general quality of life subject areas consisting of:

1. Education/MPS
2. Taxes
3. Jobs/Economic Development
4. Infrastructure
5. Public Safety/Crime

We refer to these five areas as “pillars” of the REALTOR® “Location, Location, Location” mantra regarding the most important aspects of the quality of life associated with a property. We call them pillars, because they shore up the “Location” mantra. If any one of the “pillars” begins to crumble, a property becomes less valuable.

**Education/MPS** *(Adopted by GMAR BOD 09/16/2010)*

The quality of schools is a significant component of the quality of life associated with property. In fact, the quality of schools is often the primary factor in the decision by families, and even businesses, on where to purchase property.

With this knowledge, the linkage between real property and the quality of schools must also be of significant concern to REALTORS®, because the quality of schools is directly related to the ability of REALTORS® to conduct their business.

**GMAR Goal: To have a regional educational system that produces knowledgeable and skilled graduates who are capable of lifelong learning.**

2010-2011 Agenda

* Support efforts to adopt federal "Race to the Top" standards including:
  + Common standards and assessment.
  + A system that provides timely reports on student performance.
  + Elimination of any legal barrier to evaluating teachers and principals based on student achievement.
  + Authority to intervene in struggling schools.
* Advocate that children in all schools are at the national average of proficiency in core academic subjects (i.e. reading, writing and mathematics).

Choice & Charter Schools

* Continue supporting the existence of the Milwaukee Parental Choice Program (MPCP) and charter schools.
* Eliminate barriers to the creation of additional high-quality education options in Milwaukee (i.e. implicit or explicit enrollment caps on Choice and Charter schools).
* Eliminate MPS limits on the percentage of system schools that can be Charter schools
* Allow use of surplus MPS buildings for non-MPS educational options including high-performing Choice and independent Charter schools
* Expand the number of entities authorized to establish Charter schools
* Increase funding for both Choice and Charter schools and reverse cuts on Choice schools that put them at risk.
* Work toward funding equity for all children in Milwaukee by increasing Choice and Charter per pupil funding levels to 80% of the MPS funding level. [The choice parents make as to which school to send their child to have a dramatic impact on state financial support for a child – with funding ranging from over $13,000 per child for a student in MPS to $7,700 per child in a charter school and only $6,400 in a Choice school.]

Milwaukee Public Schools

* Explore a change in MPS governance, including the possibility of moving authority to the Milwaukee Mayor’s office.
* Reform MPS labor agreements to reduce legacy costs and increase the district’s long-term fiscal stability.
* Advocate that MPS achieve a graduation rate equal to the national average for similar sized districts.
* Clearly define what a “high-performing school“ is.
* Measure performance for all schools in the city.
* Hold schools accountable for their results, expanding high performers and reforming low performers.
* Create alternative certification routes for teachers and administrators to attract more high quality leaders and staff.
* Liquidate surplus MPS property and facilities to generate district revenue.

Other

* Add REALTOR® or business leader to the MATC board (an important link to workforce training).
* Implement changes that were made to the State Workforce Training System at the local level, increasing dollars directed at training and creating stronger linkages between K-12 education, technical colleges and employers.

**Taxation** *(Approved by GMAR BOD 03/20/2013***)**

The GMAR believes lowering property taxes in the Metropolitan Milwaukee market area is a significant public policy objective.

The Association understands our state’s long history of relying on funding most municipal services through the property tax. However, over time, the property tax (essentially local governments’ sole means of raising revenue) has become a burden on homeowners’ ability to pay the tax and prospective home buyers’ ability to purchase a home in Southeastern Wisconsin.

Furthermore, the GMAR believes property taxes place enough of a burden on prospective home buyers that it is a significant disincentive to purchase property.

Lowering property taxes is not a simple or easy task, but the GMAR believes it can be achieved by maintaining a close watch over how and where government spends its resources, as well as funding municipal services via other revenue sources that are not dependent on property ownership are important dual objectives.

The Association will support lawmakers and policymakers who seek more efficiency in government operations and back the exhaustive debate of reductions in government services, while also supporting the creation of different sources of revenue that do not place current or prospective homeowners in danger of losing housing choices.

**Residency** *(Approved by GMAR BOD 03/20/2013)*

The PPTF also discussed Governor Walker’s proposal of eliminate residency for all public employees. The TF separated the issue into two parts, a) the policy requiring employees to live within a political jurisdiction, and b) the impact eliminating residency would have on the market.

Given the wide array of opinions among the GMAR’s membership on the merits of residency, the PPTF decided not to take a position in favor or against residency. However, regarding the market impact of the pending policy change, the TF felt it would not dramatically impact the marketplace at this time.

Furthermore, given the improving real estate market and low levels of inventory, the market could absorb an increase in supply of homes.

The TF was concerned about a “grass is greener” effect some public employees might feel after gaining their new rights. The TF’s would caution public employees to contact their REALTOR® and take a very close look at whether listing their home is the smart move financially, for each family and for their quality of life.

The TF also wanted the Association to send a note out to the membership outlining the GMAR’s position, to prepare them to talk about it to clients or the media.

The GMAR has requested assistance from NAR’s My REALTOR® Party effort to poll public employees in Milwaukee to determine their likelihood of exercising their new right, should it pass.

**Appendix B: 2016 GMAR “Concerned REALTORS® PAC” Fundraising Plan**

• GMAR CRPAC Meeting – January 29, 2016

o Joe Murray-WRA, Director of Political and Governmental Affairs, will attend to prognosticate 2016 state and national elections.

• Mail direct giver fundraising letter to all past DG’s week of Feb 1 (approximately 150 DG’s from 2012-2015 – typically generates $5K-$7K )

• RPAC Trustee phone banks to follow up letters (Feb, March)

• REALTOR® & Government Day – March 2, 2016

o “Game/raffle” on bus to benefit CRPAC

• KMRA Auction – May 2016 (raised $7K in 2015).

• GMAR golf outing - July 14 (CRPAC game on course, or afterwards during happy hour)

• Dues billing insert (1/2 sheet to 4,000 members) with RPAC successes

• Reach out to GMAR Affiliates (185) Are they aware of the DG Program? Susan Muller, Chicago Title, is writing an email to all affiliates and will send.

• NAR and WRA Calls For Action (CFA) follow up after their initial blast to GMAR members.

o RPAC/Public Policy Task Force/Board of Directors

o Managers of large offices

Other fundraising tools:

• GMAR monthly newsletter article

• Special announcements (videos)

• Office visits throughout year (17 visits in 2015)

• Large Donor Council - new prospects to Jim Imhoff

• Convert members who contribute outside the RPAC/DG