



GMAR

GREATER MILWAUKEE
ASSOCIATION OF REALTORS®

Celebrating Over 130 Years

MEMBER RESOURCE GUIDE

**Helping Our Members,
Help Their Clients**

Greater Milwaukee Association of REALTORS®
11430 W North Ave | Wauwatosa, WI 53226
(414) 778-4929 | GMAR.com



Welcome

Welcome new members! By joining the Association, you have gained the right to call yourself a REALTOR® and automatically became a member of the Wisconsin REALTORS® Association (WRA) and the National Association of REALTORS® (NAR).

The term REALTOR® is only for members of the GMAR, WRA and NAR and identifies you as a professional who subscribes to a strict Code of Ethics. Actively promoting and identifying yourself with the REALTOR® brand can significantly enhance your success. The GMAR's mission is to "Help REALTORS® help their clients" and we do that by providing these services:

- Public Policy/Arbitration
- Ethics Enforcement
- Electronic Lockboxes

Your membership in the Greater Milwaukee Association of REALTORS® gives you access to resources to improve your business and your skills in real estate. The GMAR works hard to keep the real estate industry healthy and to give you the most up-to-date information on issues which affect you and your clients. Communication is via email, so be sure we have your correct information.

There are an array of services and resources that are available to you as a GMAR member. We hope you will fully utilize the services we offer to maximize the return on your investment. Visit our website at www.gmar.com. If you have any questions at any time, please contact the staff of the GMAR and we will do our best to help you!

Thank you for your support!



Table of Contents

About Us.....	2
Important Contacts.....	3
GMAR Committees and Task Forces.....	4-5
Dues Billing Calendar.....	5
NAR REALTOR® Marks & Brand.....	6
Code of Ethics.....	7
Wisconsin License & Continuing Education.....	8
Sentrilock.....	9
Commitment to Excellence (C2EX).....	10-12
WRA REALTOR® Benefits.....	13
NAR REALTOR® Benefits.....	14
NAR Designations & Certifications.....	15
REALTORS® Political Action Committee.....	16
REALTORS® Home & Garden Show.....	17-18

About Us

The Milwaukee Real Estate Board was founded in 1891 by Milwaukee real estate professionals in order to enhance their business and promote their ethical business practices. The Milwaukee Board of REALTORS® merged with the Waukesha Association of REALTORS® in 1995. Over the years, the association has had several different names. In 2001, the name became the Greater Milwaukee Association of REALTORS® (GMAR) in order to encompass more of the Greater Milwaukee area. There are approximately 5,000 members in GMAR.

The GMAR is a part of the Wisconsin REALTORS® Association (WRA) and the National Association of REALTORS® (NAR).

The National Association of REALTORS® was founded in 1908 in Chicago as the National Association of Real Estate Exchanges. With 120 founding members, 19 Boards, and one State Association, the National Association of Real Estate Exchanges' objective was "to unite the real estate men of America for the purpose of effectively exerting a combined influence upon matters affecting real estate interests." The Milwaukee Real Estate Board was one of those 19 founding boards.

In 1974, the name was changed to the National Association of REALTORS®. The Association became the largest trade association in the United States in the early 1970s, with over 400,000 members. Today, the NAR has over 1.3 million members, 54 State Associations (including Guam, Puerto Rico, and the Virgin Islands) and more than 1,600 local Associations.

The National Association of REALTORS® strives to be the collective force influencing and shaping the real estate industry. It seeks to be the leading advocate for the right to own, use, and transfer real property; the acknowledged leader in developing standards for efficient, effective, and ethical real estate business practices; and valued by highly skilled real estate professionals and viewed by them as crucial to their success.



Important Contacts

GMAR STAFF

Mike Ruzicka, President | mike@gmar.com

Scott Bush, VP of Operations | scott@gmar.com

Marne Stuck, Government Affairs Director | marne@gmar.com

Michelle Kohn, Director of Membership and Events | michelle@gmar.com

Joanna Tusing, Director of Promotions | joanna@gmar.com

Laura Crowley, Director of Communications | laura@gmar.com

Debbie Running, Director of First Impressions | debbie@gmar.com

Sharon Heilman, Director of Lasting Impressions | sharon@gmar.com



GREATER MILWAUKEE ASSOCIATION OF REALTORS® (GMAR)

11430 W. North Avenue

Wauwatosa, WI 53226

414-778-4929

gmar.com

WISCONSIN REALTORS® ASSOCIATION (WRA)

4801 Forest Run Road, Suite 201

Madison, WI 53704

608-241-2047 or 800-279-1972

WRA Legal Hotline: 800-799-4468

wra.org



METRO MLS

12300 W. Center Street

Wauwatosa, WI 53222

414-778-5400

metromls.com



NATIONAL ASSOCIATION OF REALTORS® (NAR)

430 North Michigan Avenue Chicago, IL 60611

800-874-6500

realtor.org



SENTRILOCK

513-618-5800 (Lockbox Support)

sentrilock.com



GMAR *Committees*

EQUAL OPPORTUNITY/FAIR HOUSING COMMITTEE: Meets about four times each year, to evaluate fair housing issues and promote the furthering of fair housing efforts through education and outreach to GMAR members and the public.

KETTLE MORaine COUNCIL: Offers educational and social events for members and directs contributions to Washington County charities. Host annual fundraising events for the GMAR's Youth Foundation. It is managed by agents from Washington County and meets about two times per year. Members are encouraged to help with events, such as, the Wine and Beer Tasting event and educational meetings.

PROFESSIONAL STANDARDS COMMITTEE: Reviews ethics complaints and holds hearings to determine if violations of the Code of Ethics have occurred, and what disciplinary and corrective actions should be taken. The committee also holds arbitration hearings and mediation meetings to resolve real estate business disputes.

PUBLIC POLICY TASK FORCE: Meets quarterly unless urgent matters necessitate meeting more often. Committee evaluates proposed legislation, laws and ordinances to assist the GMAR in establishing public policy positions.

REALTORS® POLITICAL ACTION COMMITTEE (RPAC): The Committee raises money for the PAC and Direct Giver Program, and occasionally interviews candidates for political office to decide if the GMAR will endorse their candidacy.

REALTOR® SAFETY TASK FORCE: Meets quarterly to examine ways to keep members safe from being victims of real estate related crime and reduce the number of safety incidents that occur in the industry through education and information.

STATISTICS TASK FORCE: Assists the GMAR in developing surveys and statistical analysis to provide members with current and historical industry information.

VETERANS TASK FORCE: Meets quarterly to help local Veteran's organizations provide assistance to veterans with resources for homeownership and basic living needs.

GMAR *Committees continued.*

YOUNG PROFESSIONAL NETWORK (YPN): Meets Bi-monthly. YPN members advances members' business through the use of current marketing technology and networking.

YOUTH FOUNDATION: Is a private foundation managed by GMAR that funds youth-based programs in Milwaukee, Waukesha and Washington counties involving the arts, social services, and education. The foundation meets quarterly to award grants to youth-based organizations for the arts, education and social service.

Dues Billing Calendar

Annual Membership Dues Invoices are e-mailed to members in **SEPTEMBER.**

QUESTION: Does it matter when I pay my invoice?
ANSWER: YES!

OCTOBER - DEDUCT \$25

DEDUCT \$25 from the total listed on your invoice if you pay by October 31.

NOVEMBER - PAY IN FULL

Pay the total amount shown on your invoice if you pay between November 1-30.

DECEMBER - ADD \$50

ADD \$50 to the amount shown on your invoice if you pay between December 1-31.

JANUARY - ADD \$225+

After January 1, we must treat you as a new member. Please ADD \$225 to the total listed on your invoice if you are a REALTOR® member / Add \$345 if you are a Designated REALTOR® member.

The REALTOR® Brand & Marks

THE BRAND

REALTOR® has one meaning, a member of NAR, and indicates a real estate professional's pledge to adhere to NAR's strict Code of Ethics.

As a REALTOR® member, the National Association of REALTORS® is here to support and assist your professional growth every day. We're deeply engaged in all facets of real estate, strengthening your business and the entire industry, to ensure your success and the opportunity for all Americans to achieve the dream of home ownership and enjoy the benefits of investing in real property.

The REALTOR® brand represents ethics and expertise.

THAT'S WHO WE 

Your clients depend on you for education and guidance from your first meeting until a sale closes. You can reinforce your value and show your real estate expertise by offering objective information and informed opinions about local market conditions, being knowledgeable about the latest home trends and technologies, and understanding community issues. The buyers and sellers you work with expect honest and ethical treatment throughout the course of your business dealings (and beyond).

THE MARKS

The REALTOR® Marks are protected by federal law, and NAR's Trademark Rules are designed to protect and promote the special meaning of the REALTOR® Marks, ensuring that the REALTOR® brand remains a valuable membership benefit. The REALTOR® Marks also signify NAR members' commitment to protecting clients, the public, and other real estate professionals, as well as to conducting business with integrity, and providing high standards of real estate services. The Membership Marks Manual outlines NAR's trademark rules as they apply to members' use of the REALTOR® trademarks.

Download the Membership Marks Manual by clicking on the **REALTOR® R** to the right -->



Code of Ethics

CODE OF ETHICS REQUIREMENT

The Code of Ethics is the cornerstone of the REALTOR® organization and a distinguishing characteristic of your membership. As part of your membership with the National Association of REALTORS®, All REALTORS® are required to take a Code of Ethics course every three years.

THE CURRENT THREE-YEAR PERIOD IS JANUARY 1, 2022 – DECEMBER 31, 2024.

How Do I Provide Proof of Completion?

You must provide proof to your primary local association that you have completed the course between the dates of January 1, 2022 – December 31, 2024. You can do this by:

1. E-mail a copy of your WI CE transcript showing you have taken a Code of Ethics class to michelle@gmar.com, OR
2. E-mail a copy of the course completion certificate given to you by course providers to michelle@gmar.com.

Note: If you take the class from WRA either as an existing member or new member, it will automatically update in our system.

What Code of Ethics Classes Can I Take?

REALTORS® are required to complete ethics training of not less than 2 1/2 hours of instructional time. The training must meet specific learning objectives and criteria established by the National Association of REALTORS®.

1. New REALTORS® are required to complete [New Member Code of Ethics Orientation](#) offered through a local association or free through NAR. [CLICK HERE FOR MORE INFO.](#)
2. Existing REALTORS® are required to complete ethics training offered through WRA-sponsored CE4 or free through NAR. [CLICK HERE FOR MORE INFO.](#)

[Download the Code of Ethics and Standards of Practice by clicking HERE.](#)

Wisconsin License & Continuing Education

WI LICENSE CONTINUING EDUCATION REQUIREMENTS

CE Exemption Rule Changes

All licensees are required to complete the 18 credit hours of CE, including for the biennium during which they were licensed. Thus, newly licensed individuals are not exempt from CE during the biennium they first receive their license. See Wis. Admin. Code § REEB 25: Education. However, one individual is exempt: a salesperson who receives a license after October 1 of the even year of the biennium is not required to complete CE for that biennium. Brokers do not receive any exemption. License renewal is every other year, on the even years, ex: by December 14, 2024.

Minnesota Licensees

Per the Minnesota Department of Commerce, only eight credit hours of CE may be taken in a 24-hour period.

Minnesota licensees may only obtain credit once during the same licensing period for any particular CE course. This includes CE courses of the same title and biennium that may be released in a second, revised version during the same biennium. In this case, Minnesota licensees may not receive credit for both a pre- and post-revision version of the same course.

Inactive Wisconsin License

If your license is inactive and has been inactive for fewer than five years and you wish to renew your license, you must (1) complete the previous biennium of CE, (2) pay the license fee, and (3) pay the late fee.

Appraisal CE Credits

The real estate CE courses do not qualify as approved appraisal CE course credit.



UNLOCKING DOORS IS JUST THE BEGINNING...

Sentrilock brings together the smartest tools in real estate to help you provide best-in-class service during the home buying and selling process.

Sentrilock solutions empower agents to deliver superior service to their clients in finding their dream home. Access all the tools you need to focus on what matters most, your clients. Show homes with confidence, get real-time data on your properties, and more.

Electronic lockboxes from SentiLock allow REALTORS® to grant scheduled access to homes remotely through the safe and secure SentiKey™ Mobile App.

To get access to Sentrilock, please email Debbie at Debbie@gmar.com or call the GMAR office: 414-778-4929 to request your credentials. A user agreement will be sent to you, once completed, you will receive an email from Sentrilock to setup your account.

Lockboxes are available to members at the GMAR office at no additional cost. Please call ahead and we will have them ready for you to pick up.

If you are leaving the Association your lockboxes must be returned within 7 days to avoid being charged.

To view videos on how to use the app, [click here](#)

500k+

REALTORS®

Creating world-class real estate experiences for their clients

1.39m+

LOCKBOXES IN USE

Official lockbox solution for the National Association of REALTORS®

95%

CUSTOMER SUPPORT SATISFACTION

20-second average call answer time

Commitment to Excellence

COMMITMENT TO EXCELLENCE (C2EX) [®]

The National Association of REALTORS created the Commitment to Excellence program to encourage the professional development of REALTORS by utilizing a multifaceted approach aimed at offering opportunities for continuing education and professional growth. A member's Commitment to Excellence is a continual practice, and a lifelong commitment to superior professionalism and first-rate customer service.

[Login today to begin your C2EX Journey by clicking **HERE**.](#)

The C2EX Platform

To encourage an ongoing commitment to professional behavior and development, NAR created this C2EX platform, a mobile-compatible website for REALTORS® to expand their understanding and application of the Commitment to Excellence Competencies. The C2EX platform aims to sharpen, expand, and engage industry skills while helping REALTORS® track their growth and progress. The platform takes each REALTOR® through a learning and behavior-change process which culminates in a C2EX endorsement to be renewed every two years. But C2EX is more than just an online learning platform, it is a performance support tool that can be used every day to enrich the REALTORS® capabilities and effectiveness, far beyond the endorsement process. C2EX is intended to:

- Improve the quality and consistency of the service of REALTORS®.
- Improve the reputation of REALTORS® in the public eye.
- Encourage engagement “beyond the sale” by showcasing the value of assisting other REALTORS® and becoming involved in advocacy.
- Create a platform that continuously engages the REALTOR® in the process of self-improvement without disruption to the REALTORS® life.



Commitment to Excellence continued.

C2EX Competencies

The Commitment to Excellence Program is defined by eleven competencies which indicate a REALTOR®'s commitment to ethics, advocacy, technology, data privacy, outstanding customer service, and much more. Each competency is tied to tasks and learning modules which are preceded by a Skills Assessment. These assessments offer each REALTOR® the opportunity to receive a comprehensive identification of skills that measure a REALTORS® proficiency in the related C2EX competency.



Pledge of Performance

The Commitment to Excellence Program will encourage use of the C2EX Pledge of Performance: An assurance provided by a REALTOR® to their consumers, fellow brokers and agents, and by brokers/managers to their agents, detailing their commitment to professional excellence through the Commitment to Excellence Program.

Broker/Manager Involvement

The National Association of REALTORS® will encourage meaningful broker/manager involvement in and support of the Commitment to Excellence program by creating a viable, measurable program that is recognized as a distinct market advantage by REALTORS® and consumers alike, creating firm C2EX endorsement programs, and positioning participation in the program as the highest level of service excellence.

Rationale

The Commitment to Excellence Program encourages professionalism in REALTORS® by utilizing a multifaceted approach aimed at offering opportunities for continuing education and professional growth. A member's Commitment to Excellence is a cultural mindset shift, and a lifelong commitment to becoming the best possible professional and providing superior customer service.

Commitment to Excellence continued.

History

The Commitment to Excellence Program was approved in concept by the NAR Board of Directors at their November 7, 2016, meeting. Approval of the program is subject to approval of program costs by NAR's Finance Committee and the Board of Directors. The following motion was considered and approved by NAR's Board of Directors on November 7, 2016: Motion: That the action taken by the Board of Directors at the November 10, 2014, meeting regarding the Code of Excellence be replaced with the following Commitment to Excellence program and that the Commitment to Excellence program be approved in concept and subject to approval of program costs by NAR's Finance Committee and Board of Directors.

WRA REALTOR[®] Benefits

YOUR CAREER STARTS HERE, AND WE'RE HERE EVERY STEP OF THE WAY.

Congratulations on your new WRA membership. As a member of the WRA, you're now part of the most trusted organization in Wisconsin real estate for legal information, advocacy, professional development and exclusive member benefits. A WRA membership places you at the center of a real estate network made up of professionals committed to advancing the industry, furthering their education and elevating professionalism. With your membership in one of the largest trade associations in the state, we are here for you every step of the way.

Discover the wide range of benefits you receive as a member:

- WRA legal hotline
- Legal publications and resources
- Year-round advocacy efforts
- Wisconsin Real Estate Magazine
- Continuing education
- Housing statistics
- Forms tools for digital entry, electronic signatures and line by line video training



This [**new member packet**](#) acclimates you with the wealth of WRA benefits you receive. Welcome to the WRA, and we wish you a successful real estate career.

A handwritten signature in black ink, appearing to read "Tom Larson". The signature is fluid and cursive, with a large initial "T" and "L".

Tom Larson
President & CEO

OUR MISSION: ADVOCATE. EDUCATE. ELEVATE.

Since 1909, the WRA has been committed to being the most effective advocate and authority for Wisconsin real estate laws, policies and professional development to help REALTORS[®] excel in their careers. Together, our work helps transform communities, helps businesses grow and improves our quality of life

NAR REALTOR® Benefits

NAR REALTOR® BENEFITS

With NAR REALTOR® Benefits, you'll find a robust roster of vetted business partners who've created custom products and services and exclusive member pricing designed to empower you to grow and thrive in your business.

NAR REALTOR® Benefits is where NAR's mission to empower REALTORS® meets the marketplace. We partner with the most relevant businesses to spark new solutions that support member success in every aspect of your business. NAR REALTOR® Benefits saves you time, money, and stress. Whether for your professional, client, or personal needs, make www.nar.realtor/RealtorBenefits the first place you stop when you shop.

Our Partners

More than 30 industry-leading companies, in each of the following categories, are part of NAR REALTOR® Benefits.

- Educational Tools
- Electronics & Mobile Technology
- Home & Lifestyle
- Marketing Resources
- Office Supplies & Services
- Personal Insurance
- Risk Management
- Technology Services
- Transaction Management
- Travel & Automotive



NAR REALTOR Benefits® Homepage: Be sure to check the NAR REALTOR® Benefits homepage often for the most current information, including special offers and new partners.

Questions?

If you have questions about offers from NAR REALTOR Benefits®, please email our team at NARBenefitsHelp@nar.realtor

NAR Designations & Certifications

NAR DESIGNATIONS AND CERTIFICATIONS

The National Association of REALTORS® and its affiliated Institutes, Societies, and Councils provide a wide-range of programs and services that help members increase their skills, proficiency, and knowledge. Designations and certifications acknowledging experience and expertise in various real estate sectors are awarded by NAR and each affiliated group upon completion of required courses.

Designations are specialized credentials for REALTORS®. Designations offer extensive benefits that are continually improved upon and expanded. For this reason, maintaining a designation requires annual dues and continued membership in NAR.

[Click on the image below to explore NAR Family Designations.](#)



REALTORS® *Political Action Committee*

The REALTORS Political Action Committee (RPAC)

interviews candidates for political office, follows voting records of elected officials and recommends support of candidates during elections. The Greater Milwaukee Association of REALTORS® (GMAR) members and the RPAC are involved in political action through calls to action, attending fundraisers, contributing to RPAC and the *Direct Giver Program, attending REALTOR® & Government Day in Madison and supporting candidates running for public office. RPAC supports elected officials who support REALTOR® issues regardless of their political party.



Establishing fiscally responsible, commonsense public policy at the federal, state and local levels not only benefits REALTORS®, but ensures private property rights by protecting the interest of every American who owns, buys or sells property.

What has RPAC accomplished for homeowners and REALTORS®?

- Rejected transfer tax increases
- Kept banks out of real estate
- Prevented the elimination of the Mortgage Interest Deduction for homeowners
- Prevented new impact fees
- Eliminated capital gains taxes on the sale of a principal residence

These and many other issues directly impact REALTORS'® efforts to encourage home ownership, protect property rights and facilitate their ability to conduct business.

If you have questions, please contact Marne Stück at the GMAR. 414-778-4929 or marne@gmar.com.

*The Direct Giver Program is a unique tool to REALTORS® in Wisconsin and can be used to support PRO - REALTOR® candidates at all levels of government. It requires a \$100 minimum contribution and the member controls who a contribution is sent to. The dollars are protected in an account and released when the member makes a request. A check is then sent from you and the REALTOR® Association.

REALTORS® Home & Garden Show

REALTORS HOME & GARDEN SHOW

Show Facts & Figures

Number of Consumer Attendees: 28,000 – 30,000

Number of Exhibitors: More than 300 companies

Number of VIP Tickets Distributed: 125,000



REALTORS
HOME & GARDEN
SHOW

The Greater Milwaukee Association of REALTORS®

Home & Garden Show is the nation's

longest running home and garden show. Held

annually in March, at the Exposition Center at

Wisconsin State Fair Park (West Allis, WI), there's no

better place for metropolitan Milwaukee area consumers to learn about the hottest tips, trends and products/services in gardening, landscaping, and general home improvement.

Members of the GMAR have access to the following event-related activities.



Exhibit Booth and Sponsorships

There are a multitude of benefits to sponsoring and exhibiting at the show. Participation opens a variety of doors for companies/professionals seeking to expand their presence among consumers in southeastern Wisconsin. Educate consumers about the services you offer and increase the potential for expanding your client base. Attract new customers and maintain a competitive edge in the home buying and selling industry.

Journal Sentinel Discounted Advertising

Advertise your business in the official guide to the REALTORS® Home & Garden Show. This special section which mails as an insert in the Journal Sentinel reaches consumers who may be in the market to buy or sell a home. Mailed the Sunday prior to the show and also available as a digital flipbook, the guide connects your business to thousands of consumers in southeastern Wisconsin. Additionally, 10,000 guides will be distributed at the REALTORS® Home & Garden Show as the official show program.

REALTORS® *Home & Garden Show continued.*

REALTOR® Reception

Join your colleagues and friends for this pre-show networking event in honor of GMAR Members. Typically held on Wednesday afternoon at the Expo Center, enjoy complimentary drinks, hors d'oeuvres, and live music. Take advantage of the opportunity to walk the show floor and view exhibits before the hall is open to the public.

REALTOR® Rep Program

Volunteer your time at the show to meet and greet thousands of consumer attendees, pass out business materials and answer questions from show-goers. This opportunity is reserved for members in-good-standing only and slots are filled on a first-come, first-served basis.

Speaking Opportunities

Gain exposure to your business by serving as a speaker for one of the many consumer seminars offered on the Solutions Stage during the show. Topics offered include tips and trends in home improvement, real estate, gardening and more.

VIP Tickets

Take advantage of the opportunity to order printed admission vouchers to distribute to your clients, prospects, and friends. Tickets include a custom message of your choosing. Members are invoiced after the show only for those tickets that are redeemed along with a data list on clients and customers who redeemed your tickets. Orders are accepted November through March.

