

A Small Investment With a Big Return

Become a WRA Affiliate Member Today

Dear Colleague:

If your business success depends on successful real estate transactions, then becoming an affiliate member of the REALTORS® Association is a wise and productive investment. Why? Three words: contacts, information and advocacy.

Contacts

As an affiliate member of the REALTORS® organization, you'll be part of the best and most extensive network of real estate professionals, both locally and statewide. You will have valuable access and contact with a wide range of real estate professionals including real estate agents and brokers, lenders, title companies, home inspectors, appraisers, developers, builders, engineers, painters, electricians, property managers, home stagers and other real estate professionals who are affiliate members. These contacts will augment your promotion and advertising dollars.

Becoming an affiliate member is easy and cost effective. While affiliate memberships are individual (i.e., not corporate), only one individual per company needs to join both the WRA and a local association (and realize the related benefits from the state association). All other individuals from that firm who want to become affiliate members need only join the local board. Find out more by contacting your local board of REALTORS®.

Information

WRA affiliates receive the full-color, monthly *Wisconsin Real Estate Magazine*, filled with industry and Wisconsin-specific news and issues to keep you current on the latest industry developments and trends.

WRA affiliate members have access to extensive legal services including the Legal Hotline, where your legal questions are answered quickly by the WRA's team of legal experts. Legal services also include weekly electronic *Legal Hottips* summarizing the latest issues and questions received on the Hotline, as well as monthly *Legal Updates*, providing in-depth legal analyses of timely issues. Through your personalized, member-only access, you'll also be able to search past *Legal Updates*, *Hottips* and other Web site features to retrieve important information you need today. Combined, these legal services will give you information you can't get anywhere else regarding questions, issues and trends specifically related to the real estate industry.

Finally, WRA affiliate members enjoy member discounts on all continuing education, products and management programs offered by the WRA.

Advocacy

WRA affiliate members enjoy access to, participation in and partnership with one of the most visible and successful legislative lobbying and advocacy teams in Wisconsin. Legislative issues advocated by the WRA team cover a wide range of real estate-related issues, including:

- Mortgage lending
- Professional regulations for real estate licensees, appraisers, home inspectors and related professions.
- All issues impacting real estate transactions
- Land use and environmental regulations
- Transportation policy
- Economic development and job creation policies
- Local government ordinances impacting real estate transactions
- Multifamily and condominium laws and regulations
- Political advocacy and elections
- Tax policy
- Education policy
- State budgets and financing

Some of the recent legislative accomplishments include:

- Defeating a state budget proposal to double the real estate transfer tax from \$3 to \$6 per \$1,000 of property value.
- Passage of legislation authorizing the state to continue providing vital real estate market information gathered from the real estate transfer form.
- In partnership with lender organizations, passed legislation prohibiting lending institutions from using unfair or deceptive lending practices in soliciting customers based on trigger leads.
- Defeated efforts to eliminate the uniform taxation clause of the state constitution, which would have allowed for taxing different classifications of property at different rates.

The WRA also monitors and lobbies state agencies in the creation of state administrative rules for all state agencies including the departments of Natural Resources, Regulation and Licensing, Revenue, Commerce, Financial Institutions, and Agriculture, Trade and Consumer Protection. These efforts include input and participation in the development of state approved forms required in all real estate transactions.

WRA affiliate dues help promote an aggressive WRA legal advocacy program called the WRA Legal Action Fund, which identifies precedent-setting legal cases across Wisconsin and provides legal briefs advocating on behalf of real estate professionals and property owners. In recent cases, the WRA argued:

- The economic loss doctrine should not be applied in residential offers to purchase because it could lead to increased misrepresentations. (*Below v. Norton*)
- Zoning ordinances with no permitted uses are unconstitutional. (*Town of Rhine v. Bizzell*)
- Allowing property owners to ask courts to determine the legality or constitutionality of land use regulations without first incurring a financial harm or subjecting themselves to forfeitures or prosecution. (*Olson v. Town of Cottage Grove*)
- Allowing an exemption from the open records laws to allow local non-profit economic development organizations to negotiate business development opportunities. (*State v. Beaver Dam Area Development Corporation.*)

WRA affiliate dues also support local advocacy efforts by helping fund eight local governmental affairs directors across Wisconsin. These professional advocates lobby in support of real estate-related issues at the county and municipal levels.

Finally, WRA affiliate member dues help fund the grassroots lobbying issue advocacy efforts of the Wisconsin Homeowners Alliance. This non-profit organization uses public advertising to educate the public about key homeowner and property owner issues and encourages their participation in passing good legislation and defeating bad legislation.

As you can see, becoming a WRA affiliate member provides you with the contacts, information and advocacy efforts every serious real estate professional wants and needs to create a favorable environment for successful real estate outcomes. To join today, simply contact your local association of REALTORS® for details. It's a small investment with a big return.

Affiliate

Membership

YES!

Send me membership information

Name _____

Firm name _____

Address _____

City _____

State _____

Zip _____

Phone (W) (____) _____ (H) (____) _____

e-mail address _____

Type of Business _____

I'm interested in:

Affiliate

Membership

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Toll-Free Legal Services _____

Online Resources _____

Industry Publications _____

Affiliate Membership

An Affiliate Membership to the Wisconsin REALTORS® Association is an invaluable resource to enable you to build a network of professional real estate contacts.

Additional WRA products and member services will keep you updated on real estate issues and place you at the forefront of customer service in the real estate field!

“But I’m
Not a Real
Estate
Agent.”

That’s what many Affiliate members said until they discovered the value of a Wisconsin REALTORS® Association membership.

Take Advantage of the Benefits!

Discounts on Education

The WRA is the premier provider of a complete series of Appraiser Continuing Education during the WRA’s Annual Convention and annual statewide Appraiser Conference. Plus, we offer a variety of free-standing appraiser CE courses throughout the year. As an Appraiser Section Member, you will enjoy registration fee discounts on all appraisal WRA classes.

Industry Publications

Your Affiliate Membership brings you closer to the real estate industry information. You’ll also receive the WRA’s monthly *Wisconsin Real Estate* magazine, the *REALTOR® Resource Kit*, and the monthly *Legal Update* (secured area).

Toll-Free Legal Services

The answer to your legal question is just a call away. You will have quick, easy access to the WRA’s toll-free Legal Hotline which is staffed by attorneys who are Wisconsin’s leading authorities on real estate brokerage.

Networking / Marketing

Affiliate Section Members receive marketing and networking benefits through the WRA’s Membership Lookup available on the WRA’s Web site at www.wra.org/relatedprofs.

Web Site Access

Access to the Secured Section of our Internet World Wide Web Site, which includes an on-line Legal Hotline question submission form, *Legal Update Library*, and Legal Hotline Hottips.

As an Affiliate Member, you qualify for our exclusive group benefit programs designed to meet your special business needs. Take advantage of the following:

✓ Pearl Insurance

Endorsed Errors & Omissions Program which covers appraisal businesses that perform 100% appraisal. You do not have to be affiliated with a real estate firm.

✓ PProFIT Program

A retirement program exclusively for independent contractors. Choose from more than eighteen M&I investments. *Certain restrictions may apply.*

✓ Insurance Services

A worker’s compensation dividend program where participants can receive rebates of up to 30% at year-end. Must be a REALTOR® member to qualify.

✓ REGIT, Inc.

Health, dental, life insurance. As a section member, you are invited to apply for insurance plans endorsed by the WRA.

✓ UPS

Receive substantial savings on Next Day Air letters, Next Day Air packages, and Worldwide Express letters.

✓ Bank of America

Appraisers will benefit by obtaining an exclusive credit card, with a high line of credit, low to no annual fee, and unmatched travel benefits.

✓ Real Estate Home Pages

Web site design, hosting and phone support.

✓ AMI Communications, Inc.

Discounted long distance and other phone options.