

WISCONSIN REAL ESTATE MAGAZINE

INSIDE this Issue:

It's CE Time!

License Renewal Steps

Broker Summit

ADVOCATE.
EDUCATE.
ELEVATE.

WRA

THE LATEST CONTENT

HOUSING MINUTE

Monthly analysis in Wisconsin housing



September 2022 Housing Recap

Tight inventories and lower affordability hurt Wisconsin home sales in September. "Even though Wisconsin housing remains more affordable than the national average, affordability has fallen over the past year, and unfortunately, we expect that trend to continue. We have seen some improvement in median family income over the past year, but it is not sufficient to offset the rapid increase in both home prices and mortgage rates," said WRA President & CEO Mike Theo.

Watch: www.wra.org/HousingMinute

LICENSE RENEWAL

Step-by-step guide



License Renewal Instructional Video

In order to legally practice real estate in Wisconsin, you must complete CE and renew your license by December 14, 2022. Need help with renewing your license using the DSPS website? The WRA's step-by-step license renewal instructional video guides you through the renewal process so you won't miss a beat.

Watch: www.wra.org/RenewalVideo

LEGISLATIVE UPDATE

Advocacy in Wisconsin real estate



Workforce Housing

Wisconsin has a serious shortage of workforce housing. We must work to remove the barriers holding back the construction of essential workforce housing. Doing so will attract employees and employers to Wisconsin and help grow our economy.

Thanks to your support of RPAC, the workforce housing shortage will continue to be addressed with our elected officials.

Watch: www.wra.org/Advocacy/WFH

TABLE OF CONTENTS

NOVEMBER 2022 | Vol. 39, No. 1

HOUSING STATISTICS

September Housing Recap

Tight inventory and lower affordability hurt home sales.

Page 4

INSIDE THE WRA

Team Up Against Hunger in November

The Wisconsin REALTORS® Foundation's annual fundraiser benefiting Feeding Wisconsin.

Page 5

Message from the Chair

Brad Lois looks back at his year as the chairman of the WRA in 2022.

Page 7

Annual Convention Recap

A look back at the WRA convention in October.

Page 8

LEGAL

The Best of the Legal Hotline

See WRA Legal Hotline questions and answers about real estate license renewals.

Page 20

License Breakdown

Spot the differences in Wisconsin's real estate licenses.

Page 24

Legal Resources

Practice real estate legally and competently with the latest WRA legal resources.

Page 28

GOVERNMENT AFFAIRS

Another Election Cycle in the Books

A review of the major highlights from the 2022 election cycle.

Page 29

MEMBER BENEFITS

Use a CRM to Grow Your Business

Find out how Realtyzam CRM's features can help your business.

Page 33

PROFESSIONAL DEVELOPMENT

CE Season Is Here!

Finish your credits with WRA CE.

Page 34

Broker Summit

Brokers, owners, managers: see you December 8 in Pewaukee.

Page 37



FEATURE | 13

Renew Me, Please!

Your license is the most essential piece to your career in real estate. Why risk losing it?! Learn about the renewal process so you'll be ready to maintain your license into the new biennium.



INSIDE THE WRA | 8

Convention Recap

A look back at the 2022 WRA Annual Convention in October.



LEGAL | 24

License Breakdown

Spot the differences in Wisconsin's real estate licenses.

GOVERNMENT AFFAIRS | 29

Another Election Cycle in the Books

A review of the major highlights from the 2022 election cycle.

SEPTEMBER HOUSING

TIGHT INVENTORY AND LOWER AFFORDABILITY HURT HOME SALES

BY DAVE CLARK

PROFESSOR OF ECONOMICS AT MARQUETTE UNIVERSITY
AND PRINCIPAL AT ECON ANALYTICS LLC

September 2022 Wisconsin housing at a glance:

- Existing home sales dropped significantly in September.
- Third quarter home sales were at the lowest level since 2014.
- Housing inventory dropped 25% in September.
- Housing affordability declined.
- The median price rose to \$270,000.

See the full report: www.wra.org/HSRSep2022

David Clark, Ph.D., is a professor of economics at Marquette University and principal at ECON Analytics LLC, and serves as a consultant to the WRA in the analysis of home sales data as well as in the preparation of the monthly Wisconsin Housing Report. For more information, contact Clark at 414-803-6537.



SEPTEMBER HOUSING



7,437
CLOSED SALES SEPT 2022
-14.7%
FROM SEPT 2021

\$270,000
MEDIAN PRICE SEPT 2022
+10.2%
FROM SEPT 2021

ACTIVE LISTINGS BY PRICE

PRICE RANGE	NUMBER OF LISTINGS
\$0-\$124,999	1,644
\$125,000-\$199,999	3,551
\$200,000-\$349,999	5,776
\$350,000-\$499,999	4,005
\$500,000 & higher	3,676

18,652
TOTAL STATEWIDE LISTINGS
SEPT 2022
-25.0%
FROM SEPT 2021

MEDIAN PRICES BY REGION

CENTRAL	\$201,500
NORTH	\$247,000
NORTHEAST	\$242,000
SOUTH CENTRAL	\$321,000
SOUTHEAST	\$285,000
WEST	\$265,000

AVERAGE DAYS ON MARKET

66 DAYS SEPT 2022
COMPARED WITH
67 DAYS SEPT 2021

MONTHS OF INVENTORY
2.6 SEPT 2022
3.2 SEPT 2021

HOUSING STATISTICS MONTHLY ACTIVITY

Statewide	September 2022	September 2021	% Change	YTD 2022	YTD 2021	% Change
New Listings	7,119	9,580	-25.7%	N/A	N/A	N/A
Total Listings	18,652	28,876	-25.0%	N/A	N/A	N/A
Closed Sales*	7,437	8,723	-14.7%	61,094	67,376	-9.3%
Median Sales Price	\$270,000	\$245,000	+10.2%	\$265,000	\$241,000	+10.0%
Months of Inventory	2.6	3.2	-18.8%	N/A	N/A	N/A
Avg. Days on Market	66	67	-1.5%	N/A	N/A	N/A
Affordability Index	141	203	-30.5%	N/A	N/A	N/A

	Median Price			Closed Sales		
Region	September 2022	September 2021	% Change	September 2022	September 2021	% Change
Central	\$201,500	\$190,000	+6.1%	517	571	-9.5%
North	\$247,000	\$225,000	+9.8%	819	899	-8.9%
Northeast	\$242,000	\$212,625	+13.8%	1,428	1,588	-10.1%
South Central	\$321,000	\$280,000	+14.6%	1,437	1,675	-14.2%
Southeast	\$285,000	\$259,700	+9.7%	2,581	3,208	-19.5%
West	\$265,000	\$250,000	+6.0%	655	782	-16.2%

Report criteria: Reflecting data through September 2022. *Total statewide closed sales may differ from the summed regional sales due to a small number of sales not being assigned to a county.



INSIDE THE WRA

TEAM UP AGAINST HUNGER IS BACK

Donate this month to provide meals for Wisconsin children

The entire month of November is dedicated to helping Wisconsin children in need. When you donate during the Wisconsin REALTORS® Foundation's (WRF) November "Team Up Against Hunger" fundraiser, your donation goes to Feeding Wisconsin to provide for Wisconsin children. A \$1 donation provides three meals to those in need.

During the entire month of November, the WRF will match donations of \$25 or more. That's right: when you donate \$25 or more during the fundraiser, your donation turns into a \$50 donation, which translates to 150 meals!

To donate, visit www.wra.org/WRF.

WRA THANKSGIVING HOURS

The WRA and the WRA Legal Hotline will be closed the following days:

- Thursday, November 24
- Friday, November 25

THE WRA IS ACCEPTING APPLICATIONS FOR 2024 LEADERSHIP

The WRA nominating committee is seeking applications for several WRA leadership positions for 2024:

- Chair of the board
- Executive committee vice president
- Board of director regional representative

For more information and to request a copy of the application, contact Sandy Bolgrihn at sandyb@wra.org. Application deadline: March 15, 2023.

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THIS NOVEMBER

PRACTICE GRATITUDE

Help provide meals to Wisconsin children.

Team Up Against Hunger.

Donate \$25 or more and the WRF will match your donation.

\$1 DONATES 3 MEALS

DONATE TODAY AT WRA.ORG/WRF



MESSAGE FROM THE CHAIR

As I sit in my hotel room at the Kalahari while attending our 2022 WRA Annual Convention in October, I'm reflecting on all of the things I've been thankful for throughout the year. Last night during Joe Horning's installation ceremony, he offered comments about how he was in a room not of competitors, but of friends! This morning listening to Walter Bond give his keynote speech during opening session, he talked about how his mother used to tell him to "be sweet." In 2022, there is nothing more that we need than to "be sweet" and to create life-lasting friendships. We live in an extremely divisive and hypercompetitive world. The beauty of what we all do on a daily basis is that we get to work with people. I encourage each and every one of you to think about the impact we could have if we all listened to that same message on a daily basis.

Thinking back to my installation as the WRA chairman in Milwaukee in October 2021, I remember listening to my good friend Tommy Choi speaking about how he encourages people to operate from a place of gratitude. Oddly enough, that's the same lesson my wife Tricia has been encouraging in our household over the last several weeks. We're trying to teach our three-year-old daughter Camila to start her day by telling us something she's grateful for. We all learn these lessons at a young age; it's life that gets in the way and knocks us off that path. We need to remember to surround ourselves with the people we want to be most like — another favorite quote of Tommy's — "iron sharpens iron." We are REALTORS®, we can make this positive impact on so many people if we all strive to become iron and immerse ourselves in this REALTOR® community together.

I've learned that there is a whole heck of a lot of iron in our WRA community. In leadership, we're often asked to make decisions. As I remarked at the chairman's dinner at the 2022 convention, our staff at the WRA is second to none! Their ability to make sure we have all the resources and information at our disposal when we make those decisions is a major reason why we can be successful as leaders. It's sometimes hard to see, but they are all striving to make our experience as members of the association the most world-class experience that they can for us. The leaders who sit on our committees and boards all feel the same way. We're all just trying to leave our industry better than we found it.

At the beginning of my year as the chairman, I challenged our team to make sure we had our focus on, as well as the clarity to answer, one question about everything we do as an association: "What is the value to our members?" It wasn't always easy, but that's a question we will always need to answer.

I want to again thank my fellow servant leaders, WRA staff and our amazing members for the opportunity to lead this organization in 2022. It was truly a pleasure and more importantly an honor! I implore you all again to lead by example and to be part of what changes our world for the better, every single day! "Be sweet"; "be gracious"; "make friends, not competitors."

Thank you!

Brad Lois, 2022 WRA Chairman of the Board

CONVENTION RECAP

Over 800 REALTORS® came together in Wisconsin Dells last month for three days of education, inspiration and excitement at the 2022 WRA Annual Convention.

The convention kicked off with one-day CRS and PMN designation training courses to help REALTORS® enhance business succession planning and presentation skills. Convention guests also had the opportunity to participate in real estate CE courses to finish the required CE credits before the December 14 biennium deadline.

Convention keynote speakers Walter Bond and Kim Becking inspired everyone to recharge by offering fresh perspectives on professional and personal goals. In their sessions, attendees learned how to tackle negative thinking as well as boost resilience — powerful messages we all need in today's hectic and fast-paced real estate market!

After taking a hiatus, the chairman's dinner was back at the convention. Hundreds of REALTORS® gathered for the upscale event with hors d'oeuvres, cocktails and dinner to celebrate the installation of Joe Horning as the 2023 WRA chairman of the board along with the 2023 WRA leadership team.

Guests attended workshops, panels and the new Break OUT! sessions. In the Break OUTS!, REALTORS® networked and shared ideas with peers from across the state. In panels, attendees watched multiple real estate experts join together to share their wisdom and insight. Overall, the convention offered something for everyone in terms of professional development.

And who could forget the fun?! From the convention golf outing to the trivia contest to the icebreaker glow party, the convention kept everyone on their feet with excitement and entertainment. There was so much color at the icebreaker glow party, and the blacklight booth and Z Bots were a big hit!

After three exciting days of training, networking and fun, convention attendees walked away with an extra competitive edge and a spark to succeed.

Mark your calendar for next year: the 2023 convention will take place on October 1-3, 2023, at the Kalahari Resort & Convention Center in Wisconsin Dells.



POST-CONVENTION FORUMS

Keep the momentum of the convention alive! Join a business or leisure forum for peer-to-peer online discussions and to share ideas on various topics.

SIGN UP TODAY: www.wra.org/BLF





THANK YOU!

2022 CONVENTION SPONSORS, EXHIBITORS AND ADVERTISERS

The WRA would like to give a special thanks to the following companies and organizations for their support of the 2022 WRA Annual Convention.

America's Preferred Home Warranty

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Wisconsin Association of Home Inspectors Inc.

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Take CE now. Deadline: December 14.

www.wra.org/getitdone

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RENEW ME, PLEASE!

YOUR REAL ESTATE LICENSE RENEWAL IS ESSENTIAL

BY DEBBI CONRAD

WRA SENIOR ATTORNEY AND DIRECTOR OF LEGAL AFFAIRS

Your real estate license renewal application and fee must be received by the Department of Safety and Professional Services (DSPS) no later than midnight on Wednesday, December 14, 2022, to maintain your seamless authorization to practice real estate on Tuesday, December 15 and for the rest of the next biennium. Those who do not meet the December 14 deadline will wake up the next morning as non-licensees and will not be able to practice real estate per Wis. Stat. § 452.12(5)(b) until the license is renewed.



QUALITY

A century of professional development. Cutting-edge education. Tailored course topics. Flexible learning. The WRA is the leading provider in Wisconsin real estate continuing education — and no one else.

Take CE now. Deadline: December 14.

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You need your license to list a property, write an offer and collect a commission, so don't let this crucial date slip by! Your license is the key to your real estate prosperity and success!

The basic steps for your license renewal are easy and straightforward:

1. Take the six continuing education (CE) courses and pass the tests.
2. Find your credential/license number and PIN number.
3. Visit the DSPS renewal website, pay the renewal fee and renew your license.

The following discusses the details and related requirements of the license renewal process.

LEARN YOUR LESSONS WELL

The Real Estate Examining Board (REEB) requires all individual real estate licensees to complete six mandatory courses of three hours each for a total of 18 hours of CE per biennium (every two years). An individual must pass the respective course examinations: 70% correct is passing. This applies to persons with salesperson's licenses and those with broker's licenses.

2021-22 CE courses (all six required):

- Course 1: Wisconsin Listing Contracts
- Course 2: Wisconsin Offers to Purchase
- Course 3: Wisconsin New Developments
- Course 4: Wisconsin Risk Reduction Through Professionalism (fulfills NAR Ethics)
- Course 5: Wisconsin Real Estate Law and Practice
- Course 6: Wisconsin Real Estate Transactions

A licensee must complete three 50-minute topics within each course to complete the course. For Courses 1-4, a licensee must complete one mandatory topic and then may choose two topics from the approved list. For Courses 5-6, a licensee must complete three topics selected from the list of eight approved topics. To review the specific topic choices within each course, visit dsps.wi.gov/Documents/REOutlines2122.pdf.

A person who receives an original salesperson's or broker's license is required to satisfy the CE requirement during the

biennium in which the person receives that license; the exception is a person who receives an original salesperson's license after October 1 of the even year of the biennium is not required to complete CE for that biennium as stated in Wis. Admin. Code § REEB 25.065(5). Thus, every individual with a real estate license must complete CE as part of the December 14, 2022, renewal, except for those who received an original salesperson's license after October 1, 2022.

To complete CE courses, an individual licensee may attend live or virtual classes, work through self-study courses and/or use the CE On Demand web-based education format. Visit the WRA's 2021-22 CE webpage at www.wra.org/CE to order course materials, sign up for On Demand, or to view the live/virtual CE schedules.

See the WRA's CE FAQ webpage that includes real estate CE common questions and answers: www.wra.org/CEFAQ.

CE COMPLETION INFORMATION AND CERTIFICATES

As part of the online renewal process, individual licensees must list the date, course title, course provider/school and the number of hours for each course completed to satisfy the CE requirements. Individuals who complete their CE with the WRA can see their completed WRA CE courses in their myWRA account at www.wra.org/educationhistory. This is a handy way to track the CE course information required on the renewal application.

If you took CE with the WRA, you can also print course completion certificates by accessing your education history in myWRA. Brokers can also use myWRA to verify the CE progress of the agents associated with their firm. Licensees need not submit course certificates with their renewal applications, but the REEB may perform a random audit to verify completion of CE courses, and completion certificates would be most useful if you are part of the audit. In addition, Wis. Admin. Code § REEB 25.065(10) says a licensee must retain evidence of completion issued by the school or organization for all CE programs for which the licensee claims credit for purposes of renewal of the license for a minimum period of five years and make it available to the REEB upon request.

A man in a dark suit is seen from the back, gesturing with his right hand towards a group of people seated in front of him. The setting is a bright, modern office with large windows in the background. The audience consists of several individuals, some holding papers or tablets, looking towards the presenter.

EXPERTISE

All things Wisconsin real estate. A century of knowledge. And direct legal forms development. The WRA is the leading expert in Wisconsin real estate continuing education — and no one else.

Take CE now. Deadline: December 14.

www.wra.org/getitdone

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DISCIPLINE FOR THE DISHONEST

If the DSPS discovers that a licensee falsified a renewal application, the licensee is subject to discipline. Making a false statement to the REEB in connection with a license application is grounds for revocation, suspension or denial of the license. In addition, if a complaint of any variety is made against a licensee, the DSPS may require the licensee to submit proof of CE completion along with the response to the complaint. Failure to do so will result in an investigation being opened against the licensee.

Taking your CE alone is not enough to renew your license. To maintain your license, you must complete the required CE and renew your license with the Wisconsin Department of Safety and Professional Services (DSPS) every two years by December 14 of the even-numbered year. That means Wednesday, December 14, 2022, is the deadline this year. Online renewal for the 2021-22 biennium is currently available.

RENEWAL REMINDER

Every biennium, the DSPS sends an email and/or postcard to credential holders to notify them about the opening of online license renewal. In October, the DSPS sent an email blast to credential holders with known email addresses and sent postcards to credential holders without known email addresses. The email and/or postcard should have included your license number along with other valuable information about the renewal process. In other words, a licensee should have received either an email or a postcard in October, announcing the DSPS is ready to receive real estate license renewals online.

However, not receiving a renewal notice by email or postcard does not excuse you from the renewal requirement! “But I didn’t receive a postcard!” will not save you if you do not renew your license and a disciplinary proceeding is brought against you for practicing real estate without a current license. In addition, if you realize after December 14 that you forgot to renew your license, the fact that you didn’t receive an email or postcard will not give you a pass. You should renew your license online as soon as you can, and you will need to pay the \$25 late fee along with the \$60 renewal fee. No excuses!

LICENSE AND PIN NUMBER

If you do not know your license number, you can look it up online at **licensesearch.wi.gov** using your name and type of real estate license, whether salesperson or broker.

If you do not know your PIN number, you can look it up online at **online.drl.wi.gov/PinLookup/PinLookup.aspx** using your license number and other personal information.

RENEWAL FEE

A \$60 license renewal fee applies to real estate salespersons, real estate brokers, and real estate licensed broker business entities such as corporations, partnerships and LLCs. The late fee for any license renewal after December 14 is an additional \$25.

Be prepared to have a credit card or electronic check ready when you renew online to pay the license renewal fee. VISA, MasterCard, Discover, American Express and electronic checks are accepted payment types. A 2% convenience fee is assessed on all credit and debit card transactions, and it will show as a separate charge on your statement.

RENEW ONLINE

Licensees may renew their real estate licenses at **online.drl.wi.gov/UserLogin.aspx**. Licensees need their license number, PIN number and a means to pay the \$60 renewal fee. If you are unable to renew online, contact the DSPS at least 15 business days prior to the expiration date of your license to request a paper renewal form. To request this form, contact the DSPS at **DSPSRenewal@wisconsin.gov** or call 608-266-2112.

The REEB may grant an extension of time for completing CE and renewing a license if the REEB receives a written request from the licensee and a physician’s statement that verifies that a licensee’s health prevented the licensee from attending CE.

RENEWAL CONFIRMATION

The DSPS advises to generally allow two business days for the processing of online renewals. Waiting until the last day may also be unwise because there can be computer issues or other reasons for an outage of the online service. If a renewal application and payment is received on time and the CE has been completed, the credential holder is eligible to practice while the license

is being processed. The DSPS website at licensesearch.wi.gov indicates, “ATTENTION: If a renewal payment is received on time, the credential/license holder is eligible to practice while the credential/license is being processed.” The DSPS considers a license renewed as soon as the DSPS website shows that the renewal requirements have been completed. Emails are sent to licensees to confirm completion of renewal.

Renewal status may be checked online by using the licensee lookup feature at licensesearch.wi.gov. This database generally is refreshed hourly. As long as the license appears on the DSPS website as active, the licensee may practice. The reverse also is true: if the website shows the license is expired, then the salesperson, broker or business entity, as the case may be, is not authorized to practice real estate in Wisconsin until and unless the license is renewed.

BUSINESS ENTITY RENEWALS

Along with individual licenses, it is also necessary to renew any broker business entity license for any business entity involved in or related to a licensee’s practice. If an individual licensee is the “business representative” for a licensed broker business entity, that individual, as the director, manager, member, officer, owner or partner of the business entity, must make sure their broker’s license is renewed and the license for the business entity also is renewed if that company will continue to act as a licensed broker business entity during the upcoming biennium.

Under Wis. Stat. § 452.12(5)(bm), if the firm or business entity broker’s license is not renewed, the firm cannot engage in brokerage activities until the license is renewed. Furthermore, licensees associated with the firm may not provide brokerage services until the firm’s license is renewed or they associate with another licensed firm. In addition, the business representative for the firm must notify each licensee associated with the firm if the firm’s license was not renewed and file a Form 766 Notice of Termination of Licensee Associated with Firm, available at dps.wi.gov/Credentialing/Business/fm766.pdf, with the REEB for each licensee associated with the firm within 10 days after providing the notice.

Sometimes the individual broker may receive an email or postcard regarding their license renewal but does not receive an email or postcard for the business entity. Once again, that is not a valid defense for failure to renew the broker business entity license. The business representative should be sure to

also submit the renewal form and fee for the broker business entity when the business representative renews their license if the brokerage firm is going to continue practice.

REPORTING CRIMINAL CONVICTIONS

Wis. Stat. § 452.12(5)(d) requires that a person applying for renewal of a broker’s or salesperson’s license indicate whether they have been convicted of a crime since they last renewed the license or, for the first renewal, since they initially applied for the license. If the answer is yes, the renewal applicant will be asked for the date of conviction and a description of the nature and circumstances of the crime. The applicant must sign to attest to the accuracy and truthfulness of the information provided and acknowledge the DSPS has the authority to investigate the applicant’s criminal convictions, assess forfeitures up to \$1,000 against an applicant who is not truthful, and revoke the license of a person who fails to pay such forfeitures.

Real estate licensees with criminal convictions should not wait until the time of license renewal to report a conviction. Rather they are to report to the REEB within 48 hours of a judgment if they are convicted of a crime, in accordance with Wis. Admin. Code § REEB 24.17. The REEB then decides whether the circumstances of that crime are substantially related to the practice of real estate. A crime is conduct that is prohibited by state law and punishable by fine or imprisonment or both. A crime punishable by imprisonment in the Wisconsin state prisons is a felony; every other crime is a misdemeanor. Conduct punishable only by forfeiture is not a crime — for example, a no-call violation or several traffic offenses — according to Wis. Stat. § 939.12 & § 939.60. If there is a first offense OWI, for instance, check with legal counsel because it may be a forfeiture not subject to REEB reporting. Licensees who do not report the conviction to the REEB within 48 hours will likely be treated more firmly by the REEB.

The REEB determines whether the circumstances of the crime are substantially related to the practice of real estate and makes a case-by-case decision upon consideration of the factors listed in Wis. Stat. § 425.25(1)(c). The REEB may discipline a licensee on the basis of a conviction of any crime, the circumstances of which substantially relate to the practice of real estate. The REEB may revoke the license or impose other discipline if the licensee was convicted of a felony.

DELINQUENT TAX AND SUPPORT OBLIGATIONS

As part of the renewal process, the DSPS uses a licensee's Social Security number or a business entity's FEIN to check for any delinquent state tax or family support obligations or delinquent unemployment insurance contributions and to see if a licensee has failed to comply with a warrant or subpoena related to paternity or support proceedings. If left unresolved, these issues are grounds for the denial or restriction of a license as laid out in Wis. Stat. §§ 440.12-440.13.

The Department of Revenue (DOR) is willing to make reasonable arrangements for payment of delinquent taxes. To request such an arrangement, you can contact the DOR's nearest office; call the Madison Central Collection Unit at 608-266-7879; or contact the Occupational License Specialist at 608-267-0833 and choose option 1 to discuss the available options. See the DOR credential renewal information at www.revenue.wi.gov/Pages/FAQS/ise-occupa.aspx and the Department of Children and Families information regarding Denying, Restricting, Suspending, or Not Renewing a License at dcf.wisconsin.gov/cs/enforce/license.

FIRM SUPERVISION OVERSIGHT

Wis. Stat. § 452.132(2)(c) requires each firm to confirm that each agent associated with the firm has renewed their real estate license at the beginning of each biennium and is properly licensed. If an individual's renewal application has not been timely filed, a firm may not permit the person to engage in real estate practice after December 14 until the license is renewed. If there are any agents who do not renew their licenses or who are no longer with the company, the firm should file a Form 766 Notice of Termination of Licensee Associated with Firm, available at dsps.wi.gov/Credentialing/Business/fm766.pdf, with the DSPS within 10 days. Firms that allow unlicensed persons to practice real estate on behalf of the firm can be subject to REEB discipline.

SERVICE MEMBERS EXTENSION

If the license of a service member expires while they are on active duty, their license is extended until 180 days from the date of discharge. The same applies to a spouse of a service member if the spouse does not practice under their license while the service member is on active duty and does not practice because the service member is on active duty.

Service members and their spouses may request extensions of their licenses beyond 180 days from discharge and may request a waiver or extension of time to complete CE requirements due to hardship. For more information, see the DSPS form, "Active Duty/Discharge Renewal Extension Form R210" at **dsps.wi.gov/Credentialing/Renewal/FmR210.pdf**.

THE WRA IS NOT THE DSPS!

Please don't be confused! This article is about renewing your real estate license with the state. This needs to be done every two years. Your license authorizes you to practice real estate in Wisconsin.

The Wisconsin REALTORS® Association, on the other hand, is your REALTOR® organization. REALTOR® membership is renewed every year and requires payment of annual REALTOR® dues. The two are entirely different! You must, however, have a current, valid real estate license to be eligible for REALTOR® membership.

PRIVACY CONCERNS

- All licensees should be aware that the name and address information submitted during renewal is available to the public, so consider substituting a business address in place of a home address.
- Individuals and sole proprietors have the opportunity to opt out of the disclosure of their address on lists of 10 or more credential holders furnished to third parties.
- As part of the renewal application, each individual applicant must certify that the applicant is a U.S. citizen or a legal alien qualified to receive a credential. If a licensee's legal status as a qualified alien or nonimmigrant lawfully present in the United States has changed since the issuance of the original license, the licensee should contact the DSPS at 608-266-2112 or dsps@wisconsin.gov.

THE

BEST

OF THE LEGAL HOTLINE

BY TRACY RUCKA

WRA DIRECTOR OF PROFESSIONAL STANDARDS AND PRACTICES

TAKING A PROFESSIONAL BREAK WHILE MAINTAINING LICENSE

A licensee with a broker's license decided to take a break from real estate. The licensee plans to resume practicing sometime in the next 12 months and is willing to keep up with continuing education (CE) and licensing requirements. The licensee does not want to renew REALTOR® membership, does not want to maintain errors & omissions (E&O) insurance, and does not want to pay other office fees. Does the firm still need to hold this person's license?

An individual with a license remains licensed until the end of the biennium on December 14, 2022. At that time, a licensee may complete CE and pay the license renewal fee with the Wisconsin Department of Safety and Professional Services (DPS) to retain the license. The first question is whether the licensee wants to remain with the firm or not. If not, the licensee should file a notice of termination of association with the DPS.

As long as the individual has a current broker's license, the broker may continue to engage in real estate brokerage. The broker does not need to be associated with a firm. As an independent broker, it is the broker's choice whether to renew REALTOR® membership or apply for MLS participatory rights. Any commission or referral fees are negotiated and paid directly to the individual broker. Whether the individual broker chooses to pay for E&O insurance is a business decision.

If a licensee chooses not to renew by the December 14 deadline, the licensee may no longer practice real estate after that date. However, within the next five years after that deadline, the licensee may complete CE, pay the late fee and the license fee, and renew the license. Once five years have passed, an individual would have to start over and complete the pre-licensing requirements, including education and testing. No late renewal would be available.

SALESPERSON'S LICENSE WITHOUT FIRM ASSOCIATION

If a person with a salesperson's license renews their license, can they disassociate from a firm and still negotiate referral fees directly?

Wis. Stat. § 452.19 limits the payment of referral fees, finder's fees and commission splits to Wisconsin real estate licensees and persons regularly and lawfully engaged in real estate brokerage in another state. The referral fee may be paid to a

person with either a broker's or salesperson's license. It is not necessary that a licensee be currently associated with a firm to receive a referral fee. It is prudent practice to enter into a written referral agreement to assure the terms and conditions of the referral are documented.

To leave the firm, the licensee or the firm files a Form 766 Notice of Termination of Licensee Associated with Firm, with the DPS. In addition, a licensee should read and follow the independent contractor agreement and the office policies for the firm's termination procedure. Form 766 is available at dps.wi.gov/Credentialing/Business/fm766.pdf.

RENEWAL OF LAPSED LICENSE

The firm has an agent who moved to Florida for two years, and now the agent is back. She let her Wisconsin real estate license lapse less than two years ago. What does she have to do to get her license back?

If a Wisconsin real estate license has been expired for less than five years, the individual is required to take the previous biennium's CE and then renew the license with the DPS. There is a \$25 late fee in addition to the renewal fee.

The WRA offers CE courses for the previous 2019-20 biennium. Once the education is completed, the license may be renewed with the DPS.

INDIVIDUAL AND LLC RENEWALS

A broker created a real estate firm as an LLC, and the broker has not renewed the business entity license. How can an agent who works for this firm proceed with their individual license renewal?

Real estate brokers with business entities such as corporations, partnerships and LLCs are required to renew two credentials. The broker renewing a business entity license will be asked to renew both the individual broker's license and the broker business entity license. The broker or the agent may check renewal status online by using the Wisconsin credential search on the DPS website at licensesearch.wi.gov. If the broker chooses not to renew the entity license, the broker may continue to practice as a sole proprietor broker. However, each of the individual licensees associated with the broker business entity must file a Form 766 Notice of Termination of Licensee Associated with Firm. The licensees would then file a Form 812 Notice of Association with Firm under the individual broker's license.

FAILURE TO RENEW LICENSE DURING PENDING TRANSACTIONS

An agent did not complete CE by the biennium deadline, and his license was not renewed, according to the DSPS website. His broker is aware that without a renewed license, that agent cannot show property, conduct closings, write offers or visit the office to work until the DSPS website shows the license as renewed. In this situation, how can the broker handle the agent's listing contracts? Could the broker provide amendments to the sellers to sign to put the amendments in the broker's name? Can the listing contracts stay in this agent's name until the DSPS shows his license is renewed?

The first step is for the broker to file a Form 766 Notice of Termination of Licensee Associated with Firm with the DSPS. Broker supervision rules require brokers to assure each licensee associated with the firm is properly credentialed, including timely renewals.

If the broker is aware of the causes for the agent's delay, the broker may know how long it will take the agent to complete the CE and renew the license. Since the agency contracts are with the firm and not an individual agent, those contracts would still be valid. Amendments are not required to notify clients of the change, however, the broker may wish to notify the clients in writing, letting them know that a different agent will be handling the listing on behalf of the firm until this licensing issue gets squared away. Also, the broker must notify the MLS and local association of the agent's departure. The broker may also wish to notify any cooperating firms with pending transactions so other firms know that another agent is the point of contact for any pending transactions.

BUSINESS ENTITY LICENSE RENEWALS

The broker had corporations in the past, but now the broker wants to practice as a sole proprietor. The broker plans to establish a trade name and advertise in a name other than what is on their license. In this scenario, how would the broker proceed with license renewal?

A broker who is a sole proprietor is not required to have a business entity license. If the sole proprietor wants to use a trade name, the trade name must be filed with the DSPS, according to Wis. Admin. Code § REEB 23.03, which provides:

(1) Definition. "Trade name" means the name other than the name appearing on the license, under which the licensed individual broker or a licensed broker business entity advertises or does business.

(2) Notification. A licensee, before doing business under any trade name, shall notify the department in writing of the trade name.

DSPS does not have a specific form or document for licensees to use to communicate trade name information to the DSPS. The broker may use the Wisconsin credential search on the DSPS website to check potential firm names and trade names for any potential conflicts with the intended trade name. Additionally, the broker could also contact the DSPS at **dsps@wisconsin.gov** to inquire about trade names. Communicating the trade name with a letter or email to the DSPS may be sufficient.

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LICENSE BREAKDOWN

SPOT THE DIFFERENCES IN WISCONSIN'S REAL ESTATE LICENSES

BY WENDY HOANG

WRA STAFF ATTORNEY

SALESPERSON'S LICENSE

Initial salesperson's license

A real estate salesperson's license is required to act as a real estate agent in Wisconsin. To obtain a salesperson's license, an applicant needs to satisfy educational requirements. The educational requirements can be satisfied in one of the following ways:

- Complete the board-approved 72-hour pre-license education program for salespersons within the past four years.
- Complete 10 academic semester hour credits in real estate or real estate-related law courses from an accredited institution of higher education.

After completing the educational requirements, the applicant needs to pass the salesperson examination, administered by Pearson VUE, within one year preceding the date of the application.

Once the applicant has passed the exam, the applicant must submit an application to the Department of Safety and Professional Services (DSPS). The application must include supporting documents as well as the application fee. Materials for the application include:

- Form 3166 Application for Real Estate Salesperson License
- \$60 credentialing fee
- Proof of education completion
- Evidence of passing the salesperson examination

If the applicant is a non-Wisconsin resident, the applicant must also fill out Form 813, Irrevocable Consent for Nonresidents. Online submissions are also available via the Online Licensure Application System (OLAS) to reduce processing time.

Reciprocity: applicants holding a current license in Illinois or Indiana

An applicant who is licensed as a real estate salesperson in a state or territory that has a reciprocal agreement with Wisconsin shall be licensed according to the terms of the reciprocal agreement. See Wis. Admin. Code § REEB 12.013(3) for more information. Illinois and Indiana currently have reciprocal agreements with Wisconsin.

An applicant applying for reciprocity must still pass the Wisconsin salesperson exam. Upon passing the exam, the applicant can apply for a Wisconsin salesperson's license through the DSPS. Materials for the application include:

- Form 3166 Application for Real Estate Salesperson License
- \$60 reciprocity fee
- Evidence of passing the Wisconsin salesperson exam
- Form 2688, Verification of Examination or Registration (completed by each state from which the applicant has been issued a license)
- Active corresponding license in the reciprocal state
- Form 813, Irrevocable Consent for Nonresidents (for non-Wisconsin residents)

Endorsement: applicants who have held a salesperson's license in another state within the past two years

An applicant who has held a salesperson's license in another state within the past two years must satisfy educational requirements. The educational requirements can be satisfied in one of the following ways:

- Complete the board-approved 13-hour pre-license education program for salespersons.
- Complete 10 academic semester hour credits in real estate or real estate-related law courses from an accredited institution of higher education.

After completing the educational requirements, the applicant must take the Wisconsin salesperson exam. Upon passing the exam, the applicant can submit an application to the DSPS for

a Wisconsin salesperson's license. Materials for the application include:

- Form 3166, Application for Real Estate Salesperson License
- \$60 credentialing fee
- Form 2688 Verification of Examination or Registration (completed by each state from which the applicant has been issued a license)
- Proof of education completion
- Evidence of passing the Wisconsin salesperson exam
- Form 813 Irrevocable Consent for Nonresidents (for non-Wisconsin residents)

Salesperson's license renewal

License renewals are due on December 14, 2022. Renewals can be made online or through the mail. To request a paper renewal form, call the DSPS at 608-266-2112. The requirements for renewal are the following:

- \$60 renewal fee
- Continuing education hours (Form 2920, Continuing Education Addendum is required if renewing via paper)
- Signature regarding previous arrests/convictions/pending charges. Completion of Form 2254, Convictions and Pending Charges, may be needed, depending on the license holder's answer. Submit all requested documents and the background check fee.

For the 2021-22 biennium, all license holders are required to complete 18 hours of approved continuing education (CE). The 18 hours must include completion of three hours for each of the six required course topics.

If a salesperson received an original license after October 1, 2022, the salesperson is exempt from completing the required CE for only the December 14, 2022, renewal. Any license holder issued a license prior to October 1, 2022, is required to complete CE for the December 14, 2022, renewal.

Do not forget to renew your license by the December 14, 2022, deadline!

BROKER'S LICENSE

Initial broker's license

To obtain a real estate broker's license, an applicant needs to satisfy educational requirements. The educational requirements can be satisfied in one of the following ways:

- Complete the board-approved 72-hour pre-license program for brokers within four years of the application.
- Complete 20 academic semester hour credits in real estate or real estate-related law courses from an accredited institution of higher education.
- Submit evidence that you are licensed to practice law in Wisconsin.

After completing the educational requirements, the applicant must pass the broker examination, administered by Pearson VUE, within one year preceding the date of the application.

In addition to the educational requirements, initial applicants must satisfy the experience requirements.

An applicant must have practiced as a licensed salesperson under the direct supervision of a licensed broker for at least two years within the last four years preceding the application. Experience worth at least 40 points must be documented on the application and verified by the supervising broker. The experiential requirements must be submitted to the Real Estate Examining Board (REEB).

Those licensed to practice law in Wisconsin must submit evidence of experience related to real estate. Experience as a real estate salesperson is not required for those licensed to practice law in Wisconsin.

Applicants should submit the application to the DSPS. Materials for the application include:

- Form 809 Application for Real Estate Broker License
- \$60 credentialing fee
- Proof of education completion
- Complete experience requirements:
 - Evidence of licensure as a real estate salesperson for at least two years within the last four years under

the direct supervision of a licensed broker and accumulation of 40 points of experience

- Or evidence of experience related to real estate if a licensed attorney in Wisconsin
- Evidence of passing the broker examination

If the applicant is a non-Wisconsin resident, the applicant must also fill out Form 813 Irrevocable Consent for Nonresidents.

Online submissions are also available via the Online Licensure Application System (OLAS) to reduce processing time.

Reciprocity: applicants holding a current license in Illinois or Indiana

An applicant who is licensed as a real estate broker in a state or territory that has a reciprocal agreement with Wisconsin shall be licensed according to the terms of the reciprocal agreement. See Wis. Admin. Code § REEB 12.017(4) for more information. Illinois and Indiana currently have reciprocal agreements with Wisconsin.

An applicant applying for reciprocity must still pass the Wisconsin broker exam. Upon passing the exam, the applicant can apply for a Wisconsin broker's license through the DSPS. Materials for the application include:

- Form 809 Application for Real Estate Broker License
- \$60 reciprocity fee
- Evidence of passing the Wisconsin broker exam
- Active broker's license
- Form 813, Irrevocable Consent for Nonresidents (for non-Wisconsin residents)

Endorsement: applicants who have held a broker's license in another state for at least two years within the last four years

An applicant who has held a broker's license in another state for at least two years within the last four years must satisfy educational requirements. The educational requirements can be satisfied in one of the following ways:

- Complete the board-approved six-hour broker education program and the board-approved 13-hour pre-license education program for salespersons.
- Complete 20 academic semester hour credits in real estate

or real estate-related law courses from an accredited institution of higher education.

- Submit evidence that you are licensed to practice law in Wisconsin.

After completing the educational requirements, the applicant must take the Wisconsin salesperson exam and the Wisconsin broker exam. Upon passing both exams, the applicant can submit an application to the DSPS for a Wisconsin broker's license. Materials for the application include:

- Form 809 Application for Real Estate Broker License
- \$60 credentialing fee
- Form 2688, Verification of Examination or Registration (completed by each state the applicant has been issued a license)
- Proof of education completion
- Evidence of passing the Wisconsin salesperson exam
- Evidence of passing the Wisconsin broker exam
- Form 813 Irrevocable Consent for Nonresidents (for non-Wisconsin residents)

Broker's license renewal

License renewals are due on December 14, 2022. Renewals can be made online or through the mail. To request a paper renewal form, call the DSPS at 608-266-2112. The requirements for renewal are the following:

- \$60 renewal fee
- Continuing education hours (Form 2920, Continuing Education Addendum is required if renewing via paper)
- Signature regarding previous arrests/convictions/pending charges. Completion of Form 2254 Convictions and Pending Charges, may be needed, depending on the license holder's answer. Submit all requested documents and the background check fee.

During each two-year licensing period, the DSPS requires all broker licensees to complete 18 hours of CE courses to renew their license. There are no exemptions for brokers regardless of when during the biennium the license was received.

For the 2021-22 biennium, all license holders are required to complete 18 hours of approved CE. The 18 hours must include completion of three hours for each of the six required course topics.

Do not forget to renew your license by the December 14, 2022, deadline!

REAL ESTATE BROKER BUSINESS ENTITY LICENSE

A broker may provide brokerage services through a business entity, such as an LLC. The business entity, however, must be licensed to provide brokerage services. To obtain a real estate broker business entity license, there must be a licensed broker to act as the business representative of the entity.

An application for a real estate business entity license is submitted to the DSPS. Materials for the application include:

- Form 815 Application for Real Estate Broker Business Entity License
- \$60 credentialing fee
- Form 814 Consent to Examine and Audit Trust Account (complete if the business entity is required to maintain a trust account)
- Form 813 Irrevocable Consent for Nonresidents (complete if the business entity is outside Wisconsin)

Online submissions are also available via the Online Licensure Application System (OLAS) to reduce processing time.

Real estate broker business entity license renewal

License renewals are due on December 14, 2022. Renewals can be made online or through the mail. To request a paper renewal form, call the DSPS at 608-266-2112. The requirements for renewal are the following:

- \$60 renewal fee
- Signature regarding the current broker-in-charge. The name and license number of the broker must be provided.

License renewal for the real estate broker business entity license is due by December 14, 2022!

LEGAL RESOURCES

THE LATEST UPDATES AND RESOURCES ABOUT
WISCONSIN REAL ESTATE LAW FROM THE WRA

LEGAL UPDATES

Included with WRA membership is access to the WRA's *Legal Update* publication. See the latest issue:

September 2022: "Wisconsin Zoning Law Basics"

Learn about zoning law in Wisconsin and how it affects community development. This *Legal Update* provides an overview of comprehensive land use planning, variances, conditional use permits, nonconforming uses and more.

Other recent *Legal Updates* explore these topics:

- Access easements
- Accessible housing for people with disabilities
- Case law updates
- Forms revisions
- Homeowners associations
- Tax foreclosure equity theft
- Trust accounts and unclaimed earnest money

See more (WRA login required):

www.wra.org/LegalUpdates

LEGAL HOTTIPS

Your WRA membership gives you access to the WRA Legal Hottips online library: a collection of discussions from the WRA Legal Hotline. The library dates back several years with hotline Q&As about fair housing, inspections and much more related to Wisconsin real estate law. New hottips are published every week.

Search the Q&As (WRA login required):

www.wra.org/LegalHottips



WRA LEGAL HOTLINE

Find out applicable legal standards, alternatives and possible solutions for your real estate practice questions with this members-only service.

SUBMIT YOUR QUESTION

By phone: 608-242-2296 or 800-799-4468

Online: Visit the hotline webpage

HOTLINE HOURS

Monday-Friday, 8:30 a.m. to 4:30 p.m. Central

The hotline will be closed November 24-25 in observance of Thanksgiving. Check the hotline webpage for additional holiday closures.

www.wra.org/LegalHotline

ANOTHER ELECTION CYCLE IN THE BOOKS

BY NATHAN CONRAD AND JOE MURRAY

WRA DIRECTOR OF ADVOCACY
AND WRA DIRECTOR OF POLITICAL & GOVERNMENTAL AFFAIRS

With three top-of-the-ticket races this year for U.S. Senate, governor and attorney general as well as a record number of open state legislative seats, it's time to step back from the political season. Political experts will dissect the results from election night for weeks to come.

There are, however, a few big highlights from the 2022 election cycle worth noting as we look ahead to the upcoming legislative session in Washington, D.C., and Madison, and the next election for Wisconsin Supreme Court in April 2023.

31 OPEN LEGISLATIVE SEATS IN 2022

According to statistics from the Wisconsin Legislative Reference Bureau, the number of members of the Wisconsin Legislature who are retiring or giving up their seat to run for higher office in the 2022 midterm election is at its highest level since 1942.

By June 1, 2022, 31 state legislators decided to leave voluntarily or run for another office: 24 Assembly members and seven Senators. More than a quarter of lawmakers did not run again for their seat in 2022.

With this kind of turnover, the WRA staff had a lot of work to do during the summer and fall to vet the candidates running and support those candidates who support the WRA and the real estate industry at large. Members and staff from local boards all over the Badger State set up candidate interviews to discuss the candidates' opinions on policy issues related to real estate. Endorsed candidates received financial support through the REALTORS® Political Action Committee (RPAC) and the Direct Giver program and were included in the 2022 WRA Voter Guide as well.

The candidate-vetting process is extremely important to our future legislative success. A big thank you goes to all members who participated in the candidate interviews.

RECORD ELECTION YEAR SPENDING

It goes without saying that one could not turn on a television or radio over the last six months without being inundated with advertisements for or against candidates running for public office in Wisconsin. Once again, a record year of political spending was thrust on the voters in Wisconsin.

According to the media-tracking firm AdImpact, more than \$344 million was spent on political races across Wisconsin. This group predicted \$159 million to be spent on the air in the U.S. Senate race between Ron Johnson and Mandela Barnes as well as \$129 million in the governor's race between Tony Evers and Tim Michels. To put that into perspective, in 2018 — just four short years ago — more than \$98 million was spent on the governor's race alone. That is more than a 30% increase in political ad spending in a single race in less than a full presidential campaign cycle.

This number, while unbelievably large, may be short of what was spent on advertising. The projections were done early in the election cycle and were based on historic spending levels for races in the Badger State. It may come to be that the numbers far eclipsed the initial projections. With issues that cut to the core of individuals' political ideologies being battled out by proxy in local and statewide races, it would be of no surprise if the amount of money that was spent by campaigns and third-party allies of candidates is potentially tens of millions of dollars higher than the original projections.

The AdImpact projections do not consider mail and direct voter contact as a part of the spending on these races. As many mailboxes, missed calls and unknown texts on voters' phones can attest, there was a lot of money spent reminding people to vote, and whom to vote for.

SUPPORTING THOSE WHO SUPPORT THE INDUSTRY

During the election cycle, RPAC dollars are imperative to get positive messaging out regarding those candidates supported by the WRA; this is especially true when a candidate comes from within the fold and is actually a REALTOR®. This was just the case in the race for Senate District 25 in northwestern Wisconsin.

The district is one of the largest in the state and encompasses all or parts of Ashland, Barron, Bayfield, Burnett, Douglas, Dunn, Iron, Polk, Price, Sawyer, St. Croix, Vilas and Washburn counties. The 13 counties just mentioned spread across the northwestern corner of the state, and traversing them can be a handful during a highly charged election year.

During the lead-up to this race, it became apparent that having another voice in support of REALTOR® priorities in the state Senate was a necessity. It was clear that REALTOR® Romaine Quinn was the best choice to support in the November election.

With the understanding that Quinn could win or lose by the slimmest of margins, and after endorsing him in the race, the Wisconsin REALTORS® Political Fund moved into action to help support Quinn's Senate race. The Wisconsin REALTORS® Political Fund helped engage voters in the 25th Senate District to support Quinn by utilizing aggressive mail, digital, texting and radio efforts in the district. Several pieces of mail were sent to voters in the district. These pieces highlighted his



**The candidate-vetting process
is extremely important to our
future legislative success. A big
thank you goes to all members
who participated in the
candidate interviews.**

support for lower property taxes and the expansion of rural broadband.

This independent expenditure — a type of program set up to directly support a candidate without working directly with the campaign — also blanketed the airwaves in the district with positive advertising that highlighted Quinn's background in the Assembly and his time as the mayor of Rice Lake.

The digital program wasted no time filling the screens of voters' phones, tablets and computers with more examples of the benefits of electing Quinn to the open state Senate seat.

The WRA and its advocacy arm have and will continue to provide support to candidates who have shown that real estate-related issues are a priority. This campaign on behalf of Quinn is a simple example of how hard work and smart targeting of voters as well as a well-thought-out and executed plan can help candidates leading up to election day.

RPAC INVESTMENTS MATTER

The purpose of RPAC is clear: voluntary contributions made by REALTORS® are used to help elect candidates who understand and support our issues. These are not members' dues; this is money given freely by REALTORS® in recognition of the importance of the political process. RPAC is the key to protecting and promoting the real estate industry. Here are a few victories made possible through your support for the REALTORS® Political Action Committee:

- Time of sale requirements prohibited
- Liability protection on two-year statute of limitations
- Opinions of value protected
- Not liable for fraudulent third-party misrepresentation
- Landlord-tenant law reform
- State preemption of local regulations to brokers
- Rent control prohibition in Wisconsin
- Keeping real estate essential

RPAC gives REALTORS® a powerful voice on issues that matter to you and the real estate industry. Thanks for your support!

WISCONSIN'S NEVER-ENDING POLITICAL CYCLE, THE SPRING 2023 SUPREME COURT RACE

In April 2023, Wisconsin voters will decide who will replace longtime Justice Pat Roggensack on the Wisconsin Supreme Court. Three candidates have entered the race: Dane County Circuit Judge Everett Mitchell, Milwaukee County Circuit Judge Janet Protasiewicz, and former Wisconsin Supreme Court Justice Dan Kelly. Kelly was appointed by former Gov. Scott Walker in 2016 and was defeated by current Justice Jill Karofsky in his first election bid in April 2020. The April 2023 race will decide whether judicial conservatives or liberals will control the court, and this means the election will break all previous fundraising and spending records for a seat on the state's highest court.

The WRA will interview the candidates in late 2022 or early 2023 and make a recommendation to the full WRA board of directors. Watch for more information on this election in the months to come.

USE A CRM TO GROW YOUR BUSINESS

The key to giving clients what they want lies in understanding them, and a customer relationship management (CRM) system does just that. It facilitates various pieces of the transaction by giving you and the client ease of communication, organized data and improved customer service. All of this streamlines the process of making sure needs are met and actions are resolved in a timely manner.

Your clients are the most important part of your business, and keeping them happy should be your top priority. Don't put your business at risk; invest in a quality CRM tool to show your clients you care about their satisfaction. The CRM process shouldn't be about working harder but about working smarter, so that your clients get what they want — and you do, too.

That's why Realtyzam CRM is designed for real estate agents to manage their sales activity in a fast and easy way.

- **Simple software:** Realtyzam is all about simplicity. Its clean, easy-to-understand interface takes little time to learn and makes tracking your sales activity a breeze.
- **Keep in touch:** Forming and maintaining relationships with clients is one of the most important aspects of a real estate business. Realtyzam CRM lets you store pertinent contact information, follow-up dates, notes, documents and client interactions. With one click, you can export email addresses or format mailing labels for email and postcard campaigns.
- **Stay organized:** When dealing with multiple clients who are in different parts of the buying or selling process, it can be overwhelming to manage sales and administrative tasks. In Realtyzam CRM, you'll have quick access and a complete breakdown of your client activity, including your buyer and seller conversion rates, average commission, prospecting rates and even which lead sources generate the most sales!
- **Mobile app:** As a real estate agent, you're always on the go. With Realtyzam's free mobile app, you can manage your sales activity from anywhere.

For more information, visit www.realtyzam.com/wra

This is a contributing article from Realtyzam CRM, a WRA partner.

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CE SEASON IS HERE!

FINISH YOUR CREDITS WITH WRA CE ON DEMAND

As a Wisconsin real estate licensee, you're required to complete 18 continuing education (CE) credits every two years to maintain your real estate license. And for the current two-year period, you must complete that CE by December 14, 2022.

This doesn't sound like a lot of fun. And there's a looming deadline. And it's a state-mandated thing. And if you don't meet the requirements, you lose your license. Sort of sounds like a visit to the DMV, right?!

That's why we created the CE On Demand program for you: so your CE experience can be convenient and hassle-free. CE On Demand is totally online, and you can progress through the courses on your own schedule. Plus, you can even customize your course content so your coursework can be relevant for your business.

You read that right:

CE on your schedule and CE on your terms.

CUSTOMIZE YOUR COURSE CONTENT

Real estate has so many different elements, and you might be particularly interested in some but not others. With CE On Demand, you get to choose. Interested in learning about disclosure law, but maybe you don't need to hone your 1031 exchange knowledge? Customize your topics that way.

Feel like you're a pro with agency relationships, but you would like to learn about commissions? This is possible with CE On Demand.

You also don't have to choose if you don't want to. If you're hesitant about customizing and potentially skipping any

course topics, you can progress through all the topics in CE On Demand.

CUSTOMIZE YOUR LEARNING STYLE

We all learn differently. Whether you're a visual, auditory or reading/writing learner, there's no need to compromise your learning style with CE On Demand.

In addition to being able to customize your course topics, CE On Demand also gives you the ability to learn in various ways. You can watch the instructor videos within the program, or you can simply read through the PDF of the course textbook. Or do a combination of both formats if you like.

It's your CE, so make it your own. Start your CE experience today at www.wra.org/CEOnYourTerms to learn how you want, learn what you want, and meet your December 14 requirements!

WHY WRA CE?

With legal insight, professional standards and a century of experience, the WRA is the trusted expert in Wisconsin real estate continuing education — and no one else.

The WRA's CE On Demand features these top Wisconsin real estate experts and attorneys:

Debbi Conrad
Tom Cullen
Scott Hutchison
Carol Krigbaum
Cori Lamont
Jennifer Lindsley

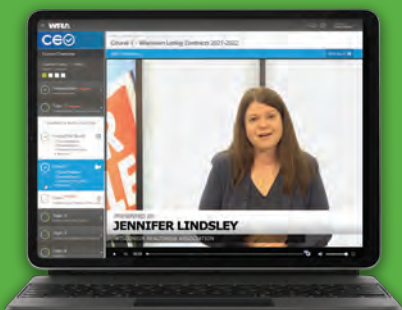
Tracy Rucka
Jonathan Sayas
Rob Sayas
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Mike Tobin

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CUSTOMIZE YOUR LEARNING STYLE

Watch your course



Read your book



Or do both



CUSTOMIZE YOUR COURSE CONTENT

Don't compromise your learning style. Customize your CE On Demand course experience with the most cutting-edge CE on the market.

Course 1: Wisconsin Listing Contracts

Required topics: protected buyers, exclusions and extension of listing contract

Electives: modifying the listing contract, commission, cooperation and offers of compensation, marketing, agency

Course 2: Wisconsin Offers to Purchase

Required topics: the financing commitment and appraisal contingencies

Electives: inspection and testing, multiple offers, closing of buyer's property and secondary offer contingencies, avoiding mistakes that can threaten your transactions

Course 3: Wisconsin New Developments

Required topics: technology tools for Wisconsin transactions

Electives: Wisconsin real estate statutes and administrative code, Wisconsin real estate case law, Wisconsin approved forms both new and revised, federal legal real estate issues update

Course 4: Wisconsin Risk Reduction Through Professionalism

Required topics: fair housing

Electives: management and supervision, disclosures by licensees, competent practice, risk reduction

Course 5: Wisconsin Real Estate Law and Practice

Electives: independent contractors, financing, trust funds and trust accounts, seller disclosure, 1031 exchanges, landlord tenant law, Wisconsin condominium listing

Course 6: Wisconsin Real Estate Transactions

Electives: working with representatives, options and rights of first refusal, buyer agency/tenant representation, vacant land

CE SEASON IS HERE!

TRAINING DELIVERED TO YOU, THE WAY YOU WANT IT



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Live instruction from Wisconsin real estate's top experts

Prefer the traditional classroom experience for your education? With WRA live CE courses, you can choose the delivery option that's best for you. Attend a classroom course in person or tune in to join a live course virtually.

www.wra.org/21-22CE/LIVE



SELF-STUDY

Traditional hard-copy textbooks

Perfect for those who prefer hard-copy materials, the WRA's self-study CE format allows you to complete CE at your own pace. Read the hard-copy textbooks at your leisure and take the online course exams when finished.

www.wra.org/21-22CE/SELFSTUDY



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Earn credit to maintain your license in both states

The WRA's Dual License curriculum provides three credit hours per CE course for licensees who are dually licensed in Minnesota and Wisconsin. Dual license CE is available in On Demand and live formats.

www.wra.org/21-22CE/DUAL



BROKER SUMMIT

Save the date: December 8 in Pewaukee

Brokers, owners, managers: save the date! The top gathering of Wisconsin real estate brokers, owners and managers will return in 2022 with a combination of in-depth workshops and keynote sessions. Broker Summit gives you insight into the economy, updates on current practice and ideas for creating new business strategies.

Register: www.wra.org/BrokerSummit



LINE BY LINE

Comprehensive forms training free with membership

If drafting errors or contract issues cause delays in your transactions, the WRA's Line by Line online video series has what you need to get back on track. With Line by Line training, you'll be ready to draft forms with confidence and conduct a smooth closing! Plus, Line by Line is completely free with WRA membership.

That's right, as long as you are a WRA REALTOR® member or legal section member, the most comprehensive WB forms training in all of Wisconsin is totally free for you.

Register: www.wra.org/LineByLine

See the complete calendar: www.wra.org/coursecatalog

OFFERING	FORMAT	DETAILS & REGISTRATION
EVENTS		
Broker Summit: December 8, 2022	Live in Pewaukee	www.wra.org/BrokerSummit
REALTOR® & Government Day: April 26, 2023	Live in Madison	www.wra.org/RGD2023
PRE-LICENSE TRAINING		
SCHEDULED TRAINING		
Sales Pre-exam Review Webinar: November 11, 2022	Virtual webinar	www.wra.org/SPLwebinar
Sales Pre-exam Review Webinar: December 2, 2022	Virtual webinar	www.wra.org/SPLwebinar
Sales Pre-exam Review Webinar: January 6, 2023	Virtual webinar	www.wra.org/SPLwebinar
Sales Pre-license Course: February 6-10; 13-15, 2023	Blended virtual/live training	www.wra.org/SPL
Sales Pre-license Course: July 10-14; 17-19, 2023	Live in Madison	www.wra.org/SPL
ONGOING TRAINING		
Broker Pre-license Course	On Demand	www.wra.org/BPL
Sales Pre-license Course	On Demand	www.wra.org/SPL
PROFESSIONAL DEVELOPMENT		
ONGOING TRAINING		
GRI On Demand	On Demand	www.wra.org/GRI
Line by Line Forms Training	On Demand	www.wra.org/LinebyLine
Quick Start	On Demand	www.wra.org/QuickStart
REAL ESTATE CONTINUING EDUCATION		
SCHEDULED TRAINING		
Courses 3 & 4: November 8, 2022	Live in Madison	www.wra.org/Nov2022CE
Courses 3 & 4: November 8, 2022	All virtual: tune in and join from anywhere!	www.wra.org/Nov2022CE
Courses 3 & 4: November 8, 2022	Live in Appleton	www.wra.org/Nov2022CE
Courses 5 & 6 (commercial): November 9, 2022	Live in Wauwatosa	www.wra.org/Nov2022CE
Courses 5 & 6: November 15, 2022	Live in Madison	www.wra.org/Nov2022CE
Courses 5 & 6: November 15, 2022	All virtual: tune in and join from anywhere!	www.wra.org/Nov2022CE
Courses 5 & 6: November 15, 2022	Live in Appleton	www.wra.org/Nov2022CE
ONGOING TRAINING		
2021-22 Real Estate Residential CE Courses 1-6	On Demand / Self-study	www.wra.org/21-22CE
2021-22 Real Estate Commercial CE Courses 1-6	On Demand	www.wra.org/21-22CommCE
2021-22 Real Estate WI & MN Dual Credit CE Courses 1-6	On Demand	www.wra.org/21-22DualCE
APPRAISER CONTINUING EDUCATION		
SCHEDULED TRAINING		
2022-23 7-hour USPAP Update: November 16-17, 2022	Virtual livestream	www.wra.org/App22CE

MARK THE DATE

BROKER SUMMIT

Wisconsin's real estate leadership conference is back!

December 8, 2022 | Pewaukee, WI

The top gathering of Wisconsin real estate brokers, owners and managers returns this year on December 8 at the Ingleside Hotel in Pewaukee. Leading the event is UW-Madison Graaskamp Center for Real Estate Director Mark Eppli, providing a forecast of housing, inflation and financing in 2023. Plus, don't miss workshops on economic, housing and leadership topics with the exclusive insight you need to charge forward in 2023.

Register [**www.wra.org/BrokerSummit**](http://www.wra.org/BrokerSummit).



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with a swing...*

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