August 2025 Vol. 41, No. 8

WISCONSIN REAL ESTATE MAGAZINE

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AI in Real Estate

WRA Legal Hotline Trends

2025-27 Wisconsin State Budget

A PUBLICATION OF THE WISCONSIN REALTORS® ASSOCIATION

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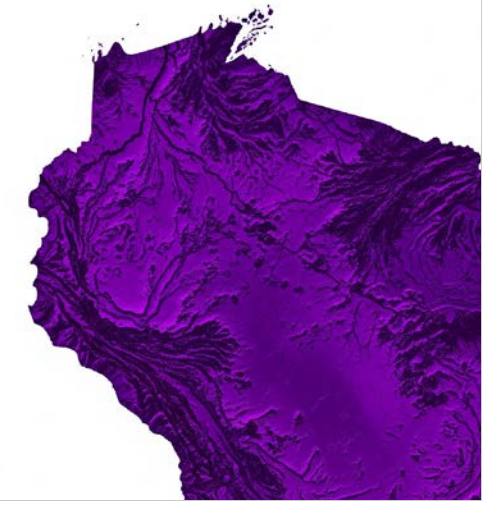

JUNE HOUSING REPORT

WISCONSIN HOME SALES AND MEDIAN PRICES ROSE IN JUNE

BY DAVE CLARK

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

June 2025 Wisconsin housing report at a glance:

- June home sales rose 8.1% year over year.
- The median price grew 4.6% to $340,000 compared to June 2024.
- Year-to-date sales were flat, up just 0.1% from the first half of 2024.
- Statewide supply increased 8.1% to 4.0 months.
- Affordability improved 2.6% but remained near historic lows.

See the full report: **www.wra.org/HSRJun2025**

Dave Clark, Ph.D., is a professor emeritus 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.

JUNE HOUSING

7,172
CLOSED SALES JUNE 2025
+8.1%
FROM JUNE 2024

$340,000
MEDIAN PRICE JUNE 2025
+4.6%
FROM JUNE 2024

ACTIVE LISTINGS BY PRICE

PRICE RANGE	NUMBER OF LISTINGS
$0-$124,999	1,066
$125,000-$199,999	2,574
$200,000-$349,999	6,626
$350,000-$499,999	5,501
$500,000 & higher	6,454

22,189
TOTAL STATEWIDE LISTINGS JUNE 2025
+4.7%
FROM JUNE 2024

MEDIAN PRICES BY REGION

CENTRAL	$265,000
NORTH	$299,950
NORTHEAST	$315,000
SOUTH CENTRAL	$399,900
SOUTHEAST	$355,000
WEST	$325,000

AVERAGE DAYS ON MARKET

68 DAYS JUNE 2025
COMPARED WITH
66 DAYS JUNE 2024

MONTHS OF INVENTORY

4.0 JUNE 2025
3.7 JUNE 2024

MONTHLY HOUSING ACTIVITY

Statewide	June 2025	June 2024	% Change	Year to Date 2025	Year to Date 2024	% Change
New Listings	8,695	8,279	+5.0%	N/A	N/A	N/A
Total Listings	22,189	21,198	+4.7%	N/A	N/A	N/A
Closed Sales*	7,172	6,637	+8.1%	30,794	30,774	+0.1%
Median Sales Price	$340,000	$325,000	+4.6%	$320,000	$300,000	+6.7%
Months of Inventory	4.0	3.7	+8.1%	N/A	N/A	N/A
Avg. Days on Market	68	66	+3.0%	N/A	N/A	N/A
Affordability Index	120	117	+2.6%	N/A	N/A	N/A

	Median Price			Closed Sales		
Region	June 2025	June 2024	% Change	June 2025	June 2024	% Change
Central	$265,000	$255,000	+3.9%	495	449	+10.2%
North	$299,950	$285,000	+5.2%	708	617	+14.7%
Northeast	$315,000	$300,000	+5.0%	1,317	1,265	+4.1%
South Central	$399,900	$374,950	+6.7%	1,425	1,404	+1.5%
Southeast	$355,000	$340,000	+4.4%	2,500	2,293	+9.0%
West	$325,000	$330,000	-1.5%	727	609	+19.4%

*Report criteria: Reflecting data through June 2025. *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

FAIR HOUSING CHALLENGE

The Fair Housing Challenge invites REALTORS® to take the lead in building a more inclusive, educated and equitable real estate profession. When REALTORS® understand the history, laws and ongoing issues surrounding fair housing, everyone benefits — from clients to communities to the industry as a whole.

Step up and take the challenge by completing all three steps:

- Fairhaven 2.0
- Commitment to Excellence (C2EX)
- One of the following courses:
  - At Home with Diversity (AHWD)
  - Bias Override: Overcoming Barriers to Fair Housing

Finish all three, and you'll earn a fair housing challenge emblem — a visible mark of your leadership and dedication to fairness in every transaction!

See complete details and get started on your challenge.

WRA HOLIDAY HOURS

The WRA office as well as the WRA Legal Hotline will be closed Monday, September 1, in observance of Labor Day. Normal business hours resume the following business day at 8:30 a.m. Central.

Have a happy and safe Labor Day!

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RIDING THE WAVE

BY TOM LARSON
WRA PRESIDENT AND CEO

Technology is transforming our world at lightning speed — and nowhere is this more evident than in the rapid advancement of artificial intelligence (AI). Once the stuff of science fiction, AI is now very real, and it's already reshaping the way we live, work and do business.

For REALTORS®, AI presents a powerful opportunity to serve clients more efficiently, make better decisions and gain a competitive edge. But as with any major shift, it also requires us to adapt, learn and lean into change.

PREDICTIVE ANALYTICS: A CLEARER LOOK AHEAD

One of the most game-changing applications of AI in real estate is predictive analytics. This technology uses historical data and algorithms to forecast trends, evaluate property values, and identify opportunities with remarkable accuracy.

Imagine knowing which neighborhoods are on the verge of appreciation or which listings are likely to sell quickly. Predictive analytics allows agents and brokers to make smarter, more informed decisions — helping clients act strategically and reducing uncertainty in an often-volatile real estate market.

For real estate companies, AI can optimize pricing strategies, identify investment opportunities, and even predict when a client may be ready to buy or sell again. In a competitive landscape, this kind of foresight is invaluable.

GENERATIVE AI: AUTOMATING THE EVERYDAY

Generative AI is another transformative tool. It enables the automatic creation of text and images — everything from listing descriptions and marketing materials to property search filters and email campaigns.

By automating time-consuming tasks, REALTORS® can focus more on what really matters: building relationships, negotiating deals and delivering excellent service.

Need a listing description that pops? Want to send a tailored follow-up email? Generative AI can produce a draft in seconds. The key is to use these tools to enhance — not replace — your personal touch and professional judgment.

COMPUTER VISION: A BETTER VIEW OF THE PROPERTY

Computer vision is a type of AI that "sees" and interprets images and videos. In real estate, this means software that can analyze property photos to detect features like pools, granite countertops, garden space and more.

By improving the accuracy and depth of listing data, computer vision helps buyers get a clearer picture of properties, streamlines search results and boosts the quality of online listings.

It also helps REALTORS® evaluate homes more efficiently, particularly in large portfolios or for out-of-town clients. And it's just beginning to scratch the surface of what's possible.

ADAPTING TO THE PACE OF CHANGE

All of this innovation is exciting — but also overwhelming. That's why ongoing education is essential.

It's not enough to rely on what worked five years ago. REALTORS® must continuously learn how to use new tools — and how their clients are using them, too. Your buyers may be using AI chatbots to research neighborhoods. Your sellers may turn to automated valuation models before calling you. Understanding the technology your clients rely on helps you stay credible and relevant.

ASSOCIATION SUPPORT AND LEADERSHIP

As your state association, the WRA is committed to helping you stay ahead. This means providing training, resources and guidance to help you navigate the evolving tech landscape with confidence.

We must also advocate for the responsible use of AI — ensuring that it enhances transparency, protects consumer data, and supports the ethical standards that define our profession.

LOOKING AHEAD

REALTORS® have always embraced change — from MLS books to online listings, from faxes to e-signatures. AI is the next chapter in our story, and it's one we can write together.

We need to stay informed, curious and committed to delivering the trust, insight and value our clients deserve — no matter how fast the world changes.

The future is here. Let's lead it.

Tom Larson
WRA President & CEO

THE CHICK-FIL-A AI-POWERED LIS PRESENTATION

BY JIMMY BURGESS
CHIEF COACHING OFFICER FOR HOMESERVICES OF AMERICA AND BERKSHIRE HATHAWAY HOMESERVICES

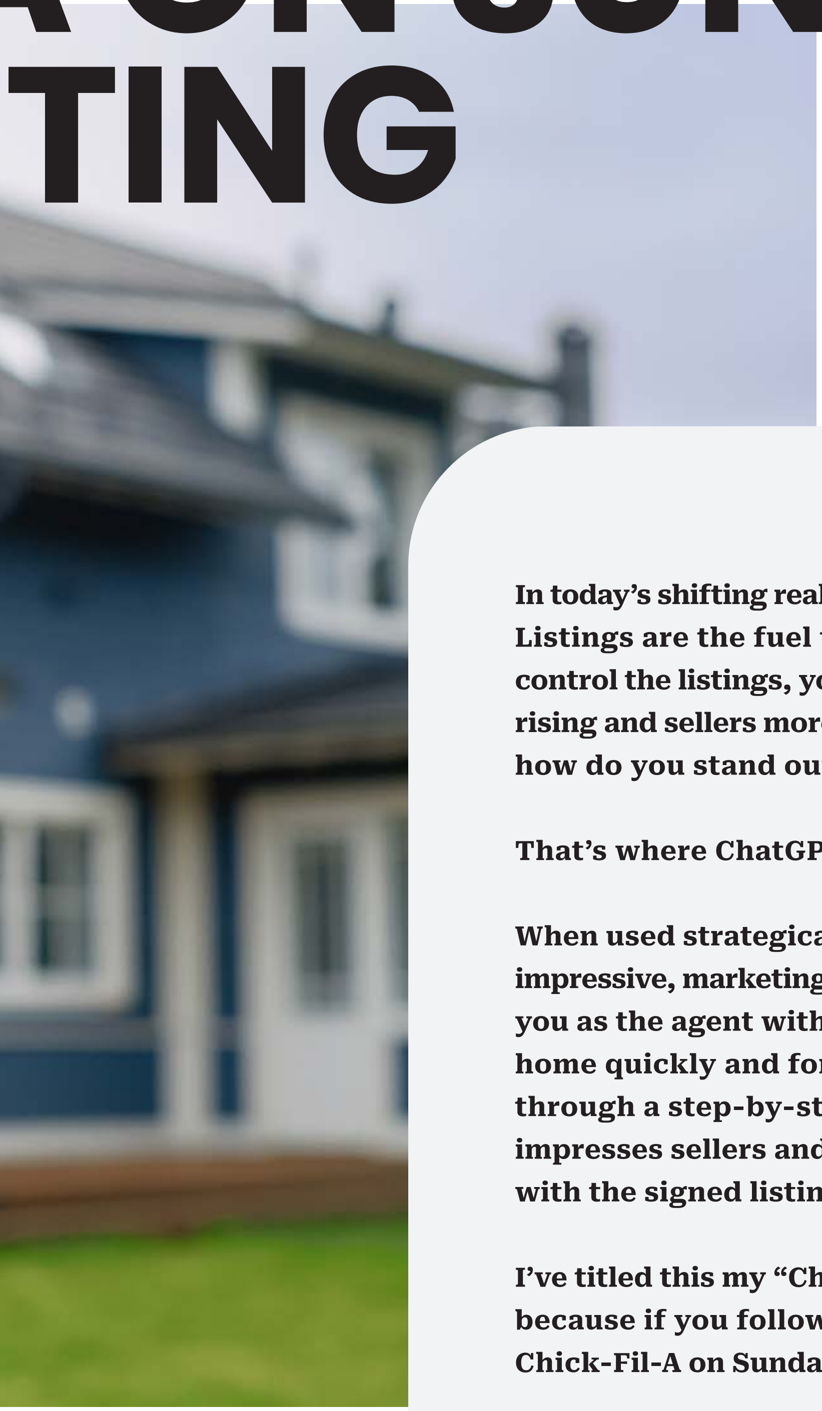
A ON SUNDAY
TING

In today's shifting real estate market, one thing remains constant: Listings are the fuel that drives your business forward. If you control the listings, you control the market. But with competition rising and sellers more selective than ever, the question becomes, how do you stand out in a listing appointment?

That's where ChatGPT can become your secret weapon.

When used strategically, ChatGPT can help you craft a visually impressive, marketing-forward listing presentation that positions you as the agent with the most comprehensive plan to sell the home quickly and for top dollar. In this article, I'll walk you through a step-by-step process to create a presentation that impresses sellers and increases your chances of walking away with the signed listing agreement.

I've titled this my "Chick-Fil-A on Sunday" listing presentation because if you follow it, the listing presentation will be like Chick-Fil-A on Sunday: Closed!



THE STRATEGY: SHOW, DON'T JUST TELL

Imagine showing up to a listing appointment — not just with a competitive market analysis (CMA) and some templated marketing promises — but with a personalized, AI-enhanced plan that's fully tailored to the home. A plan that includes multiple MLS descriptions, social media posts, video scripts and a curated list of unique marketing ideas. That's the strategy: show the sellers exactly what you'll do, in vivid detail. It's more powerful than promises; it's proof.

Let's walk through how to create this presentation step by step using ChatGPT.

Step 1: Generate three unique MLS descriptions
Start by asking ChatGPT to write three versions of the property description for the MLS. If you've already written one, prompt ChatGPT to rewrite it in a fresh, attention-grabbing way. If not, provide it with the home's features and let it create one from scratch.

This is an example of a prompt you can use or model after if you have an existing description:

> *"Please act as an expert real estate copywriter specializing in writing MLS descriptions that encourage readers to schedule a showing of the home after reading the MLS description. Please rewrite the following MLS description in a way that is new, fresh and different from this one: (Paste in Previous Description)."*

Then, follow up with:

> *"Rewrite this description in a more luxurious tone." (Or a tone of your choice.)*
> *"Now rewrite it in a more professional tone." (Or a tone of your choice.)*

Print each version and include it in the listing presentation folder you plan to take to the listing presentation.

Step 2: Create an Instagram listing post
Next, prompt ChatGPT to turn one of the MLS descriptions into an Instagram caption optimized for engagement with the following prompt:

> *"Please convert the listing description above to an SEO-optimized Instagram post announcing this home as a new listing available in the [your city] area with a strong call to action to reach out for additional details or to schedule a showing."*

You'll receive a caption ready to post — just pair it with three stunning property photos. Add the post to your listing presentation folder.

Step 3: Create a Facebook listing post
Now, ask for a version tailored to Facebook's audience:

> *"Convert the listing description into an SEO-optimized Facebook post to announce this home for sale in [your city]."*

Polish the response in your voice, check it for compliance, and add it to the listing presentation folder.

Step 4: Generate a LinkedIn blog post
Next, use this prompt to create longer-form content for LinkedIn:

> *"Convert the listing description into an 800-word LinkedIn blog post announcing the property for sale at [address] in [your city]."*

Print this blog post and add it to the presentation folder.

Step 5: Write a YouTube short video script
Then prompt ChatGPT with the following:

> *"Write a YouTube video script announcing this listing, with a strong call to action and optimized for viewer engagement."*

Print the script and add it to the listing presentation folder.

Step 6: Brainstorm 25 unique marketing ideas
Now, it's time to really stand out. Ask ChatGPT:

> *"Act as a real estate marketing expert. Provide 25 unique ways to market the listing described above, with a goal of selling at the highest price in the shortest time."*

Select the most relevant strategies, polish them and include a page in your folder titled "Unique Marketing Plan for Your Home."

PULLING IT ALL TOGETHER FOR THE APPOINTMENT

Everything outlined previously can be created in about 10 or 20 minutes. Equipped with the outline for your marketing plan, you will walk into the listing appointment with a visually impressive folder that includes:

- Three distinct MLS descriptions.
- Instagram, Facebook and LinkedIn posts.
- A YouTube video script.
- And 20 to 25 unique marketing ideas tailored to that specific home.

This is your competitive edge.

Presentation example: The script that wins listings

Start with something like this:

"Mr. and Mrs. Seller, my role is to market your home in a way that gets the highest possible price in the shortest amount of time. Every agent you meet with will promise marketing, but I want to show you exactly what I'll do — right here in this folder."

Then walk them through the steps:

Customized descriptions

Present the three MLS descriptions. Say something like:

"The description of the home plays a huge role in whether a buyer decides to book a showing. I use AI to help write compelling descriptions and have created three options for your home. Each of these is in a unique tone. I'd love for you to review them and let me know which you prefer, or if there's anything we should add.

Odds are the buyer of this home will be someone just like you, so your input on which MLS description grabs your attention is probably the one that will stand out for our ideal buyer."

At this point, the seller is already collaborating with you — invested in the process and emotionally bought in.

Social media marketing

Next, share the Instagram and Facebook posts with a script that reads something like this:

"Most buyers start their home search online, and social media has become search-driven, meaning posts that have searchable words in their descriptions receive more exposure to prospective clients. I use AI to help me write the most search-friendly posts possible to expand the reach of the marketing of your home.

I went ahead and prepared the search engine-optimized social media posts so you could see exactly how they will look. These are the posts we'll use to drive exposure — specifically optimized to show up in front of motivated buyers in [local area]."

Then show them the LinkedIn article and YouTube video script to highlight your multi-platform approach.

Unique marketing ideas

Then present the custom marketing plan page. This is a script to utilize as an outline for your presentation:

"Most agents practice the 3 Ps of marketing when they list a home. They "Put" in in the MLS, "Place" a sign in the yard, and "Pray" that a buyer comes along to buy it. We will do all of those too, but I put together a specific plan of 20 unique ways we will market your home to get it sold as soon as possible and for the highest price possible. Here are 20 additional strategies I'll use to generate attention and activity. We're not just putting it in MLS and hoping. We have a plan."

Finally, close strong:

"I'm not here to just list your home. I'm here to sell it. And this is how I'll do it. Can you see how this plan will help your home sell faster and for top dollar?"

THE TAKEAWAY

As AI tools like ChatGPT become more powerful and accessible, they offer a real advantage to REALTORS® who are willing to embrace them. ChatGPT isn't about replacing your voice; it's about amplifying it. It's about helping you create more compelling content, faster.

You still bring the strategy, the relationships and the local expertise; ChatGPT just helps you deliver it in a way that stands out from the crowd.

So next time you prepare for a listing appointment, ask yourself: Am I walking in with a plan they can see?

Use this approach, and you'll not only win more listings — you'll also give your clients the service they deserve in a way that positions you as the smart, modern, go-to agent in your market.

Jimmy Burgess is the Chief Coaching Officer for HomeServices of America and Berkshire Hathaway HomeServices. He was the most read contributing writer for Inman in 2022, 2023 and 2024. He will be a featured speaker at the WRA Annual Convention on September 30, 2025, in Wisconsin Dells. Find Jimmy on:

- *YouTube:* ***www.youtube.com/@JimmyBurgess***
- *Instagram:* ***www.instagram.com/jimmyburgess_***

NEW MARKETING OPTIONS FOR SELLERS

UNDERSTANDING NAR'S MLOS POLICY AND ADDENDUM LM

BY JENNIFER LINDSLEY
WRA DIRECTOR OF LEGAL SERVICES AND LICENSING

AND MATT ENGDAHL
WRA LEGAL INTERN

BACKGROUND

In 2020, the National Association of REALTORS® (NAR) implemented the Clear Cooperation Policy (CCP), which requires real estate professionals to submit a listing to the Multiple Listing Service (MLS) within one business day of marketing the property to the public. In March 2025, NAR supplemented the CCP and released the Multiple Listing Options for Sellers (MLOS) policy. The MLOS policy allows sellers to select a delayed marketing option that delays public marketing through syndication sites like Zillow, Realtor.com and Trulia, and the Internet Data Exchange (IDX) for a specified period. Further, listing agents must get a signed written disclosure from sellers to confirm their decision to delay public marketing and acknowledge the adverse effects that come with the decision.

This new policy aims to give sellers more control over their listing and provide more marketing options for sellers. The MLOS policy is currently effective, but compliance will not be enforced until September 30, 2025, to give MLSs time to adjust. The June 2025 *Wisconsin Real Estate Magazine* article, "**Clear Cooperation Policy 2025**," provides more information on the CCP and the new MLOS policy.

In response to the new MLOS policy, the WRA developed Addendum LM — Limited Marketing Disclosure and Acknowledgement to satisfy the written disclosure requirement. The WRA consulted with MLSs to review the form, provide feedback and suggest changes they considered. If a seller wants to limit a firm's marketing of the seller's property, the Addendum LM allows sellers to select a marketing strategy from three different options:

- Office Exclusive
- Delayed Marketing — Showings
- Delayed Marketing — No Showings

OFFICE EXCLUSIVE

If sellers choose the Office Exclusive marketing strategy, they are opting out of any public marketing of their property. Their property will not be displayed on the MLS and will only be marketed to other agents within the listing agent's firm. The listing firm cannot use yard signs, social media posts, mass emails, or any public-facing marketing with this option. Once any public-facing marketing does take place, the property must be listed on the MLS within one business day. If sellers choose this option, the listing agent must receive a written disclosure saying the seller acknowledges the impact of listing the property as Office Exclusive and the potential adverse effects.

This is the strictest marketing strategy and will severely limit the number of offers the seller will receive; this strategy also may potentially force the seller to accept lower offers.

However, this option gives the seller more privacy and gives the seller and the listing firm complete control over the sale. Furthermore, Office Exclusive ensures cooperation between the listing and buyer agents at the same firm, and the seller could save on marketing expenses.

A seller may choose this option if they are looking to reduce marketing costs or if they are concerned about their privacy. Some sellers may want to sell but cannot find their next home and do not want to be pushed to sell and close without having their next home. Sellers may also want to create a sense of exclusivity to drive up the price, particularly in the high-end real estate market. Lastly, Office Exclusive may attract more buyers who are looking for a more thoughtful and less competitive environment.

DELAYED MARKETING — SHOWINGS

If the seller chooses Delayed Marketing — Showings, the seller is choosing to delay exposure of the property through IDX and syndication for a specific period of time, known as the delayed marketing period. This is the new marketing strategy offered through the MLOS policy and gives the seller another option that is more private than broad exposure but more public than Office Exclusive. The property will be displayed on the MLS, the seller can agree to showings during the delayed marketing period, but the property will not be shared through syndication or IDX.

Once the delayed marketing period is over, the property will be marketed broadly and shared through syndication and IDX. MLSs are given complete control over the length of the delayed marketing period, and it may change depending on every MLS. Sellers must sign a written disclosure documenting their consent to waive the benefits of immediate public marketing.

This strategy provides many of the benefits of Office Exclusive listings, such as exclusivity, privacy and control. Further, Delayed Marketing — Showings has a broader outreach than Office Exclusive and invites more offers, which could increase the price. However, this option still limits the audience compared to broad public marketing and may still limit the number of offers the seller receives.

Sellers may choose this option if they want a more exclusive process but wish to market further than just the listing agent's firm. Delayed Marketing — Showings will limit the number of offers but not to the extent of an Office Exclusive listing. Sellers may also want to advertise only to local buyers before offering the property to the entire public. Further, this option allows sellers to still show their property and entice buyers during the delayed marketing period while also having more control over the buyers.

DELAYED MARKETING — NO SHOWINGS

Delayed Marketing — No Showings is a feature that many MLSs already have in which a seller agrees to not show the property for a specific time period. The property is still entered in the MLS, but prospective buyers cannot visit the property for showings. MLSs set the delayed marketing period, and the exact language will vary depending on the different MLS.

Some MLSs do not have a Delayed Marketing — No Showings option, so it is important for firms and agents to check their local MLSs rules. Some MLSs will use "delayed" or "withheld" to show that while the property is being broadly marketed, showings will be delayed. This allows sellers to broadly advertise their property and protect their physical privacy. Because policies vary MLS to MLS, it is important for a listing agent to verify the specifics of their MLS' policies related to Delayed Marketing — No Showings.

While using the same language as Delayed Marketing — Showings, Delayed Marketing — No Showings is a completely different marketing strategy. Delayed Marketing — No Showings only expresses that the seller does not agree to showings for the delayed marketing period.

Sellers may choose this option to create anticipation and urgency to drive up offer prices. Further, it gives sellers time to ensure the property is in the best condition possible and make repairs before prospective buyers are shown the property. This can be another attractive option for high-profile sellers who prefer to keep their property private for as long as possible. Delayed Marketing — No Showings can also help sellers better understand the demand for their property before agreeing to showings. This can deter some buyers who are more hesitant with delayed showings and may limit potential offers in some cases.

ADDENDUM LM

The WRA created Addendum LM as an option for sellers to satisfy the written disclosure requirement that comes along with the MLOS policy. Addendum LM also protects sellers, listing agents and listing firms by creating a record and giving consumers more choice when listing their property. Addendum LM is not required by any of the MLSs to date and is not required for every listing. Many MLSs have their own policies and rules regarding delayed marketing and delayed showings that are still in effect. Addendum LM is made to supplement the MLS policies and provide a potential answer to the updated CCP policy from NAR. If the MLS has other rules or policies regarding marketing strategies, then the listing agent must still follow these guidelines.

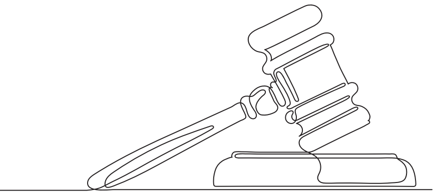
Listing agents should communicate the different marketing strategies to their sellers and describe the different benefits and drawbacks with each option. It is imperative that sellers are educated about their different marketing options and the consequences of each option. Each of Addendum LM's options severely limits the number of potential buyers and offers and will likely increase time on the market. If the seller wishes to use Office Exclusive, Delayed Marketing —Showings, or Delayed Marketing — No Showings, the listing agent can use Addendum LM to satisfy the written disclosure requirements.

The MLOS policy aims to give sellers more marketing options when listing their property and encourage consumer choice. Addendum LM is a tool to help sellers understand their options and to satisfy the written disclosure requirement of the new MLOS policy.

REGISTER TODAY!

SPACE IS LIMITED AND GOING *FAST!*

THE FUTURE IS RAD!



TOP HOTLINE TRENDS: WHAT AGENTS ARE ASKING MOST

BY WENDY HOANG
WRA LEGAL COUNSEL AND DIRECTOR OF CURRICULUM

COMPARISON OF THE TOP HOTLINE TOPICS

2024 TOP FIVE HOTLINE TOPICS

TOPIC	PERCENTAGE OF HOTLINE CALLS
Antitrust/practice changes	13.5%
Offer to purchase/inspection contingency	4.0%
Disclosure/real estate condition report (RECR)	3.3%
Commissions/offers of compensation	3.2%
REALTOR® issues/MLS questions	2.7%

2025 TOP FIVE HOTLINE TOPICS*

TOPIC	PERCENTAGE OF HOTLINE CALLS
Offer to purchase/inspection contingency	5.6%
Antitrust/practice changes	4.3%
Disclosure/real estate condition report (RECR)	3.7%
Offer to purchase/closing issues	3.2%
REALTOR® issues/MLS questions	2.8%

** Data collected from January 1, 2025, to June 30, 2025.*

So far in 2025, there have been 3,246 calls placed to the WRA Legal Hotline. This is comparable to 2024, which saw 3,373 hotline calls by the end of June. The following is a snapshot of frequent hotline calls and whether there is a trend from 2024 to 2025.

1. ANTITRUST/PRACTICE CHANGES

In 2024, the number one topic on the hotline was antitrust/practice changes. Given the National Association of REALTORS® (NAR) settlement agreement and the practice changes that went into effect in August 2024, this comes as no surprise. The hotline received a record number of calls before and after the NAR settlement practice changes took effect.

In 2025, antitrust/practice changes remains a popular topic in hotline discussions as it's the second most frequent topic so far this year. Based on the frequency of questions revolving around the practice changes, it's clear that agents are continuing to grow and adjust to the requirements of the settlement agreement. Agents are calling the hotline to learn how to navigate issues in transactions that may come up now that the practice changes are effective.

2. OFFER TO PURCHASE/INSPECTION CONTINGENCY

The second popular topic in 2024 is this year's most popular topic so far: offer to purchase/inspection contingency. It's no surprise that the hotline receives frequent questions about the inspection contingency and inspections.

If there is any point in the transaction when things might take a turn, it would be after an inspection. Often, parties find themselves at odds when the inspection report comes back calling out certain items as defects. The buyer and seller at that point may disagree about whether any specific item is a defect. This is a common scenario and often prompts a call to the hotline to discuss the parties' options and for insight about how to move the transaction forward.

3. DISCLOSURE/REAL ESTATE CONDITION REPORT (RECR)

The third most popular topic is disclosure/real estate condition report (RECR). When it comes to disclosure obligations, licensees often find themselves in a tough situation when they observe a property condition that the seller hasn't disclosed or if the seller asks the licensee whether the seller should disclose a certain condition.

Other questions might arise when a licensee is not sure if the seller is even obligated to complete a RECR, such as when the seller is a trustee who has never lived on the property.

Because property condition disclosure is an important part of a transaction, and sellers often have many questions about their disclosure obligations, it's clear why disclosure/real estate condition report (RECR) made it into the top five hotline topics in both 2024 and 2025.

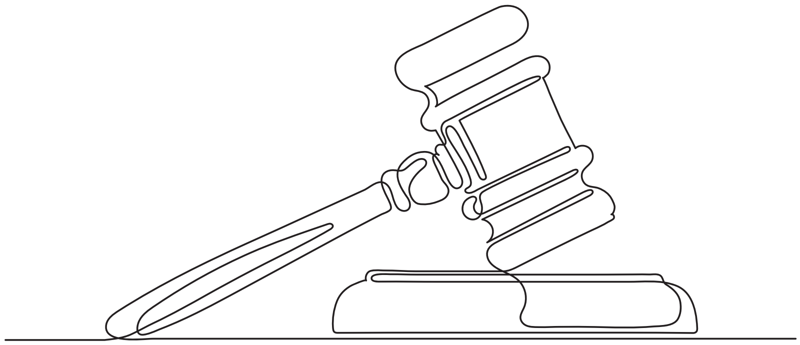
4. COMMISSIONS/OFFERS OF COMPENSATION

While the fourth most popular topic in 2024 was commissions/offers of compensation, in 2025, that spot is held by offer to purchase/closing issues. In 2024, with offers of compensation no longer being permitted in the multiple listing service (MLS) due to the NAR settlement agreement, the hotline was flooded with calls about offers of compensation between the listing firm and the cooperating firm.

It seems so far in 2025, there are fewer questions about offers of compensation and more questions about closing issues. Although no one ever wants this to happen, problems before closing are great reasons to call the hotline. Some common issues that occur before closing include title issues, property damage that occurs after acceptance, or a lender who will no longer fund the transaction, to name a few.

5. REALTOR® ISSUES/MLS QUESTIONS

In both 2024 and 2025, the hotline received many calls about REALTOR® issues/MLS questions. This category made up 2.73% of calls in 2024 and makes up 2.77% of calls in 2025 so far. When there are disputes between REALTORS®, questions about the REALTOR® Code of Ethics, or questions about MLS rules and policies, licensees tend to call the hotline. Even when the hotline may not be able to answer a question specific to local association or MLS issues, the hotline can always give licensees the resources to find those answers.



THE BEST OF THE LEGAL HOTLINE

THE BIG FIVE HOTLINE DISCUSSIONS

BY TRACY RUCKA
WRA DIRECTOR OF PROFESSIONAL STANDARDS AND PRACTICES

Over the last six months, the WRA Legal Hotline trends have mirrored the unpredictable nature of Wisconsin weather: changing rapidly and covering a wide range of topics. From questions surrounding the inspection contingency in the offer to purchase, to concerns about evolving brokerage practices and antitrust compliance, the inquiries have been as varied as they are important. Issues related to disclosure obligations and the Real Estate Condition Report (RECR) remain a constant theme, while closing-related questions and challenges with delayed or failed transactions have also made frequent appearances. Rounding out the mix are REALTOR® conduct issues and MLS-related confusion, further emphasizing how legal and ethical questions continue to shape how business is done in the field.

OFFER TO PURCHASE AND THE INSPECTION CONTINGENCY

An agent is representing a buyer in a transaction. The buyer had a home inspection and did not object to any of the items. The listing agent asked for a copy of the inspection report and said that state law requires the buyer to provide a copy. Is this state law?

The obligation for the buyer to deliver the inspection report to the seller is not state law but a contractual obligation per the default language of the WB-11 Residential Offer to Purchase. Per lines 190-191 of the WB-11 Residential Offer to Purchase, the buyer is required to provide copies of testing and inspection reports to the seller:

> *"Buyer agrees to promptly provide copies of all inspection and testing reports to Seller."*

Therefore, the buyer should provide the seller with a copy of the inspection report, even if the buyer is not asking for repairs or objecting to items with a notice of defects.

For more information, see the October 2023 *Wisconsin Real Estate Magazine* article, "**Whose Inspection Report Is It Anyway?**"

ANTITRUST AND REAL ESTATE PRACTICE CHANGES

Why would a buyer need to sign a pre-agency showing agreement before an agent can show the buyer a property?

The National Association of REALTORS® (NAR) settlement agreement requires an agent to have a written agreement with a buyer before touring a home. One option for that written agreement is the WB-50 Residential Pre-Agency Showing Agreement. This form can be used when the buyer is not yet a customer or a client but is in pre-agency.

The NAR settlement FAQ webpage includes the following:

"74. What does it mean to tour a home?
- *Written buyer agreements are required before a buyer tours a home.*
- *Touring a home means when the buyer and/or the MLS Participant, or other agent, at the direction of the MLS Participant working with the buyer, enter the house. This includes when the MLS Participant or other agent, at the direction of the MLS Participant, working with the buyer enters the home to provide a live, virtual tour to a buyer not physically present.*
- *A 'home' means a residential property consisting of not less than one or more than four residential dwelling units."*

Learn more about the new WB-50 Residential Pre-Agency Showing Agreement in the May 2025 **Legal Update** video.

DISCLOSURE AND THE REAL ESTATE CONDITION REPORT (RECR)

How long is a RECR good for? If a RECR is older, is it considered "expired"?
The law does not specify when a RECR would be "expired" for purposes of complying with Wis. Stat. Chapter 709.

If a seller previously completed a report and learned new information, the seller is supposed to amend their report. If, prior to accepting an offer, a seller obtains information or becomes aware of any condition that would change a response on an already completed RECR, the seller shall amend that RECR.

Wis. Stat. § 709.035 requires sellers to amend the RECR prior to the acceptance of a contract when they obtain new information or become aware of any condition that would change a response on the original RECR. The seller may prepare an amendment to the RECR to include the new information from an inspection or testing report, or to draft a new RECR that takes into account of the new information.

If the seller does not amend the RECR for the benefit of future buyers, the licensee in the transaction has a duty to disclose material adverse facts to the parties, in writing and in a timely manner. If the seller fails to disclose any defect in an amendment to the RECR despite knowing of a new defect, the seller may be risking a misrepresentation claim from a buyer.

OFFER TO PURCHASE AND CLOSING ISSUES

If a buyer would like taxes re-prorated at the end of the year, does the agent check both boxes at lines 366 and 377 in the WB-11 Residential Offer to Purchase?
The "re-prorate" verbiage on line 377 would mean that the initial proration must be done at closing, so it appears that both boxes should be checked if the buyer wants this.

Lines 366-372 of the WB-11 Residential Offer to Purchase provide four options regarding the tax proration formula. One of these choices should be selected for the initial proration at closing. If no box is checked, the default option provides the taxes shall be prorated at closing based on the net general taxes for the preceding year or the current year if available.

The box on line 377 of the WB-11 allows the parties to re-prorate the taxes. If the parties wish to include the re-proration provision, this box would be checked in addition to the initial proration formula option at lines 366-372 of the WB-11.

The re-proration provision establishes a post-closing obligation on the part of the parties — not the agents or firms — to re-prorate the taxes based on the actual tax bill for the year of closing. The provision reassures the parties that they can adjust the tax proration done at closing at a later time when the actual tax bill is received.

REALTOR® ISSUES AND MLS QUESTIONS

An agent heard about a new delayed marketing option in the MLS. Does that replace the Clear Cooperation Policy?
No. The Clear Cooperation Policy itself remains unchanged and in full effect. The Multiple Listing Options for Sellers Policy will work alongside the CCP and other MLS policies to provide sellers and their brokers more options and choices when marketing a property, while also supporting fair housing by providing buyers and their brokers with equal access to important MLS property information.

The following information is provided by NAR in its FAQs on the new policy:

> *"Is a delayed market exempt listing the same as an office exclusive listing?*
>
> *No, an office exclusive listing is an exempt listing where the seller has directed that their property is not disseminated through the MLS and is not publicly marketed.*
>
> *An office exclusive listing may require submission under local MLS rules but not disseminated to other MLS Participants and Subscribers.*
>
> *The Multiple Listing Options for Sellers Policy requires listing brokers to obtain a certification from sellers for an office exclusive listing."*

LEGAL RESOURCES

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

LEGAL LANDSCAPE ON SEPTEMBER 4

Get the latest news about Wisconsin real estate law with the WRA's Legal Landscape series: a bi-monthly, 30-minute webinar series hosted by WRA Legal Hotline attorneys. Save the date: the next webinar is scheduled for September 4, 2025.

Plus, this webinar series is included with WRA membership — all you have to do is register, watch and learn!

September 4 webinar registration:
www.wra.org/LegalLandscape
(WRA login required)

LEGAL HOTTIPS

WRA membership gives you access to the extensive WRA Legal Hottips online library, featuring past WRA Legal Hotline discussions covering antitrust, title issues, agency and more. Weekly hottip updates ensure fresh insights.

Search the Q&As: **www.wra.org/LegalHottips**
(WRA login required)

LEGAL UPDATES

Real estate law is always on the go, but you can stay ahead with the WRA's monthly Legal Update. In under two minutes, get the key takeaways on the latest real estate legal developments to stay informed and competitive.

See the updates: **www.wra.org/LegalUpdates**
(WRA login required)

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: www.wra.org/LegalHotline

HOTLINE HOURS
Monday–Friday, 8:30 a.m. – 4:30 p.m. Central

The hotline will be closed on Monday, September 1, in honor of Labor Day.

www.wra.org/LegalHotline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A PURPLE BUDGET FOR A PURPLE STATE

WISCONSIN PASSES A STATE BUDGET FOR THE HISTORY BOOKS

BY CORI LAMONT
WRA VICE PRESIDENT OF LEGAL AND PUBLIC AFFAIRS

In January 2025, both Republicans and Gov. Tony Evers drew clear lines in the sand on their non-negotiables for the 2025–27 Wisconsin state budget. Republicans prioritized income tax relief and firmly opposed increasing funding for schools. In contrast, Gov. Evers emphasized investments in childcare, the University of Wisconsin system and K-12 education, especially special education. At one point, a deal seemed unlikely. In a deeply divided political landscape, the tension underscored the broader challenge of governing a politically split, or "purple," state.

A new federal rule affecting how much states can collect in hospital assessment fees created an unusual sense of urgency with the Wisconsin state budget. To secure access to the additional funding, Wisconsin lawmakers had to pass and sign the state budget into law quickly before the federal government finalized its own budget.

Both sides acknowledged that the state budget didn't give everyone everything they wanted but instead reflected the kind of compromise expected in a purple state.

The result was a $111 billion package that delivered tax relief, including cuts for middle-income families and retirees, and eliminated the sales tax on residential electricity. Supporters also highlighted historic investments in K-12 schools, special education, childcare, the UW system and transportation. And beyond its policy impact, this budget added two notable footnotes to Wisconsin history.

SPRINT TO THE FINISH

- Gov. Evers and Republican lawmakers disclosed their negotiated compromise on July 1, 2025.
- The budget passed 59-39 in the Assembly with one Republican voting no and six Democrats voting yes. The Senate passed the budget, 19-14, with four Republicans opposed and five Democrats in support.
- For the first time in Wisconsin's history, the Senate president from the majority party did not vote for the budget bill as it passed the Senate. Senate President Mary Felzkowski made history by voting against it, citing concerns about the hospital funding.
- Both houses passed the budget in a single day, which has not occurred in more than 50 years. Minutes later, Gov. Evers signed it at 1:30 am on July 3, 2025.

Below are a few highlights of the compromised agreement.

BUDGET FEATURES

Historic middle-class income tax cut

- Includes approximately $1.4 billion in tax cuts, focused on the middle class and retirees, by expanding the middle-class tax bracket and exempting a significant portion of retirement income from state taxes.
- Eliminates the sales tax on residential electricity, which is said to save Wisconsinites $178 million over the next two years.

Record funding increases for public education

- Allocates nearly $1.4 billion in spendable revenue for K-12 schools, the largest ever increase under the current formula.
- Increases the special education reimbursement rate to one of the highest levels Wisconsin has ever funded.
- The UW system received its largest operational boost in nearly 20 years, plus nearly $1.2 billion in capital investments.

Childcare funding milestone

- Provides over $360 million invested in childcare.
- Funds new initiatives like "Get Kids Ready" and infant/toddler care pilot programs.

Largest biennial investment in transportation in decades

- Allocates more than $1.1 billion for roadwork, local infrastructure and rural/agricultural routes.
- Includes new grant programs for local government facilities and services.

WHAT DOES THIS 2025–27 BUDGET MEAN FOR PROPERTY TAXES?

In 2023, Gov. Evers vetoed a budget provision that would have increased K-12 school funding tied directly to property tax relief. As a result, a funding level of $325 per pupil was established, and if the legislature did not fully fund this amount, school districts could levy the difference, passing the cost onto property taxpayers.

The 2025–27 budget takes a different approach by significantly increasing state funding for K-12 education, adding nearly $1.4 billion in spendable revenue. As a result, school districts are likely to levy smaller property tax increases, if any, than they would have without the legislature's $1.4 billion investment in education. At the time of publication, the Legislative Fiscal Bureau had not released any specific analysis of the impact on property taxes.

YOUR VOICE, YOUR INVESTMENT

WHY REALTOR® ADVOCACY STARTS WITH YOU

BY NATHAN CONRAD
WRA DIRECTOR OF GRASSROOTS POLITICAL ADVOCACY AND ENGAGEMENT

When it comes to real estate, most people think of showings, contracts and closings. But for Wisconsin REALTORS®, the work goes far beyond the front door. Behind the scenes, a powerful advocacy engine is constantly working to protect private property rights, support sound housing policy, and defend property owners from overburdensome regulations and out-of-control property tax increases. That engine is powered by you.

As a member of the WRA, you're part of one of the most effective political advocacy organizations in the state.

Through two key programs — the REALTORS® Political Action Committee (RPAC) and the Direct Giver program — you can play a direct role in shaping the laws and policies that impact your business and your clients' future.

WHY POLITICAL ADVOCACY MATTERS

Wisconsin REALTORS® aren't just witnesses to legislative change — they drive it. Through RPAC and the Direct Giver program, members fuel advocacy efforts on multiple fronts critical to the future of real estate, including the REALTOR® priorities for 2025, outlined in this article.

Protecting property tax levy limits
New legislative proposals like Senate Bill 181/Assembly Bill 194 would weaken local levy limits, allowing property tax increases without voter approval. The WRA strongly opposes these changes to preserve taxpayer protections and housing affordability.

Removing barriers to new housing construction
Wisconsin must add over 200,000 new housing units by 2030. The WRA supports legislation that has already allocated $525 million in WHEDA funding, reformed zoning and streamlined permitting. Other recent legislation is aimed at making those funds easier to access. These efforts will help build more homes, faster.

Preventing landlord bankruptcy over technicalities
Recent court rulings have allowed leases to be voided for minor legal errors, leading to a potential catastrophic financial loss for landlords. The WRA supports legislation that aims to restore fairness and prevent unintentional evictions or bankruptcies.

Reducing the real estate transfer tax
Wisconsin's transfer tax adds $915 on average to a home sale. The WRA is advocating to reduce that burden to $2 per $1,000 of value, saving sellers hundreds of dollars during the sale of a property and encouraging mobility in the market.

Opposing local rent control
Some municipalities want to reintroduce rent control, a failed policy that discourages investment and reduces housing supply. The WRA continues to oppose rent control and instead supports solutions that grow the housing market for all.

WHY YOUR INVESTMENT MATTERS

These priorities aren't just political talking points — they're essential to protecting the real estate industry, preserving homeownership and promoting economic growth in every Wisconsin community. Your investment in RPAC and the Direct Giver program make an impact on the decision makers when the WRA's advocacy efforts are in full swing.

RPAC: strength in numbers
At a national level, RPAC is the nation's largest PAC focused solely on real estate issues. In Wisconsin, RPAC helps elect pro-REALTOR® candidates from both parties. Over 90% of RPAC-supported candidates won their elections in the last cycle, giving REALTORS® a powerful voice when laws are written, debated and passed.

Direct Giver: you decide, you invest
The Direct Giver program gives you control. With an initial investment of $100 to start a Direct Giver account, you can point your advocacy dollars where you wish. You choose which real estate-friendly candidates to support, and your contribution goes directly to the candidates of your choice. It's an effective, personal way to support housing-friendly policymakers at nearly all levels of government.

Ready to go further? Become a major investor
Becoming an RPAC major investor is the next step for members ready to lead. A major investor contributes $1,000 or more annually and joins a network of REALTOR® leaders who shape real estate policy in the Badger State.

Major investors receive special recognition, exclusive access to events, and a more direct role in protecting the real estate profession. More importantly, they help win the fights that matter most.

YOUR ADVOCACY MATTERS

REALTORS® aren't bystanders in policy decisions. They are advocates, problem-solvers and community builders. By supporting RPAC and Direct Giver, and by becoming a major investor, you ensure the real estate industry remains strong, respected and protected.

Take the next step. Invest. Influence. Lead. Your voice matters — make it count.

LEARN MORE AND GET INVOLVED

- www.wra.org/RPAC
- www.wra.org/DirectGiver

REALTORS® POLITICAL ACTION COMMITTEE

REAL ESTATE ADVOCACY

SEE THE 2025 SLATE OF MAJOR INVESTORS

The REALTORS® Political Action Committee (RPAC) major investors are a passionate group of REALTORS® whose investments shape the future of the real estate industry.

President's Circle: This icon designates an influential group of REALTORS® who contribute $2,000 directly to REALTOR®-friendly candidates per requests from NAR and RPAC trustees.

RPAC Hall of Fame: This icon designates members of the RPAC Hall of Fame with an aggregate lifetime investment of $25,000 or more.

MEET A 2025 MAJOR INVESTOR

"Advocacy through the WRA has a direct impact on my success as a REALTOR®. We've worked hard to build a trusted industry that helps clients make the biggest financial decisions of their lives. That trust doesn't happen by accident. It's protected by strong public policy and elected leaders who understand our priorities. That's why I became a major investor. Without our advocacy efforts, our industry wouldn't be where it is today. I encourage every WRA member to take a closer look at the legislative wins we've achieved and consider making an investment in the future of our profession."

Jennifer Parr-Murphy
Coldwell Banker Advantage, Nekoosa

LEARN MORE

Find out how to become a major investor:
www.wra.org/RPACmajorinvestors

PLATINUM "R"s

($10,000) $7,000 Direct Giver; $3,000 NAR RPAC

Jim Imhoff
First Weber Inc.
Madison

Mary Rufledt
Elite Realty Group
Eau Claire

RPAC major investors are current as of July 14, 2025, and appear in the order in which they pledged contributions.

GOLDEN "R"s

($5,000) $3,500 Direct Giver; $1,500 NAR RPAC

Cori Lamont
Wisconsin REALTORS® Association, Madison

Brad Lois
Bear Realty of Burlington Inc., Burlington

Tom Larson
Wisconsin REALTORS® Association, Madison

Joe Horning
Shorewest REALTORS® Brookfield

Mary Gilbank
Shorewest REALTORS® Janesville

Rita Blenker
Century 21 Gold Key Realty Inc., Marshfield

John Flor
Keller Williams Realty Diversified, Chetek

Patricia Zuzek
Fieldstone Real Estate Specialists, Lakeville

John Horning
Shorewest REALTORS® Brookfield

Dan Lawler
Dan Lawler Broker Rice Lake

KC Maurer
RE/MAX 24/7 Real Estate LLC, Appleton

Dawn Christensen
Century 21 Ace Realty Appleton

CRYSTAL "R"s

($2,500) $1,750 Direct Giver; $750 NAR RPAC

Rose Bogosian
Gonnering Realty Inc. Kenosha

Tracy Johnson
Commercial Association of REALTORS® Wisconsin Milwaukee

Peter Ogden
Ogden & Company Inc. AMO, Milwaukee

Michael Zahrt
First Weber Inc. Wausau

Michael Karisny
Acre Realty Appleton

Macy Walter
Shorewest REALTORS® Clinton

Becky Merwin
Berkshire Hathaway Starck Real Estate, Lake Geneva

Brittany Voigt
Century 21 Ace Realty Neenah

Lora Bladow
RE/MAX Excel Wausau

Ashley Fredrick
NextHome Hub City Marshfield

Jordan Leonhard
Mortgage Experts Team of Waterstone Mortgage Marshfield

Kelly Weiler
Beiser Realty LLC Medford

Brian Slinkman
NextHome Partners Wisconsin Rapids

Michael Brandner
Gowey Abstract & Title Company, Medford

Kelly Kleist
Century 21 Dairyland Realty North, Medford

Mary Duff
Stark Company REALTORS®, Madison

STERLING "R"s

($1,000) $700 Direct Giver; $300 NAR RPAC

Jeff Hoffman
The Boerke Company Inc., Milwaukee

Marne Stuck
Greater Milwaukee Association of REALTORS®
Milwaukee

Roger Mater
RE/MAX Service First LLC, Brookfield

Mark Bourque
Berkshire Hathaway HomeServices Epic Real Estate, Kenosha

Mike Kunesh
The Commercial Place
Appleton

Jan Torres
Southshore REALTORS® Association, Kenosha

Dan Lee
First Weber Inc.
Madison

Chris Carrillo
Metro MLS
Milwaukee

Todd Battle
Zilber Property Group
Milwaukee

Shannyn Franklin
RE/MAX Elite
Salem

La Crosse MLS Corp.
La Crosse

REALTORS® Association of Northeast Wisconsin
Appleton

Michael Sewell
Coldwell Banker Real Estate Group, Green Bay

Ray Leffler
RE/MAX Newport Elite
Racine

Jack Drzewiecki
Acre Realty
Appleton

Steve Anderson
Anderson Commercial Group LLC, Franklin

Jason Geiger
Geiger REALTORS®
Verona

Stacey McKinney
McKinney Realty LLC
Cable

Andrew Hay
Guy Lloyd Inc.
Racine

Tina Balaka
Shorewest REALTORS®
Greenfield

Lori Muller
Exit Elite Realty
Appleton

Peter Sveum
Coldwell Banker Real Estate Group, Stoughton

Margaret Labus
Berkshire Hathaway Starck Real Estate, Fontana

Gary Grolle
Keating Real Estate
Genoa City

Angela Kallay
Century 21 Benefit Realty
Franklin

Diane Campshure Walczyk
Resource One Realty
De Pere

Ted Dentice
Shorewest REALTORS®
Shorewood

Patti Zurla
Compass Wisconsin
Trevor

Central Wisconsin MLS
Mosinee

Alexis Hirsig
Real Broker LLC
Milwaukee

Taylor Hansen
Weichert REALTORS® Place Perfect, Green Bay

Lakes Area REALTORS® Association
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Bob Webster
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Lake Geneva

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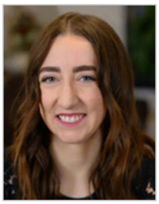
Fitchburg

Robert Morrone
Prime Realty Group
Kenosha

S.R. Mills
Bear Realty Inc.
Kenosha

Pamela Larkin
First Weber Inc.
Wausau

Phillip Larkin
First Weber Inc.
Wausau



Sammy Brock
Brock and Decker Real Estate, Marshfield

Sue Decker
Brock and Decker Real Estate, Marshfield

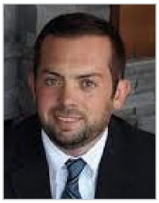
Paul Knoblock
Coldwell Banker Action Realty, Wausau

Lisa Marshall
REALTORS® Association of South Central Wisconsin
Madison

STERLING "R"s

($1,000) $700 Direct Giver; $300 NAR RPAC

Gizo Ujarmeli
AmaxImmo Real Estate
Wausau



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Amy Curler
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Joe Germain
Woods & Water Realty Inc.
Chippewa Falls

Alan Iverson
Castle Realty LLC
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Tricia Chartier
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Josh Neumann
OneTrust Real Estate
Brokered by eXp Realty
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Jim Emmer
Emmer Real Estate
Group, West Bend

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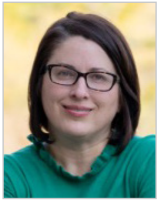
Legendary Real Estate
Services, Lake Geneva

Dan Kruse
Century 21 Affiliated
Madison

Door County Board of REALTORS®
Sturgeon Bay

Door County MLS
Sturgeon Bay



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Stacey Hennessey
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Estate, Waupaca

Char Glocke
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Association, La Crosse

Robert Proctor
Axley Brynelson Law
Firm, Madison

Jennifer Parr-Murphy
Coldwell Banker Advantage
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Angie Wilson
Gerrard-Hoeschler
La Crosse

Tom Wilson
Gerrard-Hoeschler
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NEW FORMS AVAILABLE IN WRA FORMS PRODUCTS

WRA MEMBER TOOLS NOW INCLUDE THE WB-50 AND ADDENDUM LM

With the WRA's member-exclusive forms products — the WRA Forms Library and Transactions (zipForm Edition) — you can access the latest real estate forms quickly, securely and on your terms. Whether you want PDF versions of forms or a fully digital, paperless workflow, these tools make it easy to keep your transactions moving.

WRA FORMS LIBRARY

Download PDFs of both WRA forms and WB state-approved forms to use in your transactions. This member-exclusive library is perfect for agents who want direct access to forms in PDF format. **Access now**.

TRANSACTIONS (ZIPFORM EDITION)

Manage your forms and signatures in one place with this all-digital platform. Transactions (zipForm Edition) makes it easy to stay paperless, organized and compliant from start to finish. **Access now**.

TWO NEW FORMS NOW AVAILABLE

Members can now access two new forms through both platforms:

- **WB-50 Residential Pre-Agency Showing Agreement:** Created by the REEB, this new state-approved form is used when showing a property to a buyer before agency is established. It replaces the WRA's previous pre-agency showing agreement.

- **WRA Addendum LM:** Intended for use when a seller opts for limited MLS exposure — such as through an office-exclusive listing or a delayed marketing listing. This form helps document the seller's instructions and ensures the seller understands implications.

AUGUST 15 PARTNERSHIP FOR SUCCESS DEADLINE IS ALMOST HERE

TEAM UP WITH A NEW OR UPCOMING AGENT TODAY

The application deadline is quickly approaching for the WRA's Partnership for Success Program, which offers new agents mentorship, support and funding to help launch a successful real estate career.

Partnership for Success aims to promote broad representation within REALTOR® membership. The program invites new licensees from all walks of life to apply. This includes licensees with different life experiences, backgrounds, expertise, interests, viewpoints, characteristics and other qualities.

Selected applicants receive one year of REALTOR® dues and six months of MLS fees for the following year.

By pairing motivated new licensees with experienced brokers and mentors, the program helps launch lasting, successful real estate careers. The WRA and its Fair Housing and Opportunity Committee oversee theå program and application process, which includes an interview with the applicant, mentor and broker.

Ideal candidates are:

- Newly licensed within the past year.
- Committed to a long-term real estate career.
- Backed by a broker and mentor who apply jointly.

Apply by August 15 to take the next big step in your real estate journey!

The Partnership For Success Program

WRA MEMBER BENEFITS

Empower your career journey with the most trusted organization in Wisconsin real estate. The WRA offers members-only products and services to give you a competitive edge.

ADVOCACY
Drive industry transformation with legal, legislative and political advocacy.

EXCLUSIVE PARTNERS
Save on outside products and services with the WRA's exclusive benefit partners.

FORMS LIBRARY
Your source for PDF versions of the WRA and WB forms for your practice.

LEGAL HOTLINE
Discuss your practice questions with a Wisconsin real estate attorney.

LEGAL HOTTIPS
See the extensive archive of Q&As in Wisconsin real estate law.

LEGAL LANDSCAPE
Stay on the cutting edge of real estate legal trends and topics.

LINE BY LINE FORMS TRAINING
Boost your forms know-how with Wisconsin's top real estate forms training video series.

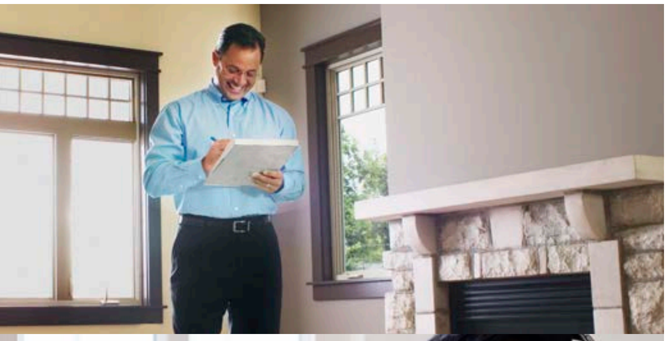
MARKET DATA
Explore statewide trends with Wisconsin's most comprehensive real estate data.

ONLINE RESOURCES
Elevate your career with products, services and assistance in just one click.

TRANSACTIONS (ZIPFORM EDITION)
Make your transactions paperless with Transactions (zipForm Edition).

SEE THE FULL SUITE OF MEMBER BENEFITS

WWW.WRA.ORG/MEMBERSHIP



APPRAISAL CE

Virtual classroom courses coming this summer and fall

Looking to earn your appraiser continuing education (CE) credits? The WRA's upcoming CE courses can help you cross appraiser CE credits off your to-do list. These online appraiser CE courses deliver expert instruction, real-time interaction and practical insights to sharpen your skills — all in a streamlined format to fit your busy lifestyle. All courses are morning courses only and take place 9:30 a.m. – 12:30 p.m. each day.

Appraiser CE schedule

- August 18-19: The Appraiser's Guide to the New URAR
- September 11-12: Land and Site Valuation
- September 18-19: Adjustments with Supporting Commentary
- October 30-31: 7-hour National USPAP Update Course

Register today!

MINI COURSE SERIES

Small training delivers big results

The WRA's Mini Course Series delivers expert insights and practical strategies in a short, high-impact format — perfect for staying sharp in a fast-moving industry. All courses are online, so you can watch and learn whenever it fits your schedule.

Featured mini course

"The Art of Seller Relationships" is a two-part course led by Wisconsin REALTOR® Ryan Fulcer that explores how to successfully work with sellers from first meeting to final price.

- **Part 1: Working with Sellers:** Learn how to navigate seller appointments, listing presentations and client interactions with professionalism.
- **Part 2: Principles of Pricing:** Strengthen your pricing strategies with enhanced analyses, objection handling and relationship-building techniques.

See full details and register.

WRA
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FIRST YEAR, FRESH START

Start the biennium strong – knock out your CE early.

Learn more: www.wra.org/CE

CONVENTION BRAINPOWER TO THE MAX

Amp up your skills with exclusive training and insights

Get ready for expert insights, CE credits and skill-building workshops at the WRA Annual Convention this fall. From legal updates to tech tools and AI discussions, the convention offers everything you need to stand out and surge ahead. Whether you're new to the field or a seasoned pro, power skills start here. See you September 29-October 1 in the Dells!

Convention training

- Earn credit for 2025-26 real estate continuing education.
- Hear Wisconsin economist Mark Eppli, Ph.D., examine the 2026 industry forecast.
- Catch exclusive insights on AI in real estate from Wisconsin tech experts.
- Listen to the latest updates in real estate law from the WRA legal team.
- Attend breakout sessions with rockstars Jimmy Burgess, Leigh Brown, Darryl Davis and Pam Ermen.

See full details and register today.

TOTALLY RAD REALTOR® RETREAT

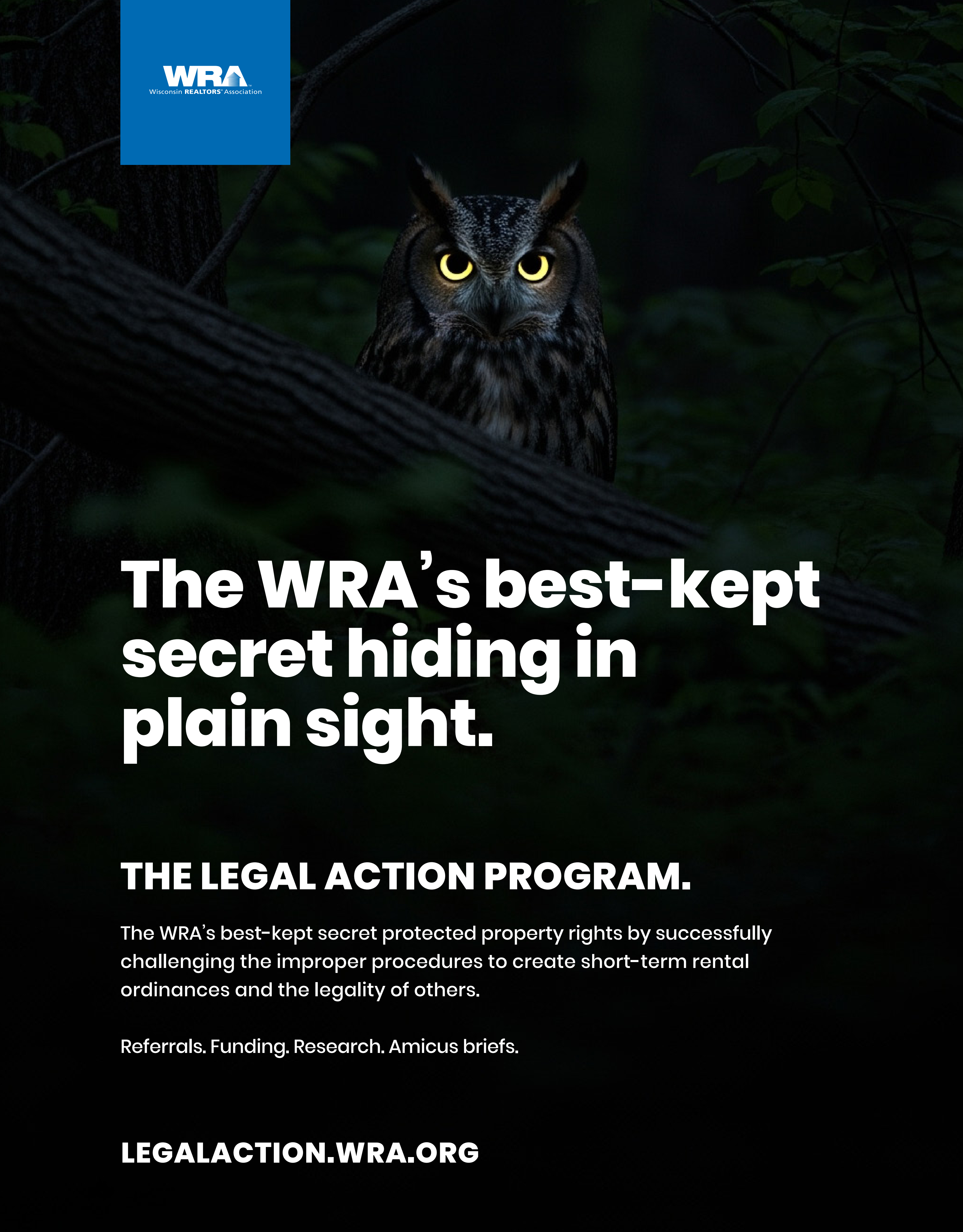
Don't miss the ultimate REALTOR® jam this fall

The WRA Annual Convention isn't just about learning — it's also the ultimate REALTOR® getaway. From a scenic golf outing to a wild 80s party, the convention is filled with totally tubular fun.

- Mix and mingle in the exhibit hall and the new High-top Hangout Hospitality Suites.
- Tee off at the golf outing or lace up for the Radical Relay Fun Run.
- And let loose! The Back to the 80s Party and Wingo at the Rock are sure to take the fun to the max.

Experience it all in Wisconsin Dells, September 29-October 1.

See full details and register.


WRA
Wisconsin REALTORS® Association
The WRA's best-kept secret hiding in plain sight.
THE LEGAL ACTION PROGRAM.
The WRA's best-kept secret protected property rights by successfully challenging the improper procedures to create short-term rental ordinances and the legality of others.
Referrals. Funding. Research. Amicus briefs.
LEGALACTION.WRA.ORG

Discover the WHEDA Advantage

Homebuyers are choosing the WHEDA Advantage.

WHEDA offers flexible mortgage loan products with unique financing options that also leverage down payment and closing cost assistance.

Certain income limits, program restrictions and eligibility requirements apply.

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