RASCW

REALTORS® ASSOCIATION OF SOUTH CENTRAL WISCONSIN

REALTOR®

2023 ANNUAL REPORT

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EQUAL HOUSING OPPORTUNITY

Message From Your 2023 President

As 2023 comes to a close and I reflect on this past year as President of the Realtors® Association of South Central Wisconsin, it is with gratitude and appreciation that I was able to serve with a remarkable group of people on the Board of Directors who shared their talents, knowledge and enthusiasm to guide our Association this year.



Melissa Bjerke Markgraf

Our industry faced challenges this year and there will be more ahead, however this industry has had challenges in the past and not only did we survive, but we have also thrived. I look to 2024 as an opportunity- an opportunity to evaluate and improve our industry. Based on the recent Federal Reserve meeting it appears lower interest rates may be in store. In addition to a more favorable lending rate, the forecast is for additional inventory to be available, especially in new construction. While our industry continues to address affordability issues, there will be programs rolled out in early 2024 relating to the funding proposals passed with Act 15, 17 & 18.

Our Association held excellent events in 2023. A huge thank you to our Committees of dedicated volunteers who worked to provide educational and networking opportunities, along with advocacy for our Members. Watch your inbox in 2024 for information about events allowing you to engage with other professionals in our industry.

Thank you to the RASCW and South Central Wisconsin MLS staff, whose professionalism and dedication to Members is unwavering.

As we welcome in 2024, I want to welcome Ben Oblizajek as your incoming RASCW President. During this year Ben has been a stellar sounding board, providing thoughtful and conscientious input as we navigated challenges. Thank you, Ben, for your leadership as well as your friendship. I look to 2024 with confidence that regardless of what challenges may be on the horizon, our Association has the Leadership and the membership to be able to navigate through them.

Our Association is full of engaged, vibrant individuals and I wish each of you a very happy and healthy Holiday season, and much success in the New Year!

THE HOME FOR REALTOR® SUCCESS IN SOUTH CENTRAL WISCONSIN

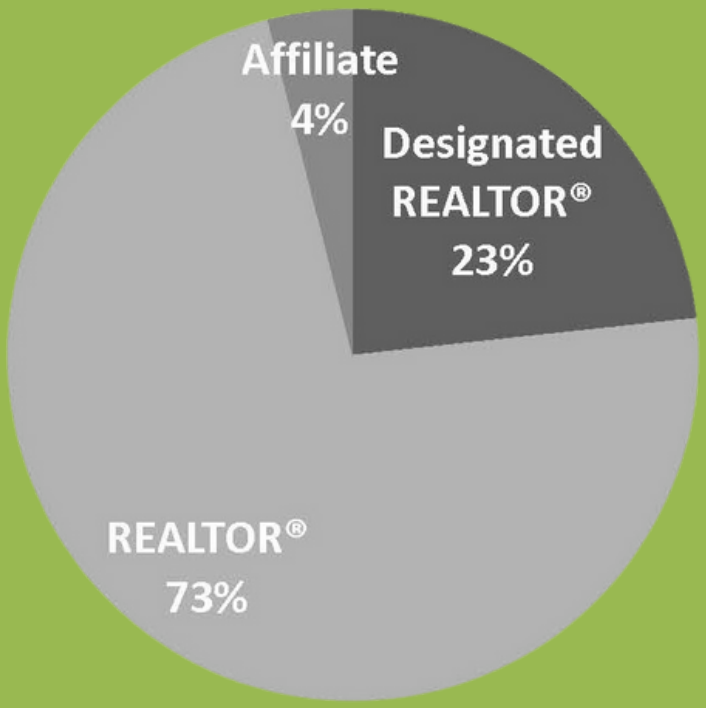
Mission & Membership

MISSION STATEMENT

Our purpose is to serve all Members, including residential and non-residential brokers, agents, appraisers and affiliates, by providing education, programs, and benefits, and:

- To assist all Members to successfully conduct their businesses professionally and cooperatively – now and in the future
- To protect private property rights through effective participation in public policy
- To protect affordability and availability of housing choices by ensuring equal housing opportunities





TOTAL MEMBERSHIP
AS OF 11/30//2023 = 3640
(.4% decrease from 2022)

Designated REALTOR® - 848

REALTOR® - 2648

Affiliate - 144

Association Updates

TOTAL ASSETS
AS OF 11/30/2023

Operating Account - $556,890

Building/Equipment Reserves - $1,298,332

Leasehold Improvements - $36,637

Furniture & Equipment - $89,585

EVENTS & MEETINGS

- 100+ hours of member programming offered through 36 virtual and in-person events
- 75+ Association Board, Chapter, and Committee meetings held throughout the year

RASCW HOUSING FOUNDATION

The Home Start Program makes available to qualified applicants a no interest, deferred payment loan to be used for a down payment and/or closing costs.

- 25 Loans Closed - $136,796
- 10 Loan Payoffs - $39,199
- Loan interest rate remains at 0%
- Since 2022, all existing loans no longer accrue any interest
- Available loan lesser of 3% of purchase price or $6,000
- Handbags for Homes event raised more than $8,800 - save the date for next year's event: 10/17/24
- Go to our website for more details: rascw.org/resources/housing-foundation

NEW STAFF MEMBERS

Tanja Washburn started in April as the new Director of Operations. Tanja oversees the day to day operations of RASCW, as well as staff administration, purchasing, budget preparation assistance, and membership support. Welcome, Tanja!

Gretchen Schutz returned to us in February, transitioning into her current role as Membership Administrator providing administrative and customer service support to the members and staff. Welcome back, Gretchen!

Association Updates

NEW GROWTHZONE HOMEBASE MEMBER PORTAL

- Launched in April 2023
- Allows Members to:
  - Sign up for events
  - View & pay invoices
  - Search for Realtor® and Affiliate members
  - Update personal information

BYLAWS CHANGE

The Association bylaws were changed to increase leadership diversity, allow Members to vote to respond in real-time to issues, and meet Strategic Plan goals.

YOUNG PROFESSIONALS NETWORK

RASCW is working to increase industry professionalism and future Association leaders through the creation and upcoming launch of a RASCW Young Professionals Network (YPN). Click here for more information on this nationwide NAR YPN initiative. **If you're interested in possibly getting involved with the RASCW YPN Committee**, please click here to complete a brief survey.

MONITORING NAR LAWSUITS

The RASCW Board of Directors is engaging in strategic and intentional planning while monitoring NAR lawsuits to ensure the future health of the Association. Click here for more information and resources from NAR regarding these lawsuits, and here for a related legal update from the WRA.

Committee & Chapter Highlights

DIVERSITY, EQUITY & INCLUSION

- Offered first Caffeinated Collaboration events for collaboration around Diversity, Equity & Inclusion issues in real estate industry
- Kickin' it with Forward Madison event raised money for the local organization Movin' Out
- Awarded 32+ Minority Scholarships

MEMBERSHIP NETWORKING

- 10 events
- 125 backpacks collected for area kids through Bocce Ball event
- Gifts collected for kids in community through Holiday Party
- Offered Good Neighbor Award for third year, a donation to recipients' nonprofit organizations of choice totaling $15,000

PROFESSIONAL DEVELOPMENT

Offered 10 programs, including:

- Economic Update with NAR's Lawrence Yun
- National Speaker
- Wellness Retreat
- Tax-Reduction Strategies
- Self-Defense Training
- Cybersecurity Training
- Vision Board Workshop

GOVERNMENT AFFAIRS

Engaged In:

- Candidate interviews
- Fundraising and forging valuable relationships
- Utilizing over $350,000 in NAR grants to support housing policies and candidates
- Click for our Advocacy Agenda

Committee & Chapter Highlights

PROFESSIONAL STANDARDS

- As of April 1, participating in WRA's new statewide Professional Standards Enforcement Program
- 26 of 85 statewide Professional Standards Committee members are from RASCW
- With RASCW support, SCWMLS formed tribunal to handle MLS infraction appeals

ORIENTATION

- 309 new members completed orientation program in 2023
- Offered all in-person sessions
- All 10 sessions received largely positive feedback from participants

SAUK COLUMBIA CHAPTER

Offered 5 events:

- Safety Training
- Networking Picnic
- Lender Panel
- Euchre Tournament
- Holiday Party

SOUTHWEST CHAPTER

Offered 4 events:

- Bowling & Networking
- Safety Training
- Appraisal Updates
- Holiday Party

2023 Outgoing Directors



JEAN ARMENDARIZ-KERR



NANCI CAFLISCH



BRANDON GROSSE



MONIQUE OLSON



ANDREA POTTERTON

Thank You!

Looking Ahead: 2024 Board of Directors



BEN OBLIZAJEK,
PRESIDENT



SONA OLSON
PRESIDENT-ELECT



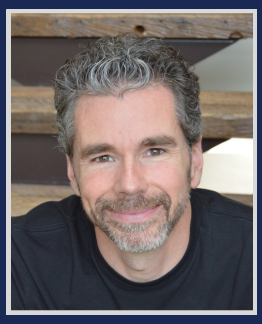
TONY KEUNTJES,
TREASURER



MELISSA BJERKE MARKGRAF,
IMMEDIATE PAST
PRESIDENT



IAN CARTER



MATT DOYLE



LEXIE HARRIS



JULIE KLEMM



TIFFANY MALONE



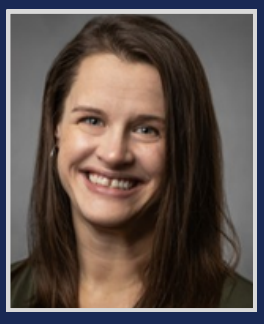
CHERYL MORTVEDT



SHAWN PFAFF



BEN SAMSON



SARA WHITLEY

We Look Forward to Another Great Year!