# GMAR Board Of Directors

**Tuesday, July 11, 2017** • **8:30 AM**

**Ironwood Golf Course** • **Sussex, WI**

## Meeting Agenda

|  |  |  |  |
| --- | --- | --- | --- |
| Welcome & IntroductionsConsent Agenda | P 2 | Approval | 5 Min |
| Reports  1. Chairman 2. Treasurer 3. May 2017 Financials 4. 2017 Budget Adjustment 5. President 6. Departments 7. Government Affairs 8. Membership 9. Home & Garden Show 10. Professional Standards 11. Kettle Moraine Council 12. MLS | P 12  P 15  P 16 | Information  Approval  Approval  Approval  Information  Information  Information  Approval  Information  Information | 5 Min  5 Min  5 Min  15 Min  10 Min  5 Min  5 Min  15 Min  5 Min  15 Min |
| Old Business  1. None |  |  |  |
| New BusinessNone |  |  |  |
| Adjourn |  |  | 10:00 AM |
| Important Upcoming Dates:  * July 27th – Packers Training Camp Opens * September 12th – 13th – WRA Convention (Potawatomi Hotel & Casino) * September 21st – GMAR Board of Directors Meeting | | | |

\* Indicates information will be available at the Directors meeting. Updated: 7/5/2017 5:35 PM

# GMAR Board Of Directors

# Consent Agenda

1. It is moved, seconded and carried to approve the minutes of the Board of Directors meeting from May 11, 2017. p. 3
2. It is moved, seconded and carried to approve of the 140 new members who have applied to become members of the GMAR and paid the appropriate fees. p. 8

**GREATER MILWAUKEE ASSOCIATION OF REALTORS®**

**BOARD OF DIRECTORS MEETING MINUTES**

**Thursday, May 11, 2017 • 12:00 PM**

**Radisson Hotel, Wauwatosa, WI**

1. Call to Order

Chairman Mikel Kollmansberger called the meeting to order at 12:00 PM with a quorum present for the transaction of business.

Present: Mike Kollmansberger, Chairwoman; Amy Curler, Treasurer; Vickie Kelsall, Chair-Elect; Roxanne Platz, Past Chair; Kel Svoboda, Corporate Secretary; Joe Horning, Mark Kivley, Tammy Maddente, Ted Dentice, Courtney Stefaniak, Jennifer Burns, Tom Sykora, Roger Rushman

Staff Present: Mike Ruzicka, President; Scott Bush, VP Operations; Marne Stuck, GAD; Michelle Kohn, Membership Director, Chris Carrillo, CEO, Metro, MLS

Excused: Arthur Mays, Dale Marciniak

1. Consent Agenda
2. Minutes of March 19th, 2016 Board of Directors Meeting.
3. New Member Report (167 new members)

*M/S/C to approve Consent Agenda.*

1. Reports
2. Chairman’s Report

In the interest of time, Mr. Kollmansberger did not provide a report.

1. Treasurer’s Report
2. Mrs. Curler provided the January 2017 Financial Report.

Statement of Financial Position – As of March 31, 2017, GMAR had $1,807,313 in Cash & Investment Balances, up $88,986, as a result of higher dues receipts. Accounts receivable were up $17,970 and prepaid expenses were down $15,634 compared to 2016. Total Assets were $3,282,507, up $60,600 compared to 2016, due to having more Cash & Investments.

On the Liability side, accounts payable were up $262,984, because the mortgage balance will be due in April 2017; the long-term mortgage liability was down $314,003 which is the entire remaining amount of the mortgage. \*(GMAR has since refinanced its mortgage) Accrued vacation expenses were down $8,150. Overall, Total Liabilities were $381,026 which is down $59,169 compared to 2016.

GMAR had Net Income of $1,021,728 through March 31, 2017, up $92,793 from last year. Overall, Total Net Assets were $2,901,481; $119,769 higher than the same point in 2016.

Statement of Activities – *Membership*: Through March 2017, $827,301 was collected in dues. Last year through the end of March, we had collected $772,220 in dues. The GMAR is $55,081 ahead of last year at the same time. New member budget for 2017: 464 REALTORS® (YTD = 201), 50 DRs (YTD = 10) and 20 Affiliates (YTD = 7).

Promotions: Through March 31, HGS income is $789,369 and expenses are $326,152 for a net income of $463,217. Several bills have not been received yet. The budgeted net income is $240,000.

Expenses related to Public Policy and Professional Standards were basically all personnel costs, incurring expenditures primarily in Labor and Overhead. Products (Wisconsin Real Estate Supply): Product sales through March 2017 were $637 lower than the sales through March 2016. Total product sales through March 2017 were $15,428. Total budgeted product sales for 2017 is $68,250.

The Leadership section includes expenditures for meetings, committees, officers, strategic planning, and NAR meetings. The main expenses recorded through March were memberships for the president, sponsorships, and the NAR buyers and sellers survey.

The Administrative section includes investment and rental income and expenses for professional fees, salaries, fringe benefits, building, insurance, occupancy, property taxes, general office expenses and depreciation.

The bottom line shows Excess Receipts Over Expenditures of $1,021,728. Last year our net revenue was $928,935 for the same time period. The biggest reason for this difference was that dues income was higher through March 31 compared to the same period in 2016.

*M/S/C to approve the unaudited Statement of Financial Position (Balance Sheet) and Statement of Activities as of March 31, 2017, and recommend placing on file for audit.*

1. President’s Report

Mike Ruzicka reported the following in addition to his written memorandum to the Board of Directors:

1. GMAR Remodeling & Building Mortgage – The Association was waiting for VJS Construction’s preliminary plan for the 2nd level, which will be gutted, updated and leased as either one unit, with the potential to divide into 4 units. Construction could begin in the next few weeks.

In April, the GMAR’s building mortgage, which has a balance of $314,000, was due. We decided to extend our current note for one year and take out a construction loan. After we have a handle on the project and costs we will determine out how much equity we want to pull out of the building for the project and how much we will take out of reserves; and refinance in early 2018.

1. Member Survey – On Friday, May 5th Mr. Ruzicka spoke with Gene Ulm, partner at Public Opinion Strategies (POS), about conducting a consumer survey focusing primarily on the lack of listings in the Milwaukee market.

Mr. Ruzicka forwarded Mr. Ulm an email he sent to the Board of Directors outlining some questions the staff had come up with. POS will take the topics and formulate questions based on them. The GMAR can expect to see a draft within a few days, and the survey could go into the field by the end of the following week.

1. Bylaws Change: Automatic Honorary Member of GMAR for WRA Chairman – The question of changing the GMAR’s bylaws to allow local associations to authorize their state association President (in our case Chairman) to vote on their behalf, was noticed to the members on Monday, March 20th (in the GMAR newsletter).

There were two responses from members questioning the bylaws change. Mr. Ruzicka responded to each (a copy of the questions was part of the Directors meeting packet).

The notification of the members allowed the Board of Directors to vote on the change. Following is language that the Directors voted on:

**Optional provision added to Article IV, Section 1(a)**

(6) Chief Elected Officer of the State Association. The current chief elected officer of the State Association of REALTORS® shall be a member in good standing without further payment of dues. At the direction of the association, the current chief elected officer of the State Association of REALTORS® may be the delegate who casts the vote for the association at the Annual Meeting of the NATIONAL ASSOCIATION of REALTORS®.

*M/S/C, unanimously, to approve of the bylaws change.*

1. Electronic Lock Boxes –As the proliferation of giving out lock box codes has increased, some members are suggesting the Association add electronic lock boxes to its service offering.

One potential answer to the problem of giving out lock box codes comes from a company called Prempoint. They have an electronic lock that uses Bluetooth technology to interact with lock sets.

The Executive Committee had a conference call with Prempoint prior to the BOD meeting and, while the technology is impressive, the Committee did not feel it could be applied to residential real estate in a wide or efficient manner.

The Executive Committee will be meeting with James Reynolds, from SentriLock, at the NAR Legislative Meeting on May 18th.

After returning from the NAR Legislative Meetings, Mr. Ruzicka will sit down with the staff and finalize a lockbox educational program that we will begin in June and run through the rest of the year.

1. Wisconsin Real Estate Supply/REALTOR® Store – After examining the GMAR’s store over the last several years, Mr. Ruzicka plans to scale back, if not close, the store. He provided an article on trouble in the retail world, showing that since the end of the Great Recession, consumers have moved toward using sites like Amazon to do their shopping.

The GMAR has noticed a precipitous decline in store sales beginning in 2008, and the store has not recovered as would be expected when the economy regained its footing. The profit margin in the store has always been very thin, and gets thinner yet when staff time is factored in. The Association may still carry a few items that members cannot find easily (i.e. some riders), but upwards of 90% of the items we currently carry will be eliminated by the end of the year.

1. Departments
2. Government Affairs

Marne Stuck reported:

* Call For Action-Historic Tax Credit (HTC) Program – WRA sent an all member CFA on May 10 with a message of opposition to proposed changes to the historic rehabilitation tax credit program. The current HTC program has been successful in meeting its objectives to generate economic development, create jobs, grow the local tax base, restore historically significant buildings and generate state and local tax revenues. The proposed changes to the program are included in the 2017-19 state budget.
* $1/2 million campaign on property tax relief – Another soon to be CFA will occur in several weeks and this one focuses on asking legislators to support the state budget proposal to eliminate the state portion of the property tax and reduce the tax burden on homeowners. The full scope includes TV and radio ads, digital ads in 14 targeted senate seats, billboards, a large mailing and patch through calls.

* Waukesha County Dept. of Public Works (DPW) Focus Group – The GMAR received a call from Waukesha County’s DPW asking if GMAR would be part of a focus group to critique and advise on how to make their department better. Marne Stuck attended and gave input from the GMAR perspective.
* Kettle Moraine Council 2017 RPAC Auction – The KMC RPAC Auction will be on Wed. May 24. Amy Curler and Marne Stuck will shoot a promotional video. Last year’s auction brought in $6,000 to RPAC and the Direct Giver Program.

1. Promotions

Mr. Ruzicka reported the HGS performed well in both booth and ticket sales. However, Membership Director, Michelle Kohn, informed the BOD of a significant problem with the VIP Ticket redemption process, but the staff was able to correct the issue after a lengthy process of re-counting the tickets.

1. Professional Standards

Scott Bush reported:

* Mr. Bush stated that the MLS and GMAR should continue to encourage the WRA to proceed legislatively to change the law to where it was before agency laws were changed, to address pre-agency issues. Before the change, a licensee could not advertise a property without a listing agreement. Today, however, it has become common practice to advertise properties without a listing agreement.
* Mr. Bush presented the plaque that was awarded to the GMAR from the Milwaukee Historical Society for celebrating our 125th anniversary.
* Director Tammy Maddente shared her concerns about potential Fair Housing violations when REALTORS® place listings in, or create, Facebook “groups.” Other Directors said they also thought family letters to sellers could violate Fair Housing rules when they include a photo of the potential purchasers.

Mr. Bush said that he would look into those matters and notify the membership of potential violations of Fair Housing laws.

1. Kettle Moraine REALTOR® Council

No report was given.

1. MLS

Chris Carrillo reported the following:

* Delayed listings and “off market” issues are still persistent.
* Metro MLS sent the Madison MLS a letter responding to their decision not to merge with Metro.
* Metro MLS will begin funding of the Broker Public Portal
* MLS will begin integrating the WIREX feed into the normal Flex MLS system.

1. Old Business
2. None
3. New Business
4. None
5. Adjourn

The meeting adjourned at 1:30 PM.

Respectfully submitted,

Mike Ruzicka

President

**New Member Report**

140 New Members joined May 5- July 1, 2017 for approval (DR's - 7, R's - 125, A's - 8)

|  |  |  |
| --- | --- | --- |
| Julius | Acchione | First Weber Inc~Mequon |
| Artom | Asriyans | Realty Executives Integrity~Northshore |
| Faiza | Awan | Shorewest, REALTORS~South Metro |
| Nicole | Awe | Venture Realty LLC |
| Christine | Ball | First Weber Inc~MF |
| Kathleen | Bell | KAT Bell Investments LLC |
| Thomas | Berczyk | Shorewest, REALTORS~Burl |
| Nicolas | Bergner | Elite Premier Properties |
| James | Bertolli | Elite Premier Properties |
| Spring | Breitzman | Guaranteed Rate |
| Amy | Bretz | Shorewest, REALTORS~West Bend |
| Sean | Brown | Sean M Brown |
| Alexander | Bruesewitz | Keller Williams Realty~Milwaukee SW |
| Mollie | Burke | Guaranteed Rate |
| Wade | Bute | Ace World Wide Moving & Storage |
| Carrie | Caan | First Weber Inc~Mequon |
| Todd | Cantwell | Shorewest, REALTORS~OC |
| Beth | Carlin | Premier Point Realty LLC |
| Pamela | Cartwright | Shorewest, REALTORS~Racine |
| Autumn | Coffey | Shorewest, REALTORS~Moreland |
| Chad | Cooley | Fidelity National Title |
| Eraina | Cooper | Century 21 Affiliated~Wauwatosa |
| Theresa | Cooper | Shorewest, REALTORS~South Metro |
| Kimberly | Copeskey | Shorewest, REALTORS~South Metro |
| Allison | Corrao | James Craig Builders Inc |
| Brigid | Cox | Powers Realty Group |
| Schmara | Cromer | Benefit Realty |
| Trisha | Dallmann | Shorewest, REALTORS~New Berlin |
| Colette | Daniels | First Weber Inc~NPW |
| Ora | DeCordova | Redfin Inc. |
| Michael | Desjardin | Benefit Realty |
| Melissa | Dickinson | Hamilton & Associates, REALTORS |
| Mitchell | Douglas | RE/MAX Lakeside~Capitol |
| Dorene | Drumel | First Weber Inc~BK |
| Jennifer | Earhart | Century 21 Affiliated~Delafield |
| Jim | Eboli | Guaranteed Rate |
| Carrie | Ellingson | Realty Executives Integrity~Hartland |
| Steven | Emold | Shorewest, REALTORS~Downtown |
| Shavanaka | Feagin | Elite Premier Properties |
| Letesha | Fields | Monarch Real Estate & Property Mgmt. |
| Vicki | Frami | Coldwell Banker Residential Brokerage~BRK |
| Annie | Frankovis | Shorewest, REALTORS~South Metro |
| LaTanya | Ghee | Monarch Real Estate & Property Mgmt. |
| Gen | Giacomantonio | The Kirchoff Group LLC |
| Tina | Glapa | Kingston Builders, Inc |
| Gerald | Glazer | Gerald S Glazer Broker |
| Regina | Gonzalez | Shorewest, REALTORS~OC |
| Jeffrey | Gramins | Coldwell Banker Elite |
| Christopher | Gross | Keller Williams Realty~Milw North Shore |
| Ida | Grossman | Ida L. Grossman |
| Sara | Hamley | Next Home Lake Country |
| Pamela | Hamm | First Weber Inc~WK |
| Nancy | Hamm | Shorewest, REALTORS~Moreland |
| Joanne | Hangartner | Realty Executives Integrity~Hartland |
| Kirandeep | Hans | Shorewest, REALTORS~South Metro |
| Sarah | Hansen | Keller Williams Realty~Milw North Shore |
| Pedro | Hardy | Powers Realty Group |
| Troy | Hermanson | Leitner Properties |
| Joseph | Hoffman | Shorewest, REALTORS~W North |
| Theodore | Horstick | Realty Dynamics |
| Jessica | Illies | Shorewest, REALTORS~New Berlin |
| Lakeesha | Jackson | Homestead Realty Inc~Milwaukee |
| Stephanie | Jackson | Shorewest, REALTORS~Downtown |
| Benjamin | Jarvis | Powers Realty Group |
| Nicole | Jones | Exit Realty XL |
| Princess | Jones | Vesta Real Estate Advisors |
| Craig | Kasianowicz | The Builders Realty |
| Elizabeth | King | T3 Realty LLC |
| Kari | Kline | Keller Williams Realty~Milwaukee SW |
| Erin | Komas | Shorewest, REALTORS~OC |
| Tom | Krueger | PrimeLending |
| Cynthia | Larkin | Bielinski Homes Inc |
| Maria | Lawinger | Vesta Real Estate Advisors |
| Jared | Lemcke | Ace World Wide Moving & Storage |
| Nickolas | Lewand | Jason Scott Realty & Management LLC |
| Cory | Liebmann | Homestead Realty Inc~Milwaukee |
| Kevin | MacDonald | First Weber Inc~NPW |
| Myles | Malone | Lloyd and Bobolink Realty LLC |
| Jasmine | Mayek | Powers Realty Group |
| Elizabeth | Mayer | Keller Williams Realty~Milw North Shore |
| Casey | Mayton | Keller Williams Realty~Milwaukee SW |
| Jeffrey | Meyer | Vesta Real Estate Advisors |
| Michael | Miller | HomeWire Realty |
| Victoria | Moen | Moen Brothers LLC |
| Lakischa | Morgan | First Weber Inc~NPW |
| Dillon | Muth | Keller Williams Realty~Milwaukee SW |
| Kattie | Ninkovic | Keller Williams Realty~Milwaukee SW |
| Jamie | Nitka | First Weber Inc~NPW |
| TJ | Noll | Fidelity National Title |
| Cheryl | Oelke | Shorewest, REALTORS~West Bend |
| Kimberlee | O'Leary | Lake Country Home Realty LLC |
| Dwight | Osmon | Next Home Lake Country |
| Joseph | Paschke | Vesta Real Estate Advisors |
| Emanuel | Patino | Keller Williams Realty~Milw North Shore |
| Joel | Perso | Anchor Point Realty LLC |
| Teran | Peterson | Durante & Rich Real Estate |
| Anna | Pieper | Shorewest, REALTORS~Downtown |
| Stephanie | Piparo | Shorewest, REALTORS~South Metro |
| Matthew | Prostek | Realty Executives Integrity~Northshore |
| Amanda | Putnam | Shorewest, REALTORS~South Metro |
| Arvind | Ramachandran | First Weber Inc~BK |
| Alejandra | Ramirez Hernandez | Shorewest, REALTORS~Meadowbrook |
| Joanne | Reinhardt | First Weber Inc~Greenfield |
| Aisha | Rent | RE/MAX Lakeside~Capitol |
| Tonja | Richardson | Realty Dynamics |
| Lori | Richter | Redefined Realty Advisors LLC |
| Sonia | Riecan | Shorewest, REALTORS~W North |
| Raymond | Riordan | Shorewest, REALTORS~Downtown |
| Jennifer | Rivera | Realty Executives Integrity~Brookfield |
| Kimberely | Rivest-Nolte | Homestead Realty Inc~Milwaukee |
| Natasha | Rossa | Keller Williams Realty~Milwaukee SW |
| Laura | Rudow | Powers Realty Group~Shorewood |
| Hayley | Ruklic | Keller Williams Realty~Milw North Shore |
| Silver | Russell | Realty Among Friends LLC |
| Dawn | Sarandos | First Weber Inc~WK |
| John | Scheurman | Bielinski Homes Inc |
| Michelle | Semrau | First Weber Inc~Greenfield |
| Tammi | Shareef | Shorewest, REALTORS~Racine |
| Jennifer | Sherry | Shorewest, REALTORS~N Oakland |
| Anna | Sheteron | Z Realty LLC |
| Pamela | Shircel | First Weber Inc~Greenfield |
| Elizabeth | Sili | Home Invest Property Mgmt of WI |
| Cheryl | Sisson | RE/MAX Realty 100~Milwaukee |
| Caitlin | Smyth | Exit Realty Horizons |
| Sue | Szymkowski | Redefined Realty Advisors LLC |
| Tomica | Thomas | Exit Realty Horizons |
| J B | Turner | Homestead Realty Inc~Milwaukee |
| Dawn | Turnipseed | Powers Realty Group |
| Nicole | Vasic | Realty Dynamics |
| Terry | Voelske | First Weber Inc~BK |
| Andre | Wallace | GreyWolf Partners, Inc |
| Lathdavone | Welcenbach | Exit Realty Horizons |
| Richard | Wendt | Korndoerfer Homes |
| Shaneka | Woulard | Berkshire Hathaway HomeServices Metro Realty |
| David | Yang | Coldwell Banker Residential Brokerage~N Shore |
| Zi Feng | Zhang | Wave Realty |
| Alee | Ziegenbein | Leitner Properties |
| Jelena | Zielinski | Shorewest, REALTORS~South Metro |
| Mary | Zimmerman | Dream Realty LLC |
| Tammy | Zingler-Schmidt | Century 21 Affiliated~Oak Creek |

Membership categories: DR = Designated REALTOR®, R = REALTOR®, RN = REALTOR® No National; A = Affiliate, AC = Affiliate Corporate, LAC = Local Affiliate Corporate, LACC = Local Affiliate Corporate Contact

\*Includes former GMAR members who had to rejoin the GMAR as new members.

**GMAR Financial Notes**

Statement of Financial Position

As of May 31, 2017, GMAR had $1,599,152 in Cash & Investment Balances, up $197,145 compared to last year. The biggest reasons for this is that dues receipts are higher than last year and Home and Garden Show expenses are currently lower than last year (as of May 31st).

Accounts receivable were down $14,519 and prepaid expenses were down $2,212 compared to 2016. Total Assets were $3,050,178 which is up $149,407 compared to 2016 mainly due to having more Cash & Investments.

On the Liability side, accounts payable were up $278,641 compared to last year, because the entire refinanced mortgage is due in less than a year; the long-term mortgage liability was down $314,003 which was the entire remaining amount of the mortgage at the start of the year. Overall, Total Liabilities were $376,500 which is down $43,511 compared to 2016.

GMAR had Net Income of $790,925 through May 31, 2017, up $165,942 from last year. Overall, Total Net Assets were $2,673,678; $192,918 higher than the same point in 2016.

Statement of Activities

*Membership*: Through May 2017, $873,310 was collected in dues. Last year through the end of May, we had collected $818,748 in dues so we are $54,562 ahead of last year at the same time. New member budget for 2017: 464 REALTORS®, 50 DRs and 20 Affiliates. Through May, actual new members: 341 REALTORS®, 17 DRs and 10 Affiliates.

*Promotions*: Through May 31, Home and Garden Show income is $841,217 and expenses are $472,459 for a net income of $368,758. The budgeted net income for the Home and Garden Show is $240,000.

Expenses related to *Public Policy* and *Professional Standards* are basically all personnel costs, incurring expenditures primarily in Labor and Overhead. The largest expense was the survey.

*Products (Wisconsin Real Estate Supply)*: Product sales through May 2017 were $4,065 lower than the sales through May 2016. Total product sales through May 2017 were $26,902. Total budgeted product sales for 2017 is $68,250.

The *Leadership* section includes expenditures for meetings, committees, officer expenses, strategic planning, NAR Home Buyer and Seller survey and NAR meetings. The main expenses recorded through May were memberships for the president, sponsorships, officer stipends, and the NAR buyers and sellers survey.

The *Administrative* section includes investment and rental income and expenses for professional fees, salaries, fringe benefits, building, insurance, occupancy, property taxes, general office expenses and depreciation.

The bottom line shows *Excess Receipts Over Expenditures* of $790,925. Last year our net revenue was $624,983 for the same time period. The biggest reason for this difference was that dues income was higher and Home and Garden Show expenses are lower through May 31 compared to the same period in 2016.**May Statement of Financial Position (Balance Sheet)**



**May Statement of Activities**

**2017 Budget Revision**

**MEMORANDUM**

**To: GMAR Board of Directors**

**From: Mike Ruzicka, President**

**Re: July President’s Report**

**GMAR Remodeling Update & GMAR Mortgage**

The plan for the 2nd level is to gut it, updated and lease it as one unit, with the potential to divide into 4 units. At that time, we will also repave, or reconstruct, the parking lot, as well as redo the landscaping, in order to attract a good tenant.

VJS Construction is revising the plan they gave us for the 1st level, to make the meeting room a little larger and put all of the staff offices on one side of the building. The initial cost estimate is $600,000.

In April the GMAR’s building mortgage, which has a balance of $314,000, was due. We decided to extend our current note for one year and take out a construction loan. After we have a more complete handle on the project and costs we will determine out how much equity we want to pull out of the building for the project and how much we will take out of reserves; and refinance in early 2018.

**Budget Revision & 2018 Dues Level**

With a strong regional economy, our membership numbers are pretty solid and the HGS has performed very well again this year. And, other than an expenditure for the consumer survey, our expenses are basically what we had budgeted for.

At this point in time, it looks like we should finish the fiscal year in the black.

Regarding 2018, I would like to increase dues by $3, from $204 to $207, 1.4%. That will generate approximately $12,000, and with the expected renewals and increase in membership, it should total somewhere around $20,000 in the fiscal year.

I will have a spreadsheet at the Directors meeting showing past membership renewals, new members and the total dollars involved.

With the current business cycle at one of the longest in post-WWII history and a few prognostications for a recession in 2019-2020’ish, I would plan to freeze dues for 2019 or 2020, if need be.

**Electronic Lock Boxes**

On June 7th several members of the Board of Directors and I met with Master Lock to look at a new electronic lock box they have developed. It was featured in an Inman News article on June 22nd, <https://www.inman.com/2017/06/22/master-lock-targeting-real-estate-agents-with-digital-lockbox/>.

The price of the Master Lock box would be approximately $80 per box for GMAR members, if the Association acted as a distributor for Master Lock. Regular retail for the boxes is $172.

You might recall, we met with James Reynolds, from SentriLock, at NAR meeting in May, and SentriLock gave us a detailed proposal. In all likelihood, we will invite Supra to give us a proposal as well.

There are several differences between the Master Lock boxes and SentriLock/Supra products, including the cost. The Master Lock box is a one-time $80 charge to purchase the box, whereas the SentriLock box would be about $144/year.

Some significant ways the programs differ and would impact our members are:

* SentriLock is a system-wide program, so the GMAR could require all of our members to utilize the electronic box on a given date (i.e. Jan 1, 2019), or at least begin charging for the system regardless if members use it.

Conversely, Master Lock boxes would probably have a longer implementation time and co-exist with combo boxes for several years until a critical number of members switched. Combo boxes could still be used alongside SentriLock/Supra, however, if members are paying for the service they may be more inclined to start using it.

* Master Lock boxes are Bluetooth enabled. They interact with one phone, but are not part of a network, so it would be harder for a broker to control the use of the boxes.
* Members would get SentriLock boxes for $144/year regardless of how many listings they may have. Whereas, a large listing agent, or team, would have to buy several individual Master Lock boxes for $80.

I’m sure there are other facets of both programs that will be brought up and addressed at the Directors meeting.

**Real Trends Association Executive Council**

The Real Trends Association Executive Council, my peer review group, was in Milwaukee June 25th – 27th to evaluation the GMAR and my management of it.

As always, it’s a very insightful, rich and humbling experience (particularly when you’re the one being evaluated), and they provided a lot of useful advice that I plan to implement immediately and over the longer term at the Association.

Besides meeting with the staff, I asked them to talk to Mike Theo and Tom Larson, from the WRA, because we work so closely with them and they provide accounting and membership services to the GMAR. I also invited two brokers in to meet with the group to find out what they expect from the Association, and if we’re living up to those expectations.

**Recurring Status Reports**

**GMAR Member Involvement P 19**

**MLS Membership P 20**

**2017 GMAR Directors Roster P 21**

**2017 GMAR Calendar P 22**

**GMAR Strategic Plan P 24**

**GMAR Member Involvement**



**MLS Membership Statistics**



**2017 GMAR Board of Directors**

|  |  |  |
| --- | --- | --- |
| **Terms expiring**  **12/31/2017** | **Terms expiring**  **12/31/2018** | **Terms expiring**  **12/31/2019** |
| Joe Horning  Shorewest, Realtors  17450 W. North Ave. Brookfield, WI  53045-4337 P 262.827.4200 M 262.640.0925  [jhorning@shorewest.com](mailto:jhorning@shorewest.com)  NRDS: 90096259  (3yr term from Exec Roundtable) | Mark Kivley  RE/MAX Lakeside  1200 E Capitol Drive Ste 200  Milwaukee, WI 53221  O 414.961.8888 M 414.406.1840  [kivleyteam@lakesiderealtors.com](mailto:kivleyteam@lakesiderealtors.com)  NRDS: 90020696  (3yr term from Exec Roundtable) | Tammy Maddente  First Weber Inc.  611 N Barker Rd Ste 100  Brookfield, WI 53045  O 414.797.7100 M 414.617.8902  [tmaddente@firstweber.com](mailto:tmaddente@firstweber.com)  NRDS: 90015815  (3yr term from Exec Roundtable) |
| **Roxanne Platz, Past Chair**  First Weber Inc (2nd Term)  2750 Golf Rd, Suite A  Delafield, WI 53018-2063  O 262.646.6800 M 262.370.7767  [rplatz@firstweber.com](mailto:rplatz@firstweber.com)  NRDS: 90028348 | Dale Marciniak  RE/MAX Realty 100 (2nd Term)  10303 W Oklahoma Ave Milwaukee, WI 53227-4135  O 414.327.7020 M 414.429.2344  [dale@homesbydale.com](mailto:dale@homesbydale.com)  NRDS: 90024500 | **Kel Svoboda, Corporate Secretary**  First Weber Inc. (2nd Term) 4650 N Port Washington Rd Glendale, WI 53212-1077  O 414.962-3000 M 414.213.9014  [kel@firstweber.com](mailto:kel@firstweber.com)  NRDS: 90098433 |
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| **At Large**  **To Be Appointed By Chair-Elect**  (Term Exp 12/31/2017) | **At Large**  **To Be Appointed By Chair**  (Term Exp 12/31/2018) |  |

Mike – 885500353

Marne – 90082562

Scott – 885500171

**2017 GMAR Meetings & Events Calendar**

Update: July 5, 2017

**January**

1 GMAR Fiscal Year begins

10 GMAR Orientation

12 GMAR Executive Committee Meeting/Conference Call

**19 GMAR Board of Directors Meeting – 12:00 Noon, GMAR Headquarters**

23 February Newsletter Deadline

26-27 WRA Board of Directors Meeting

TBA GMAR Youth Foundation Board Meeting – GMAR

# February

2 Marquette Univ & GMAR Economic Summit – Wisconsin Club

5 Super Bowl

7 GMAR Orientation

9 MLS BOD Meeting

13 GMAR Audit – Wegner & Assoc.

21 Kettle Moraine Council Mardi Gras – The Hitchin’ Post, West Bend

20 March Newsletter Deadline

# March

2 GMAR Executive Committee Meeting/Conference Call

7 GMAR Orientation

**9 GMAR Board of Directors Meeting – 12:00 Noon, GMAR Headquarters**

12 Youth Foundation’s St. Patrick’s Day 5K – Hart Park, Wauwatosa, WI

15 REALTOR® & Government Day – Monona Terrace, Madison, WI

24-4/2 93rd REALTORS® Home & Garden Show – Wisconsin Expo Ctr, West Allis, WI

27 April Newsletter Deadline

# April

6 GMAR Youth Foundation Board Meeting – GMAR

11 GMAR Orientation

24 May Newsletter Deadline

24 Brewers Bash – Miller Park, Milwaukee, WI

# May

3 GMAR Orientation

4 MLS BOD Meeting

4 GMAR Executive Committee Meeting/Conference Call

5 WRA Board of Directors Meeting – WRA Headquarters

**11 GMAR Board of Directors Meeting – 12:00 Noon, GMAR Headquarters**

16-20 NAR Mid-Year Meetings – Washington, D.C.

26 Deadline for NAR Committee Applications

22 June Newsletter Deadline

# June

TBA Downtown Diggs

6 GMAR Orientation

15-16 WRA AE Conference – Arbor Vitae, WI

TBA Budget Review

26 July Newsletter Deadline (announce GMAR BOD Applications)

# July

1 GMAR BOD Candidate Applications available to members

6 GMAR Executive Committee Meeting/Conference Call

**11 GMAR Board of Directors Mtg – Ironwood Golf Course**

11 GMAR Summer Golf Outing – Ironwood Golf Course

18 GMAR Orientation

TBA GMAR Youth Foundation Board Meeting – GMAR

25 August Newsletter Deadline

# August

1 GMAR Orientation

3-4 WRA BOD Meeting

21-22 NAR Leadership Summit – Chicago, IL

28 September Newsletter Deadline

#### TBA GMAR Nominating Committee Meeting – GMAR Headquarters

31 Last day for GMAR BOD Candidates to submit Applications

# September

1 Nominating Committee notification of BOD Candidates to membership

5 GMAR Orientation

9 MLS BOD Meeting

12-13 WRA Convention – Milwaukee, WI

13-15 CMLS Annual Conference

14 GMAR Executive Committee Meeting/Conference Call

**21 GMAR Board of Directors Meeting – 12:00 Noon, GMAR Headquarters**

TBA Kettle Moraine Council Golf Outing – Scenic View CC, 4415 Club Dr, Slinger, WI

25 October Newsletter Deadline

##### 30 GMAR Board of Directors Write-In Candidate Deadline

# October

3 GMAR Orientation

TBA GMAR Youth Foundation Board Meeting

8-14 GMAR Board of Directors e-Election

23 November Newsletter Deadline

# November

1 GMAR Orientation

3-6 NAR Convention – Chicago, IL

9 GMAR Executive Committee Meeting/Conference Call

16 GMAR Youth Foundation Annual Meeting – 11:30 AM, GMAR Headquarters

**16 GMAR Board of Directors Meeting – 12:00 Noon, GMAR Headquarters**

27 December Newsletter Deadline

**29 Chairwoman’s Holiday Party & GMAR Annual Mtg – Potawatomi Casino**

# December

5 GMAR Orientation

7 WRA Management Conference – Country Springs Hotel, Waukesha, WI

22 January Newsletter Deadline

31 GMAR Fiscal Year ends

**GMAR Strategic Plan**

**Approved by GMAR Board of Directors**: May 7, 2015

**Updated:** January 11, 2016

**Mission: “To help our members help their clients”**

1. [**Professional Standards/Ethics**](#Professional)
2. [**Government Affairs**](#Government)
3. [**Promotions**](#Promo)
4. [**Multiple Listing Service (MLS)**](#MLS)
5. [**Leadership**](#Lead)
6. [**Committees / Task Forces**](#Committees)
7. [**Subsidiaries**](#Subsid)
8. [**Outside Organizations/Affordable Housing**](#Outside)
9. [**Association Management**](#Association)
   * 1. [Membership](#Members)
     2. [Communications](#Comm)
     3. [Social Events](#Social)
10. [**Other**](#Other)
11. **Professional Standards** (LSB)

**Goal #1**: Keep members actively engaged in upholding the REALTOR® Code of Ethics (COE).

* Ethics education programs
* Pathways to Professionalism education
* Alert members about the need for everyone to be stewards of the COE: 1) File a complaint if they experience a COE violation; 2) Remind them that years in the business does not inoculate them to COE violations and; 3) If they allow infractions to go unnoticed, and take control of their industry, it opens the door for gov’t intervention.

**Goal #2**: Fairly and efficiently administer member arbitration program.

* Create Inter-board Arbitration Agreement; offer it to neighboring associations
* Professional Standards Committee Training

**Goal #3:** Inform members of Professional Standards’ Programs Efforts and Accomplishments

* Utilize videos more widely
* Create an online form to file complaints

1. **Government Affairs** (MJS/MRR)

**Goal #1**: GMAR Board of Directors establish the Association’s policy(-ies) on issues of importance to create a thriving real estate market.

**Goal #2:** Create strategies to advocate adopted public policy positions.

* Refer to *Appendix A* for current GMAR Public Policy / Gov’t Affairs Policy Positions
  + - Key “Quality of Life” topics to develop policy positions on:
* Schools/Education
  + - Continue to integrate GMAR members with MPS and other school districts via school visits, meetings, etc.
  + Taxation
    - Examine conducting an analysis/study of tax impact on buyers’ ability to buy (i.e. Public Policy Forum, UWM/MU, Wisconsin Taxpayers Alliance).
    - Explore asking the state for local option taxation to lower property taxes without lowering services.
* Infrastructure
  + - Waukesha water petition
* Jobs/Economic Development:
* Crime/Public Safety:
* Review/Update Positions Regularly

**Goal #3**: GMAR should have a high level of visibility among elected officials/policy makers in order to advocate issues and execute strategy effectively.

* Meet with elected officials/policy makers
* Top 25 Communities (Mayors/Aldermen)
* MPS Superintendent/Board Members
* Regional County Leaders
* State Senators/Representatives from region
* Candidates for Offices
* Closely monitor developments in the City of Milwaukee, specifically:
  + Department of Neighborhoods (DNS) (Mayoral)
  + Department of City Development (DCD) (Mayoral)
  + Zoning, Neighborhoods and Development Committee (ZND) (Council)
  + Other committees/task forces as needed
* Host GMAR candidate schools at regular intervals to educate members on how to run for elective office, and to get members to think about running in the future in order to promote the GMAR’s pro-real estate public policy agenda.
  + - * Video of Scott Allen and Chris Howard discussing running.
* Heighten GMAR’s profile among policymakers via strategic sponsorships
  + MMAC’s Madison Night in Milwaukee, Milwaukee Night in Washington, DC, WisPolitics Headliner Luncheons, Public Policy Forum, etc.
* Communicate with elected officials via publications promoting GMAR’s interests
  + Send NAR’s “*On Common Ground*” publication to top 25 municipalities and MKE Common Council

* Host meetings/focus group with members in the region and local boards
* Provide Status Updates on GMAR, WRA and NAR
* Discover New Issue Trends and Candidates in Local Communities
* Utilize 3rd Party Funds to carry out goals and objectives:
  + WRA Homeowners Alliance
  + NAR Realtor Party – “Call-for-Action System,” RPAC FR grants, RPAC Major Donor Recognition, Voter Registration Drive, etc.

**Goal #4**: Provide information on government policies, laws, ordinances, and resources to members to help them effectively conduct their business.

* Sign Ordinance Database Updated

**Goal #5**: Keep Concerned REALTORS® Political Action Committee (CRPAC) funded in order to promote pro-REALTOR® candidates and elected officials.

* Review List of Current Trustees & Recruit New Ones
* Promote Direct Giver & CRPAC/RPAC Giving at Office Meetings.
* [***Appendix B: 2015 GMAR PAC Fundraising Plan***](#Subsid)

**Goal #6:** Inform members of Government Affairs Program Efforts and Accomplishments

**Goal #7**: Assume a greater leadership role in Greater Milwaukee.

1. **Promotions** (SAA/KB/DK)

**Goal #1**: Promote events to the public that highlight the services REALTORS® provide.

**Goal #2**: Educate consumers about home ownership and the real estate market.

**Goal #3**: Provide revenue to the Association.

* Home & Garden Show (HGS)
* Find the new trends in show promotions (i.e. cooking stage, ‘Green,’ etc.)
* Attend other national shows for ideas (i.e. Philadelphia Flower Show)
* Conduct consumer / attendee survey
* Downtown Open House / Diggs
* Urban lifestyle expo
* Determine what critical mass of units is required to host an event in other neighborhoods and cities (i.e. Waukesha, West Bend)
* Examine conducting a housing study on Downtown Milwaukee marketplace (i.e. DCD study of early 2000s)

1. **Multiple Listing Service (MLS)** (CC/MRR)

**Goal #1**: Create environment for MLS to provide effective services to GMAR members

* Stay Abreast of Latest MLS Issues
  + Attend meetings/conferences (i.e. COVE, CMLS)
* Jointly Promote Member Technology Education

1. **Leadership**

**Board of Directors** (MRR/LSB)

**Goal #1**: Make informed decisions that are in the best interest of the members of the GMAR and the future of the real estate industry.

* Executive Roundtable (Top 10 Firms)
* Addendum A

**Goal #2**: Provide Adequate Oversight of GMAR Functions, Policies and Finances.

**Executive Committee** (MRR/LSB)

**Goal #1**: Function When the Board of Directors is Not in Session.

1. **Committees / Task Forces**

**Nominating Committee** (MRR/LSB)

**Goal #1**: To recruit the highest quality candidates to run for the GMAR Board of Directors

**Professional Standards Committee** (LSB) (See: *I. Professional Standards*)

**Concerned REALTORS® Political Action Committee (CRPAC)** (MJS/MRR) (See: *II. Government Affairs*)

**Public Policy Task Force** (MJS/MRR) (See: *II. Government Affairs*)

**REO Task Force** (LSB/MJS)

**Goal #1**: Assist members in the REO market to effectively and efficiently deal with troubled properties.

* Advocate REO problems and issues with the City of Milwaukee’s Dept of Neighborhood Services (DNS)
* Create REO Blog for members and DNS to post information about the REO market

1. **Subsidiaries**

**Multiple Listing Service (MLS)** (See: *IV. Multiple Listing Service (MLS)*)

**Wisconsin Real Estate Supply (WRES)** (MRR/DK/AAD)

**Goal #1**: Provide real estate products to members

**Goal #2**: Increase non-dues revenue

**Goal #3:** Create comprehensive plan to improve profitability of WRES

**Youth Foundation** (LSB)

**Goal #1**: Promote the welfare and betterment of children and young people, contributing to their physical and intellectual development and character formation.

1. **Outside Organizations/Affordable Housing**

**Goal #1**: Proactively support housing affordability in the GMAR market area.

* Affordable Housing
* Place Members in Homebuyer Education Organizations (i.e. HRI)

**Goal #2**: Improve GMAR’s Reputation and Influence in the non-profit and government housing agency universe.

* Encourage GMAR members to participate and take a leadership role in regional housing organizations.

1. **Association Management** (MRR/JAH/AAD)

**Membership** (JAH)

**Goal #1**: Streamline membership in the GMAR to be as effortless and efficient as possible

* Create an online application

**Goal #2:** New Member Orientation – Introduce Professional Standards, Code of Ethics, Pathways to Professionalism, Fair Housing, and other important concepts to new members

* Explore revamping orientation.

**Goal #3**: Seek added value benefits for members

* Are we relevant to members? “Relevance is achieved by helping members achieve their desires, hopes and aspirations.” What content engages our members, creating relevance?
* Identify membership segments & determine products/services for each, and how to market to them.

**Goal #4**: “Touch” 20% of GMAR Members Annually

* Office Visits, “Brown Bag” Lunches, etc.
* Provide BOD with “Communications Report” showing status of 20% “touch” goal

**Goal #5:** Recruit new members, “Consider Career in Real Estate”

* Explore working with technical colleges and other second career outlets
* Signage, Job/Career Fairs, Web Posts, Advertising, In-person “Consider a Career in Real Estate Seminar” education sessions
* Flier: “Why is a career in real estate favorable/lucrative?”
* Home & Garden Show booth/location for people to explore a real estate career
* Create an Affiliate Focus Group to explore what services the GMAR can and should offer Affiliate members to encourage more to join.

**Goal #6:** Consolidate with neighboring associations.

* Value Proposition Campaign – Create compelling argument for GMAR membership.
* Work with brokers to achieve consolidation within companies.

**Communications** (CKM)

**Goal #1**: Distribute information that is relevant to members’ business

* Hand-outs for members to give to their clients:
* How a real estate transaction works - graphic
* Educate Buyers / Sellers about:
* Short 1-2 Minute Videos on Buying/Sale Process, Buyer Agency, etc.
* Look at WRA / NAR resources to distribute
* NAR Home Ownership Matters
* Wisconsin Works (<http://wisconsinhousingworks.com/>)
* NAR Real Estate Today Radio Show (<http://www.retradio.com/>, Link on GMAR.ws)
* Link WI Taxpayers Alliance School Facts & Public Policy Forum Education Reports web pages.
* Review existing GMAR.com content to send out to members.

**Goal #2:** Re-Evaluate GMAR Communications Strategy

**Goal #3**: Utilize Multiple Platforms in Communicating with Members

* E-mail, Social Media, E-Newsletter, YouTube/Video
* In-Person Office Visits
* “Affiliate Digest”

**~~Goal #4~~**~~: Develop consumer focused Public Awareness Campaign~~

**Goal #5:** Public Relations/Press Coverage of GMAR to heighten REALTOR® image.

* Create GMAR Media Guide
* Create “Top 10” lists
* Top 10 Communities (based on per capita sales), # of Sales (transactions), DOM (fastest selling), # of listings per 1,000 inhabitants, etc.
* School Districts
* Lowest Taxes
* Safest Communities
* Utilize Monica Baer to promote “REALTOR® Message” and obtain free media

**Social / Educational Events** (JAH/BMS)

**Goal # 1**: Provide venue for members to learn, network and socialize, reinforcing the benefits of membership.

* Affiliate Member Forums
* Economic Outlook Summit
* Brewers Tailgate Party
* Golf Outing
* Bus Party
* Chairman’s Holiday Party

1. **Other**

**Research & Statistics** (MRR)

**Goal #1:** Set the agenda for the discussion of the housing market by disseminating statistics and analysis in the Greater Milwaukee market.

* Housing Statistics
  + - Distribute MLS data analysis
    - Create better process for deciphering statistics
    - Explore relationship with media to do monthly or quarterly press conf on stats
    - Utilize “National Trend Indicator Reports” (price distribution) stats
* Year-End/New Year Outlook Economic Summit

**Goal #2**: Select research projects that will explore and promote understanding of the dynamics of the real estate market in Greater Milwaukee.

* Explore Relationships with Marquette Center for Real Estate and/or UWM to conduct research on the Milwaukee housing market:
  + Study RE Market (i.e. Projections)
  + Study Effectiveness of City Ordinances/Policies
  + Study Market Segments (i.e. % of Female Buyers in Market)
* Study creating a staff research position

**GMAR History** (MRR)

**Goal #1**: Educate members and public about the long history of the GMAR and organized real estate in the Greater Milwaukee marketplace.

* “Then & Now” Interviews
* Commission 125th Anniversary History (2017)

**Professional Development** (MRR)

**Goal #1**: Provide opportunities for staff to grow in their positions to provide better services to the membership.

**Appendix A: Public Policy / Government Affairs**

**GMAR Public Policy Positions**

Members of the Greater Milwaukee Association of REALTORS® (GMAR) sell and market more than individual homes, land or businesses; they also sell the quality of life associated with property. This quality of life can extend well beyond the legal boundaries of property to social institutions that purchasers rely on in their daily lives. To customers and clients, as well as other members of the public, the community where a property is located is as important as the property itself.

In recognizing the importance of the quality of life that is inextricably related to property, it is in the Association’s interest to influence activities and organizations which impact the quality of life associated with property, at its discretion.

The GMAR has identified five general quality of life subject areas consisting of:

1. Education/MPS
2. Taxes
3. Jobs/Economic Development
4. Infrastructure
5. Public Safety/Crime

We refer to these five areas as “pillars” of the REALTOR® “Location, Location, Location” mantra regarding the most important aspects of the quality of life associated with a property. We call them pillars, because they shore up the “Location” mantra. If any one of the “pillars” begins to crumble, a property becomes less valuable.

**Education/MPS** *(Adopted by GMAR BOD 09/16/2010)*

The quality of schools is a significant component of the quality of life associated with property. In fact, the quality of schools is often the primary factor in the decision by families, and even businesses, on where to purchase property.

With this knowledge, the linkage between real property and the quality of schools must also be of significant concern to REALTORS®, because the quality of schools is directly related to the ability of REALTORS® to conduct their business.

**GMAR Goal: To have a regional educational system that produces knowledgeable and skilled graduates who are capable of lifelong learning.**

2010-2011 Agenda

* Support efforts to adopt federal "Race to the Top" standards including:
  + Common standards and assessment.
  + A system that provides timely reports on student performance.
  + Elimination of any legal barrier to evaluating teachers and principals based on student achievement.
  + Authority to intervene in struggling schools.
* Advocate that children in all schools are at the national average of proficiency in core academic subjects (i.e. reading, writing and mathematics).

Choice & Charter Schools

* Continue supporting the existence of the Milwaukee Parental Choice Program (MPCP) and charter schools.
* Eliminate barriers to the creation of additional high-quality education options in Milwaukee (i.e. implicit or explicit enrollment caps on Choice and Charter schools).
* Eliminate MPS limits on the percentage of system schools that can be Charter schools
* Allow use of surplus MPS buildings for non-MPS educational options including high-performing Choice and independent Charter schools
* Expand the number of entities authorized to establish Charter schools
* Increase funding for both Choice and Charter schools and reverse cuts on Choice schools that put them at risk.
* Work toward funding equity for all children in Milwaukee by increasing Choice and Charter per pupil funding levels to 80% of the MPS funding level. [The choice parents make as to which school to send their child to have a dramatic impact on state financial support for a child – with funding ranging from over $13,000 per child for a student in MPS to $7,700 per child in a charter school and only $6,400 in a Choice school.]

Milwaukee Public Schools

* Explore a change in MPS governance, including the possibility of moving authority to the Milwaukee Mayor’s office.
* Reform MPS labor agreements to reduce legacy costs and increase the district’s long-term fiscal stability.
* Advocate that MPS achieve a graduation rate equal to the national average for similar sized districts.
* Clearly define what a “high-performing school“ is.
* Measure performance for all schools in the city.
* Hold schools accountable for their results, expanding high performers and reforming low performers.
* Create alternative certification routes for teachers and administrators to attract more high quality leaders and staff.
* Liquidate surplus MPS property and facilities to generate district revenue.

Other

* Add REALTOR® or business leader to the MATC board (an important link to workforce training).
* Implement changes that were made to the State Workforce Training System at the local level, increasing dollars directed at training and creating stronger linkages between K-12 education, technical colleges and employers.

**Taxation** *(Approved by GMAR BOD 03/20/2013***)**

The GMAR believes lowering property taxes in the Metropolitan Milwaukee market area is a significant public policy objective.

The Association understands our state’s long history of relying on funding most municipal services through the property tax. However, over time, the property tax (essentially local governments’ sole means of raising revenue) has become a burden on homeowners’ ability to pay the tax and prospective home buyers’ ability to purchase a home in Southeastern Wisconsin.

Furthermore, the GMAR believes property taxes place enough of a burden on prospective home buyers that it is a significant disincentive to purchase property.

Lowering property taxes is not a simple or easy task, but the GMAR believes it can be achieved by maintaining a close watch over how and where government spends its resources, as well as funding municipal services via other revenue sources that are not dependent on property ownership are important dual objectives.

The Association will support lawmakers and policymakers who seek more efficiency in government operations and back the exhaustive debate of reductions in government services, while also supporting the creation of different sources of revenue that do not place current or prospective homeowners in danger of losing housing choices.

**Residency** *(Approved by GMAR BOD 03/20/2013)*

The PPTF also discussed Governor Walker’s proposal of eliminate residency for all public employees. The TF separated the issue into two parts, a) the policy requiring employees to live within a political jurisdiction, and b) the impact eliminating residency would have on the market.

Given the wide array of opinions among the GMAR’s membership on the merits of residency, the PPTF decided not to take a position in favor or against residency. However, regarding the market impact of the pending policy change, the TF felt it would not dramatically impact the marketplace at this time.

Furthermore, given the improving real estate market and low levels of inventory, the market could absorb an increase in supply of homes.

The TF was concerned about a “grass is greener” effect some public employees might feel after gaining their new rights. The TF’s would caution public employees to contact their REALTOR® and take a very close look at whether listing their home is the smart move financially, for each family and for their quality of life.

The TF also wanted the Association to send a note out to the membership outlining the GMAR’s position, to prepare them to talk about it to clients or the media.

The GMAR has requested assistance from NAR’s My REALTOR® Party effort to poll public employees in Milwaukee to determine their likelihood of exercising their new right, should it pass.

**Appendix B: 2016 GMAR “Concerned REALTORS® PAC” Fundraising Plan**

• GMAR CRPAC Meeting – January 29, 2016

o Joe Murray-WRA, Director of Political and Governmental Affairs, will attend to prognosticate 2016 state and national elections.

• Mail direct giver fundraising letter to all past DG’s week of Feb 1 (approximately 150 DG’s from 2012-2015 – typically generates $5K-$7K )

• RPAC Trustee phone banks to follow up letters (Feb, March)

• REALTOR® & Government Day – March 2, 2016

o “Game/raffle” on bus to benefit CRPAC

• KMRA Auction – May 2016 (raised $7K in 2015).

• GMAR golf outing - July 14 (CRPAC game on course, or afterwards during happy hour)

• Dues billing insert (1/2 sheet to 4,000 members) with RPAC successes

• Reach out to GMAR Affiliates (185) Are they aware of the DG Program? Susan Muller, Chicago Title, is writing an email to all affiliates and will send.

• NAR and WRA Calls For Action (CFA) follow up after their initial blast to GMAR members.

o RPAC/Public Policy Task Force/Board of Directors

o Managers of large offices

Other fundraising tools:

• GMAR monthly newsletter article

• Special announcements (videos)

• Office visits throughout year (17 visits in 2015)

• Large Donor Council - new prospects to Jim Imhoff

• Convert members who contribute outside the RPAC/DG