# GMAR Board Of Directors

**Thursday, January 17, 2017** • **12:00 PM**

**GMAR Office** • **Wauwatosa, WI**

## Meeting Agenda

|  |  |  |  |
| --- | --- | --- | --- |
| Welcome & Introductions1. Monica Baer, Baer Carlson

Consent Agenda  | P 2  | InformationApproval  | 15 Min |
| Reports1. Chairwoman
2. Treasurer
3. 2019 GMAR Budget
4. November 2018 Financials
5. President
6. Departments
7. Government Affairs
8. Professional Standards
9. HGS
10. MLS
 | P 13P 19 | Information ApprovalApprovalApprovalInformation Information Information Information | 5 Min5 Min5 Min15 Min5 Min5 Min5 Min15 Min |
| Old Business 1. None
 |  |  |  |
| New Business None |  |  |  |
| Adjourn  |  |  | 2:00 PM |
| Important Upcoming Dates: January 1 Fiscal Year BeganFebruary 19 Kettle Moraine Council Mardi Gras – The Hitchin’ Post, West BendFebruary 25 Marquette Univ & GMAR/WRA Economic Summit – Italian Comm. CenterMarch 21 GMAR Board of Directors MeetingMarch 22-31 95th REALTORS® Home & Garden Show |

\* Indicates information will be available at the Directors meeting. Updated: 1/11/2019 4:33 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 November 15, 2018. p. 3
2. It is moved, seconded and carried to approve of the 87 new members who have applied to become members of the GMAR and paid the appropriate fees. p. 9

**GREATER MILWAUKEE ASSOCIATION OF REALTORS®**

**BOARD OF DIRECTORS MEETING MINUTES**

**Thursday, November 15, 2018** • **12:00 PM**

**GMAR Office**

1. Call to Order

Chairwoman Vickie Kelsall called the GMAR Directors meeting to order at 12:00 PM with a quorum present for the transaction of business.

Present: Vickie Kelsall, Chairwoman; Amy Curler, Chair-Elect; Kel Svoboda, Treasurer; Courtney Stefaniak, Corporate Secretary; Mike Kollmansberger, Past Chair; Gary Swittel, Dale Marciniak, Ted Dentice, Jeremy Rynders, Arthur Mays, Mark Kivley, Jennifer Burns

Staff Present: Mike Ruzicka, President; Scott Bush, VP Operations; Marne Stück, GAD; Sandi Anderson, Dir of Promotions; Amanda Falk, Dir of Promotions; Chris Carrillo, Metro, MLS

Excused: Roger Rushman, Tammy Maddente, Tom Sykora, Kathy Martello,

1. Youth Foundation Annual Meeting

Youth Foundation meeting minutes are kept as a separate document.

1. Consent Agenda
2. It is moved, seconded and carried to approve the minutes of the Board of Directors meeting from September 20, 2018.
3. It is moved, seconded and carried to approve of the 87 new members who have applied to become members of the GMAR and paid the appropriate fees.

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

1. Reports
2. Chairwoman’s Report

Chairwoman, Vickie Kelsall, stated that she’s heard several positive comments related to the SentriLock program and the rollout that is going on as the Board meets.

1. Treasurer’s Report

Mike Ruzicka, invited to the Directors to ask questions about the September financials (which had been provided to them earlier in the Directors Report), and after hearing none, proceeded to review the 2019 GMAR Budget:

1. 2019 Proposed GMAR Budget – The budget the staff is creating is very similar to the one the GMAR is currently operating under for 2018.

*Membership* – Revenue from membership will be up dramatically, due to the addition of SentriLock to the list of member benefits for GMAR members. Dues in 2018 were $207, for 2019 they were increased to $380. They will, in all likelihood, decrease in 2020, because the GMAR will not need as much revenue to pay for a 12-month period of SentriLock services. In 2019, the GMAR estimated costs based on the Oct 2018-Dec 2019 billing period, 15 months.

*Promotions* – Revenue from the Home & Garden Show are estimated to be flat, but will hopefully increase due to an additional day in 2019 (2018 was 1 day shorter due to Easter). WRA Education revenue has been declining for years, due to more members moving to on-line education.

*Membership* and *Promotions* account for over 80% of the GMARs annual revenue, and most of the revenue comes in during the first half of the fiscal year.

*Public Policy* – We will allocate $2,000 for the GAD to travel to the NAR GAD Institute.

*Professional Standards* – the GMAR is not budgeting for the Fair Housing Anniversary in 2019, so there will be a cost savings of approximately $15,000.

*Leadership* – Expenditures for officials travel are increasing, however the reduction of the Executive Committee from 5 to 4 people will save a few dollars.

Administration – While the 2nd floor of the GMAR building has been renovated, there is not a signed lease for the property, so the GMAR is not budgeting revenue as of yet. Although, hopefully, there will be revenue during 2019.

The bottom line for 2019 will be budgeted as close to zero, or in the black.

Mr. Ruzicka stated that he and the staff were still working to finalize the 2019 budget and he would send it to the Directors for their approval once it was completed.

1. President’s Report

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

1. GMAR Remodeling Update & GMAR Mortgage – VJS Construction finished the 2nd floor of the REALTOR® Building. The GMAR commercial broker, Dan Jessup, has started marketing the property. The GMAR has not however, received an occupancy permit from the City of Wauwatosa, due to the elevator not being completely operational.

On March 15, 2018, the Association signed new building loan documents. In April 2017, the GMAR’s building mortgage was due, with a balance of $314,000. That note was extended for one year and a construction loan for $300,000 was taken out. A new loan, combining the outstanding mortgage and the new construction loan, will be signed in the near future; awaiting the final draws from VJS.

1. Electronic Lock Boxes – The SentriLock System was well under way. The Association has trained about 80% of the total membership. Stacie Purko is holding several training sessions each week, to pull the remaining laggards into the program.

If the GMAR is able to get close to 90% of our members trained on the system before the spring market starts, Mr. Ruzicka said he thinks the GMAR can claim the initial phase of the program a success. There are a few members (somewhere in the vicinity of 400) who refuse to use the SentriLock System for a variety of reasons.

The Association will lose some members over the SentriLock program. Some have already transferred to other associations, and others are deciding to retire.

While there are over 6,000 lockboxes in circulation, only a few hundred are actually assigned to listings. Also, a lot of agents are asking for one-day codes to show properties, rather than use their SentriSmart app or card. It appears a big hurdle to members using the system is intimidation, and possibly laziness. Some don’t want to learn how to use the system, either because they don’t want to take the time, or don’t want to look foolish in front of their clients.

In order to make members as comfortable with the system as possible Mrs. Purko is going to office meetings, answering member questions, hosting webinars, (video coming soon) etc. to get them acquainted with SentriLock. Mr. Ruzicka solicited suggestions from the Directors regarding any other ideas the GMAR could employ.

Mr. Ruzicka also explained that, after initially being excited about joining the GMAR’s SentriLock system, the Lakes Area Association of REALTORS® (LARA) asked for a proposal from GMAR to LARA inviting them to join our SentriLock system. After submitting a proposal last month, he has not heard back from LARA. Mr. Ruzicka stated that he sent their AE an email inquiring about the proposal. She said it was still being considered by a committee of theirs.

1. GMAR Bylaws Changes – The BOD voted to approve proposed bylaws changes at the September Directors meeting, and the proposals have been noticed to the members (per the GMAR’s bylaws), and, with no member expressing concern or opposition, are ready for the Directors’ final vote.

In the October 15, 2018 GMAR Weekly Email Digest, the proposed changes were presented to the members:

At the September Directors meeting Mr. Ruzicka had asked about making a few changes to the GMAR’s Bylaws. Generally, changes to bylaws should make an organization more efficient or run smoother. There are 3 proposed changes:

Mr. Ruzicka suggested reducing the Executive Committee from 5 to 4 positions. The Chair, Past Chair, and Chair-Elect positions would not change, but the Treasurer position and Corporate Secretary would combine to become the Secretary Treasurer. He said that reducing the size of the Executive Committee would save a little money, but also reduce the Committee from 5 or 15 Directors to 4 of 15.

**Article XI - Officers and Directors.**

**Section 1. Officers**. The elected officers of the Association shall be: a Chairwoman or a Chairman of the Association (hereinafter referred to as Chair~~man~~), a Chairwoman or a Chairman of the Association-Elect (hereinafter referred to as Chair~~man~~-Elect), a ~~Corporate~~ Secretary Treasurer, and a Past Chairwoman or Past-Chairman of the Association (hereinafter referred to as Past-Chair~~man~~)~~, and a Treasurer~~. They shall be elected for terms of one (1) year.

*Motion by Amy Curler, second by Tom Sykora, and carried unanimously by those Directors present.*

The second change is to how the Nominating Committee is selected. In the past the GMAR Chair was asked to select a committee of 10 people to sit on the Nominating Committee. It often fell to the staff to do a lot of the work for the Chair, because of the time involved in contacting people, often 20 or more, to see if they would be interested in serving on the committee, and scheduling.

The proposed change would relieve the GMAR Chair of having to come up with a list of committee members. After the GMAR Chair names the Nominating Committee chair, the Nominating Committee chair would be responsible for filling out the committee members, then, as before, the slate of committee members would need to be approved by the Board of Directors.

**Article XI - Officers and Directors. Section 5. Election of Directors.**

1. At least two (2) months before the annual election, a Chairwoman or Chairman of the Nominating Committee (hereinafter referred to as Chair) ~~of ten (10) REALTOR® Members~~ shall be appointed by the Chair of the Association ~~with the approval of the Board of Directors~~. The Committee Chair shall nominate ten (10) REALTOR® Members to serve on the Nominating Committee for the purpose of selecting candidates for the current year’s Board of Directors election. The Chair of the Nominating Committee and the members of the Nominating Committee must be approved by the Board of Directors. The Nominating Committee shall select at least one candidate for each place to be filled on the Board of Directors. The report of the Nominating Committee shall be mailed or where permitted by state law, electronically transmitted to each Member eligible to vote at least three (3) weeks preceding the election. Additional candidates for the offices to be filled may be placed in nomination by petition signed by at least 5% of the REALTOR® Members eligible to vote. The petition shall be filed with the Chief Staff Executive at least two (2) weeks before the election. The Chief Staff Executive shall send notice of such additional nominations to all Members eligible to vote before the election.

*Motion by Mike Kollmansberger, second by Jennifer Burns, and carried unanimously by those Directors present.*

**Article XI - Officers and Directors. Section 5. Election of Directors.**

1. To be considered as a candidate for the Board of Directors, a candidate must have been a REALTOR® for five (5) consecutive years. An exception may be made if the potential candidate appeals to the Executive Committee in writing to waive the five (5) year requirement.

*Motion by Tammy Maddente, second by Arthur Mays, and carried unanimously by those Directors present.*

*A Motion was made by Kel Svoboda to approve of the bylaws changes as presented, and noticed to the GMAR membership, and Seconded by Gary Swittel. Upon the call of the chair, the measure passed unanimously.*

1. Habitat for Humanity/ReStore – The GMAR will be hosting a focus group on Friday, November 16th at 1:00 PM at the GMAR, for Habitat for Humanity and ReStore to explore how the Association can encourage members to utilize the ReStore service. All GMAR Directors are invited to attend.
2. 2018 GMAR Board of Directors Election – The 2018 Board of Directors election ran October 14th – 20th. 4,485 eligible REALTOR® members of the Association were emailed ballots on October 14th. There were 564 ballots cast. Those receiving the most ballots were: Ted Dentice, Kim Curtis, Angela Walters, and Judy Hearst. Each will be eligible to serve one, three-year term beginning in January 2019 and ending in December 2021.

One idea put forth to increase participation in the 2019 Directors election is to text message members letting them know their ballot had been emailed to them.

1. Home & Garden Show Leadership – Sandi Anderson, HGS director for the last 9 years, informed Mr. Ruzicka that due to her other business commitments, she didn’t feel she could dedicate her full attention to the HGS, and asked that he find a replacement.

Mr. Ruzicka stated that while there is no way to replace the accomplished leadership the HGS has seen in the last decade, the GMAR has come close by hiring Amanda Falk. Ms. Falk was the Director of Events at the Metropolitan Builders Association since 2013, and brings a lengthy resume of directing real estate related promotional events.

1. Departments
2. Government Affairs

Ms. Stück reported:

* 2018 Election Results – Ms. Stuck shared Joe Murray’s 2018 WI Election Results. The bottom line is that November 6th has brought divided government back to Wisconsin. Democrats now control the constitutional offices while Republicans continue to dominate the legislative branch. Single party GOP control over the last 8 years is over for the foreseeable future. Because of the nonpartisan nature of our industry, WRA and GMAR are poised well with our priority issues into the next session.
* Wauwatosa School District Referendum – At the last BOD meeting, the Directors approved the recommendation by the Public Policy Task Force to support the Wauwatosa School District referendum proposal, which on Nov. 6 was approved by voters by a 3:2 margin (61%).
1. Professional Standards

Scott Bush reported:

* M/S/C to adopt disciplinary recommendations for cases E18-23 and E18-19
* The board of Directors elected to uphold the SentriLock User Agreement fine in the $5,000 against Joey Ellis. Mr. Ellis had requested asked the board to re-consider the fine.
* Pittman Refusal to Arbitrate. The board elected to take no action at this time because of Mr. Pittman’s verified medical condition.
1. MLS

Chris Carrillo provided and update on recent developments at Metro MLS, Inc, including MLS Alligned and the national RESO meeting which was held in Milwaukee in early October.

1. Old Business
2. None
3. New Business
4. Farewell Outgoing Directors:
* Mark Kivley
* Mike Kollmansberger
* Jennifer Burns
* Dale Marciniak
1. Mr. Ruzicka thanked Vickie Kelsall for her time and commitment to the GMAR during her year as chairwoman.
2. Adjourn

The meeting adjourned at 2:00 PM



**New Member Report**

130 New Members: November 8, 2018 - January 9, 2019 for approval (DR's - 23, R's - 107, A's - 0)

|  |  |  |  |
| --- | --- | --- | --- |
| Daria | Aitken-Siegel | R | Shorewest, REALTORS~Mequon |
| Benjamin | Ambroch | R | Redfin Inc. |
| Laura | Anderson | R | Exit Realty XL |
| Amanda | Baake | R | Kathleen Hansen & Associates LLC |
| Jennifer | Backhaus | R | Star Properties |
| Steven | Barfield | R | Shorewest, REALTORS~Moreland |
| Joseph | Barone | R | Buyers Vantage |
| Melissa | Beyer | R | Keller Williams Realty~Milw North Shore |
| Kevin | Borowski | R | Worth Realty |
| Kailan | Boston | R | Landro Fox Cities Realty |
| Crystal | Bucio | R | RE/MAX Lakeside~Capitol |
| Melissa | Buttrum | DR | HomeWire Realty |
| Joseph | Cannizzo | R | Shorewest, REALTORS~W North |
| Trevor | Carli | R | Modern MilwauKey Real Estate LLC |
| Carl | Casarez | R | Coldwell Banker Residential Brokerage~Ogden |
| Jeno | Cataldo | DR | JC Capital Corp |
| Timothy | Christ | DR | Metro Real Estate Valuation |
| Beth | Christman | R | Keller Williams Realty~Milwaukee SW |
| David | Cialdini | DR | Milwaukee County Dept of Econ Devel |
| Jaquan | Clayton | R | Lloyd and Bobolink Realty LLC |
| Alshun | Cole | R | Berkshire Hathaway HomeServices Metro Realty |
| Mary | Cotter | R | Premier Point Realty LLC |
| Alfredo | Cuevas | R | Cherry Home Realty LLC |
| Amy | Curler | DR | First Weber Inc~West Bend |
| Mara | Darrow | R | Shorewest, REALTORS~OC |
| Latasha | Dawson | R | Shorewest, REALTORS~Downtown |
| Debra | Derler | R | Boss Realty LLC |
| Evan | Dittmar | R | Keller Williams Realty~Milwaukee SW |
| John | Dobberstein | DR | Integrity Appraisal LLC |
| Jeremy | Doering | DR | Doering & Co. Real Estate LLC |
| Nicole | Ehrhart Fenner | R | Shorewest, REALTORS~South Metro |
| Michal | Feducik | R | Empowerment Realty Group LLC |
| Kimberly | Feiner | R | First Weber Inc~Greenfield |
| Anna | Flores | R | NextHome My Way |
| Danielle | Forrest | R | Keller Williams Realty~Milw North Shore |
| Deborah | Fox Sievert | R | Realty Executives Integrity~Franklin |
| Barbara | Garcia | R | Keller Williams Realty~Lake Country |
| Rodolfo | Garcia-Garcia | R | NextHome My Way |
| Luis | Garcia-Perez | R | Keller Williams Realty~Milwaukee SW |
| Daniel | Gaza | R | EXP Realty, LLC~MKE |
| Ryan | Germanotta | R | First Weber Inc~Racine |
| Scott | Gray | DR | Model R Real Estate Services |
| Harold | Gritzmacher | DR | Lightning Realty LLC |
| Marcell | Guyton | R | Exit Realty XL |
| John | Heim | DR | M & I Mortgage Corp |
| Kimberly | Heiman | R | Premier Point Realty LLC |
| Carmen | Jock | DR | Jock Team Real Estate LLC |
| Caroline | Johnson | R | Powers Realty Group |
| Anne | Jungwirth | R | Realty Executives Southeast |
| Timothy | Kaminski | R | Homestead Realty Inc~Milwaukee |
| Craig | Kasianowicz | DR | The Builders Realty |
| Erica | Kelly | R | Map Realty Group LLC |
| Ossie | Kendrix | DR | Kendrix, REALTORS |
| Elizabeth | King | R | T3 Realty LLC |
| William | Klumb | R | First Weber Inc~MF |
| Kelly | Kolo | R | Benefit Realty |
| Daniel | Konicek | DR | Paramount Realty LLC |
| Kevin | Korntved | R | Premier Point Realty LLC |
| Brenda | Kowalczyk | R | Keller Williams Realty~Lake Country |
| Suzanne | Kresse | DR | Luxury Property of Wisconsin LLC |
| Marki | Lambo | R | First Weber Inc~MF |
| Peter | Lange | R | Tim O'Brien Homes Inc |
| Daniel | Larsen | R | Keller Williams Fox Cities |
| Eric | Lau | R | Provident Realty Group LLC |
| Carrie | Lemke | DR | Lemke Realty LLC |
| Michael | Lessila | R | Realty Executives Integrity~Hartland |
| Daniel | Mai | R | Shorewest, REALTORS~W North |
| Robert | McAllister | R | Shorewest, REALTORS~MNM Falls |
| Sarah | McCabe | R | Keller Williams Realty~Milw North Shore |
| Deborah | McCollum-Gathing | DR | Redevelopment Authority of the City of Milwaukee |
| James | McGinnis | R | Keller Williams Realty~Milw North Shore |
| Alberto | Medina | R | EXP Realty, LLC~MKE |
| Jessica | Meller | R | Coldwell Banker HomeSale Realty~New Berlin |
| Matthew | Meunier | R | Keller Williams Realty~Milwaukee SW |
| Sarah | Miller | R | First Weber Inc~BK |
| James | Molitor | R | Summit Realty |
| Annita | Moore | R | First Weber Inc~MF |
| Gino | Morales | R | EXP Realty, LLC~MKE |
| Gabriela | Moreno | R | Coldwell Banker HomeSale Realty~ Corporate |
| Cynthia | Moylan | R | Shorewest, REALTORS~OC |
| Sara | Noonan | R | Century 21 Affiliated~Oak Creek |
| Marissa | O'Malley | R | Keller Williams Realty~Milw North Shore |
| Britney | Ortiz | R | Century 21 Affiliated~Mt Pleasant |
| Sean | Owen | R | ERO Real EState |
| Dylan | Page | R | Smart Asset Realty Inc |
| Michelle | Paters | R | Realty ONE Group Kapital |
| Shawnda | Patterson | R | Milwaukee's Best Real Estate Services LLC |
| Marcus | Perleberg | R | The Kirchoff Group LLC |
| Michael | Poe | DR | AllSet Property Management LLc |
| Daniel | Poppie | R | Lake Country Home Realty LLC |
| Jeannette | Richardson | R | Map Realty Group LLC |
| Nelida | Riley | DR | Valentin Appraisals |
| Eduardo | Rivera | R | Keller Williams Realty~Milw North Shore |
| Timothy | Rose | R | Shorewest, REALTORS~W North |
| Sarah | Rudy | R | First Weber Inc~MF |
| Ghazala | Sajjad | R | Coldwell Banker HomeSale Realty~ Corporate |
| Tammie | Samborski | R | Redfin Inc. |
| Edward | Sauer | DR | Ridge Creek Realty |
| Kristin | Schlingman | R | Keller Williams Realty~Milw North Shore |
| Nicholas | Schoenheider | R | Regency Realty Inc |
| Alexandria | Schubel | R | Doering & Co. Real Estate LLC |
| Katherine | Scofield | R | Golden Oaks Realty |
| Jeff | Scrima | DR | Tenderland Real Estate LLC |
| Beatriz | Segura Zapata | R | Luna Listings |
| Sammuel | Sicurella | RN | Keller Williams Success Realty |
| Craig | Sommerville | R | EXP Realty LLC |
| Levi | Sosa | R | Shorewest, REALTORS~W North |
| Yasha | Sosunov | R | Coldwell Banker Residential Brokerage~N Shore |
| Holly | Speranza | DR | Root River Realty |
| Bryan | Stach | R | Powers Realty Group~Mequon |
| Sarah | Steelman | R | RE/MAX Realty Center~Oconomowoc |
| Caleb | Struck | R | First Weber Inc~Greenfield |
| Aaron | Stuiber | R | VERA Residential Real Estate LLC |
| Michael | Styke | DR | 3rd Coast Real Estate |
| Nicholas | Tehan | R | Lake Country Home Realty LLC |
| Michael | Thoms | R | Shorewest, REALTORS~South Metro |
| Jose | Torres Feliciano | R | NextHome My Way |
| Molly | Triggs | R | Keller Williams Realty~Milw North Shore |
| Brandon | Tyler | R | Landro Fox Cities Realty |
| Mahmoud | Vaghar | R | RE/MAX Realty Center~Oconomowoc |
| Ernestas | Vaitiekus | R | Premier Point Realty LLC |
| Ellie | Valters | R | EXP Realty, LLC~MKE |
| Amy | Vecellio Rothe | R | RE/MAX Realty 100~Hales Cor |
| Jeffrey | Wardon | R | Bielinski Homes Inc |
| Amy | Webb | R | RE/MAX Market Place |
| Julie | Wenzel | R | RE/MAX United LLC~Cedarburg |
| Devin | Westfahl | R | EXP Realty, LLC~MKE |
| Alex | Weyer | R | Exit Realty XL |
| Lang | Xiong | R | Realty Among Friends LLC |
| Amelia | Zastava | R | First Weber Inc~NPW |

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.

**2019 GMAR Budget Notes**

The GMAR’s two main sources of revenue, accounting for 90% of GMAR revenue, are member dues and the Home & Garden Show (HGS).

*Membership* – We increased dues in 2018 by $3 (from $204 to $207). In 2019 we raised dues by $173 (to $380) in order to provide the SentriLock system to all members. Increasing dues, plus the cost of license renewal, drove some members to decide to leave the business.

In September, we billed 4,587 members. As of December 1st, we had 71% (3,253) of those members renew. Leaving 1,334 who did not pay by the Nov 30th deadline. We are still waiting for end-of-year numbers, but over the last 3 years we have averaged 535 renewals in December, and 311 in January.

If those averages hold true, we would have a renewal rate of 89% (4,099), the lowest since 2012 (88%).

349 people had their membership terminated on Jan 7th, losing access to all services. The GMAR has received dozens of calls from this group of people who want to rejoin. Michelle Kohn has estimated that we will probably recover around 150 of those people whose membership lapsed.

If we do recover 150 members, plus the average renewals, we will be in the 93% area. In 2018 our renewals were 96%, and 2017 was 95%.

Comparisons with membership revenue are going to be very difficult in the future. Our 2018 budget for member renewal revenue was $772,083, for 2019 we’re budgeting $1,507,470.

The SentriLock system is contained under Membership, and the annual expense is $431,988 ($39,999/month).

*Promotions* – The Home & Garden Show (HGS) lost a day in 2018, because of Easter, so our hope is that 2019 will see a little more ticket revenue on the last day of the show. We are budgeting net revenue of $230,000 for the HGS.

The budget shows $5,000 for the WRA Education Partnership, which has been in decline for several years. In 2018, a license renewal year, we budgeted $10,000.

*Professional Standards* – In 2018 we budgeted almost $11,000 for the Fair Housing anniversary. For 2019, we are budgeting $15,000 for a Habitat for Humanity sponsorship.

*Public Policy* – An additional $1,000 was added for Marne Stück to attend NAR’s GAD Institute.

*Leadership* – Travel costs were increased by $3,000. We are continuing to purchase an oversample of NAR’s Consumer survey for the MKE market, as well as Milwaukee Bucks’ tickets for the 2019-2020 season.

*Administration* – Most *Administrative* expenses are flat for 2018. *Salaries* and benefits are up $42,468 due to the hiring of a full-time staff member, vs. a contract position. We have not included any revenue from renting the 2nd floor of the REALTOR® Building, as a measure of caution. We aren’t sure when the 2nd floor will be rented out.

The bottom line shows gross income of 2,844,040 with expenses of 2,617,452, for a net ending balance of $226,588 for FY 2019. However, we will have to take depreciation into account once the 2nd floor construction is done.

**GMAR November 2018 Financial Notes**

**Statement of Financial Position (Balance Sheet)**

As of November 30, 2018, GMAR had $2,295,198 in Cash & Investment Balances, up $199,729 compared to last year. Accounts receivable were down $39,257 compared to last year. Prepaid expenses were down $23,786 compared to 2017. Total Assets were $4,414,315 which is up $565,266 compared to 2017.

On the Liability side, accounts payable were up $160,578 compared to last year due to the short term loan taken out to pay for the building remodel expenses. Accrued vacation expenses were up $2,114. Unearned Revenue is up $512,622 due to payment for the following year’s dues being greater this year than in 2017 (2019 dues increase). Overall, Total Liabilities were $2,407,179 which is up $670,731 compared to 2017.

GMAR had Net Income of $60,960 through November 30, 2018, down $159,887 from last year.

Overall, Total Net Assets were $2,007,135; $105,465 lower than the same point in 2017.

**Statement of Activities**

*Membership*: Through November, 2018, $1,050,508 was collected in dues. Last year through the end of November, we had collected $955,224 in dues so dues are $95,284 ahead of last year at the same time. New member budget for 2018: 500 REALTORS®, 50 DRs and 20 Affiliates. Through November, actual new members: 671 REALTORS®, 40 DRs and 16 Affiliates.

*Promotions*: Through November 30, Home and Garden Show income is $885,746 and expenses are $602,022 for a net income of $283,724.

Expenses related to *Public Policy* and *Professional Standards* are basically all personnel costs, incurring expenditures primarily in Labor and Overhead. The only significant expenses are several event and organization sponsorships.

*Products (Wisconsin Real Estate Supply)*: The store was closed in December 2017. Some of the store products are for sale on consignment. A few forms are still being sold directly by GMAR.

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 November were memberships for the president, sponsorships, the NAR buyers and sellers survey, president and officer meeting expenses, Milwaukee Bucks tickets, Packers tickets, and officer stipends.

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 $60,960. Last year our net revenue was $220,847 for the same time period.

**Statement of Financial Position (Balance Sheet)**

**Statement of Activities**

**MEMORANDUM**

**To: GMAR Board of Directors**

**From: Mike Ruzicka, President**

**Re: January President’s Report**

**GMAR Remodeling Update & GMAR Mortgage**

VJS Construction is done working on the 2nd floor of the REALTOR® Building. Our commercial broker, Dan Jessup, has started marketing the property. We, finally, received an occupancy permit from the City of Wauwatosa, after several weeks of waiting while the elevator was fixed.

Just the recap the mortgage: On March 15, 2018, we signed new building loan documents. In April 2017, the GMAR’s building mortgage was due, with a balance of $314,000. We extended that note for one year and took out a construction loan for $300,000. A new loan, combining the outstanding mortgage and the new construction loan, is due to be ready to sign in the near future. We are waiting for BMO to complete the paperwork.

**Electronic Lock Boxes**

The SentriLock System is well under way. We have trained about 80% of the total membership. You may know that Stacie Purko left the GMAR last month, and Michelle Kohn and Alberta Dhillon have very ably taken the reins of the program.

While we do have 6,293 lockboxes in circulation, only 857 are actually assigned to listings. There are about 4,000 active listings. Also, we’ve noticed that a lot of agents are asking for one-day codes to show properties, rather than use their SentriSmart app or card. Some listing brokers are telling selling brokers that they will only give out one, one-day code and encourage them to come to the GMAR and get their credentials.

We are reaching out to brokers who are reluctant to use SentriLock and asking if we can attend office meetings, or host meetings at the GMAR for them.

**Habitat for Humanity/ReStore**

We have budgeted a $15,000 line item in 2019 to do a “Rock the Block” clean-up in late summer/fall. We will be able to have 45 volunteers in the one-day event.

We are also promoting the ReStore for listing agents to encourage their sellers to donate furnishings.

**GMAR Media Coverage P 21**

As you may know, the GMAR utilizes a public relations firm, Baer Carlson, headed by Monica Baer, to cultivate media coverage for the industry, beyond the regular monthly housing statistics report we send out.

I asked Monica to attend the Directors meeting to solicit story ideas. I’ve attached a copy of the 2018 Public Relations Grid and Coverage we were able to obtain, for your review. Please take a look at the story ideas and reporting from 2018 to trigger some ideas for 2019.

**Recurring Status Reports**

**GMAR Member Involvement P 29**

**MLS Membership P 30**

**GMAR Organizational Chart P 31**

**2018 GMAR Directors Roster P 32**

**2018 GMAR Calendar P 33**

**2018 GMAR Strategic Plan\* P 35**

















**GMAR Member Involvement**



**MLS Membership Statistics**



**2018 GMAR Board of Directors**

|  |  |  |
| --- | --- | --- |
| **Terms expiring****12/31/2019** | **Terms expiring****12/31/2020** | **Terms expiring****12/31/2021** |
| Tammy MaddenteFirst Weber Inc.611 N Barker Rd Ste 100Brookfield, WI 53045O 414.797.7100 M 414.617.8902tmaddente@firstweber.com NRDS: 90015815 (3yr term from Exec Roundtable) | Kathy MartelloRE/MAX Realty 10010303 W Oklahoma AvenueMilwaukee, WI 53227O  262.255.9200 M 414.550.3617kmartello@remax.net NRDS: 90031322 (3yr term from Exec Roundtable) | Joe HorningShorewest, Realtors17450 W. North Ave.Brookfield, WI  53045-4337O 262.827.4200 jhorning@shorewest.comNRDS: 90096259  (3yr term from Exec Roundtable) |
| **Vickie Kelsall, Past Chair** Century 21 Affiliated (1st Term)11623 W. Bluemound RdWauwatosa, WI 53226-3936O 414.543.5403 M 262.332.2233vkelsall@c21affiliated.comNRDS: 90010989 | **Amy Curler, Chairwoman**First Weber Inc (2nd Term)1720 Clarence CourtWest Bend, WI 53095-8543O 262.335.6280 M 414.550.6849acurler@firstweber.com NRDS: 90019647 | Ted DenticeShorewest, Realtors (2nd Term)17450 W. North Ave.Brookfield, WI  53045-4337P 262.827.4200 tdentice@shorewest.com NRDS: 90017283 |
| **Kel Svoboda, Chair-Elect**First Weber Inc. (2nd Term)4650 N Port Washington RdGlendale, WI 53212-1077O 414.962-3000 M 414.213.9014kel@firstweber.com NRDS: 90098433 | Arthur MaysRealty Among Friends (2nd Term) 8301 W Lisbon AveMilwaukee, WI 53222-3859O 414.444.2696 M 414.975.7796amays@realtyamongfriends.com NRDS: 90051977 | Kim Curtis (1st Term)Shorewest, Realtors2419 W. Washington St.West Bend, WI 53095M 262.707.2363kcurtis@shorewest.com NRDS: 90060874 |
| Tom Sykora (2nd Term)Coldwell Banker Residential Brkrge 870 E Paradise DriveWest Bend, WI 53095-5383O 262.334.5589 M 262.573.7323tom.sykora@cbexchange.com NRDS: 90023055 | Jeremy Rynders (1st Term)Keller Williams Realty3830 S Moorland Rd, Suite C, New Berlin, WI 53151M: 414.795.6675jrynders@kw.com NRDS: 090118704 | Angela Walters (1st Term)EXP Realty, LLC~MKE342 N Water St Ste 600Milwaukee, WI 53202-5715M 414.235.1152angela@elitesalesteam.net NRDS: 90094348  |
| Roger RushmanFirst Weber Inc. (1st Term)2750 Golf Rd, Suite ADelafield, WI 53018-2063O 262.646.6800 M 414.333.5313 rrushman@firstweber.com NRDS: 90015540 | Gary Swittel (1st Term) RE/MAX Realty 10010303 W Oklahoma AvenueMilwaukee, WI 53227M: 414.232.0930gary@swittel.com NRDS: 090031694 | Judy Hearst (1st Term)Coldwell Banker Residential Brkrge11303 N Port Washington RdMequon, WI 53092-3411P M 414.702.2064judy@realestatefamily.com NRDS: 90045822  |
| **Courtney Stefaniak,** **Secretary/Treasurer**The Stefaniak Group (1st Term)2234 S 108th StMilwaukee, WI 53227-1108O: 414.541-2500 M: 262.271-5089castefaniak@gmail.com NRDS: 90113039  |  |  |

Mike – 885500353

Marne – 90082562

Scott – 885500171

**2019 GMAR Meetings & Events Calendar**

Update: January 11, 2019

**January**

1 GMAR Fiscal Year begins

11 GMAR Executive Committee Meeting/Conference Call

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

17-18 WRA Board of Directors Meeting – Kohler, WI

22 GMAR Orientation

24 GMAR Youth Foundation Board Meeting – GMAR

# February

5 GMAR Orientation

7 MLS BOD Meeting – Crowne Plaza Hotel, Wauwatosa

11 GMAR Audit – Wegner & Assoc.

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

25 Marquette Univ & GMAR/WRA Economic Summit – Italian Community Center

# March

5 GMAR Orientation

TBA GMAR Executive Committee Meeting/Conference Call

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

22-31 95th REALTORS® Home & Garden Show – Wisconsin Expo Ctr, West Allis, WI

# April

2 GMAR Orientation

18 GMAR Youth Foundation Board Meeting – GMAR

24 REALTOR® & Government Day – Madison, WI

30 Brewers Bash – Miller Park, Milwaukee, WI

# May

2 GMAR Executive Committee Meeting/Conference Call

3 WRA Board of Directors Meeting – WRA Headquarters

7 GMAR Orientation

9 MLS BOD Meeting – TBA

TBA GMAR Women’s Conference

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

13-18 NAR Mid-Year Meetings – Washington, D.C.

23 Shredfest

24 Deadline for 2020 NAR Committee Applications

# June

TBA Downtown Diggs

4 GMAR Orientation

13-14 WRA AE Conference – Arbor Vitae, WI

# July

1 GMAR BOD Candidate Applications available to members

TBA GMAR Executive Committee Meeting/Conference Call

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

9 GMAR Summer Golf Outing – Ironwood Golf Course

16 GMAR Orientation

18 GMAR Youth Foundation Board Meeting – GMAR

# August

1-2 WRA BOD Meeting

6 GMAR Orientation

11-13 NAR Leadership Summit – Chicago, IL

#### 29 2019 WRA Leadership Summit – WRA

#### 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

10 GMAR Orientation

TBA Kettle Moraine Council Wine Tasting Event

5 MLS BOD Meeting – TBA

10-11 WRA Convention – Wisconsin Dells, WI

TBA GMAR Executive Committee Meeting/Conference Call

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

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

# October

8 GMAR Orientation

13-19 GMAR Board of Directors e-Election

16-18 CMLS Annual Conference – Salt Lake City, UT

17 GMAR Youth Foundation Board Meeting

# November

6-11 NAR Convention – San Francisco, CA

5 GMAR Orientation

8 GMAR Executive Committee Meeting/Conference Call

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

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

# December

3 GMAR Orientation

**4** **Chairman’s Holiday Party & GMAR Annual Mtg – Hyatt Downtown Milwaukee**

5 WRA Management Conference – TBA

31 GMAR Fiscal Year ends

**GMAR Strategic Plan**

**Approved by GMAR Board of Directors**: March 15, 2018

 Updated: 1/11/2019 4:33:43 PM

**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. Educational / [Social Events](#Social)
10. **[Other](#Other)**
11. **Professional Standards**

**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.

* Professional Standards Committee Training
* Offer Inter-board Arbitration Agreement to neighboring associations

**Goal #3:** Inform members of Professional Standards’ Program Efforts

* Produce videos on Professional Standards, newsletter articles, etc.

**Goal #4:** Promote Fair Housing anniversary in 2018

1. **Government Affairs**

**Goal #1**: Establish Association policy(-ies) on issues of importance to create a thriving real estate market.

* Identify important policy issues that impact the real estate market.
* Conduct research on important policy issues to assist with Association positions
* Focus on key “Quality of Life” topics to develop policy positions (Schools/Education, Taxation, Infrastructure, Jobs/Economic Development, Crime/Public Safety)
* Refer to [*Appendix A*](#Subsid) for current GMAR Public Policy / Gov’t Affairs Policy Positions

**Goal #2:** Create strategies to advocate adopted public policy positions, and update regularly.

**Goal #3**: Maintain 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
* Heighten GMAR’s profile among policymakers via strategic sponsorships
	+ Participate in events like MMAC’s Madison Night in Milwaukee, Milwaukee Night in Washington, DC, WisPolitics Headliner Luncheons, Wisconsin Policy Forum, etc.
	+ Send quarterly analysis of housing market statistics to local municipalities.
* 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.
* 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.

* Update Sign Ordinance Database
* Quarterly GAD video

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

* Recruit New CRPAC Trustees
* Explore term limits for CRPAC trustees
* Promote Direct Giver & CRPAC/RPAC Giving
* See [*Appendix B: 2018 GMAR PAC Fundraising Plan*](#Subsid)

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

1. **Promotions**

**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**: Generate revenue for the Association.

**Goal #4:** Promote Successful Home & Garden Show (HGS)

* Better linkage between HGS website and similar pages on GMAR.com, also Facebook and Twitter accounts
* Target seminars to first-time buyers
* Class/session on mortgage and first-time homebuyer incentives
* New trends in show promotions (i.e. cooking stage, ‘Green,’ home technology)
* Look at ideas/trends at other national shows (i.e. Philadelphia Flower Show)
* Conduct consumer / attendee survey

**Goal #5:** Promote Urban Housing Event(s)

* Promote Downtown Diggs (formerly Downtown Open House) in Milwaukee
* Examine hosting similar events in other neighborhoods and cities (i.e. Waukesha, West Bend)
1. **Multiple Listing Service (MLS)**

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

* Stay abreast of latest MLS issues
* Jointly promote member technology education
* Explore topics/issues to promote to members and/or the public
1. **Leadership**

**Board of Directors**

**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.

* Measure member opinions and sentiment via polls and focus groups

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

* Review and update GMAR bylaws in 2018
* Eliminate BOD Affiliate member
* Change executive committee to 4 people (Chair, Chair-Elect, Past Chair, Secretary Treasurer)

**Executive Committee**

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

**Goal #2**: Represent the GMAR at state and national real estate events and meetings.

**Executive Roundtable**

**Goal #1:** Assure representation of largest 10 firms (by membership)

1. **Committees / Task Forces / Councils**

**Nominating Committee**

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

**Awards Committee**

**Goal #1:** Recognize GMAR members who excel in their real estate business and as members of the greater REALTOR® and real estate community.

* Affiliate of the Year
* Dedicated Service Award
* REALTOR® of the Year
* Lifetime Achievement Award (when committee determines a candidate is worthy of the award)

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

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

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

**Kettle Moraine REALTORS® Council**

**Goal #1:** Represent members of Washington County

**YPN – Young Professionals Network**

**Goal #1:** Provide educational and networking opportunities for members

* Leadership development program
* Ethics training

**Veterans TF**

**Goal #1:** .

**R® Safety TF**

**Goal #1:** .

**Equal Opportunity / Fair Housing TF**

**Goal #1:** .

1. **Subsidiaries**

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

**Youth Foundation**

**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**

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

* 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 (i.e. Fair Housing Council).

**Goal #3**: Establish relationships with affiliated associations and organizations (i.e. Builders Association)

1. **Association Management**

**Membership**

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

* Online membership registration
* Examine online orientation program

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

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

**Goal #4:** Regularly evaluate Value Proposition for members

* Create compelling argument for GMAR membership.
* Contrast with other associations (i.e. What Does Your Association Do For You?, utilize member testimonials)

**Goal #5:** Recruit Affiliate members to the GMAR

* Create webpage of Affiliate products and services (i.e. Lender loan products)

**Communications**

**Internal** (GMAR – Members)

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

* Review at WRA, NAR, and other real estate resources to distribute
* Link useful resources (i.e. WI Taxpayers Alliance School Facts & Wisconsin Policy Forum Education Reports) to the GMAR.com website
* Review existing GMAR.com content to send out to members (See *Membership* section)
* Create *GMAR Annual Report* noting the current year’s goal and achievements

**Goal #2:** Evaluate internal GMAR communications strategy

**Goal #3**: Utilize multiple platforms in communicating with members

* E-mail, Social Media, E-Newsletter, YouTube/Video, In-Person Office Visits

**External** (GMAR – Public)

**Goal #4**: Examine consumer focused Public Awareness Campaign on an annual basis

**Goal #5:** Promote public relations/press coverage of GMAR to heighten REALTORS® image

**Educational / Social Events**

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

* Economic Outlook Summit
* KMRC Mardi Gras
* Brewers Tailgate Party
* Women’s Conference
* Golf Outing
* KMRC Wine & Beer Event
* Holiday Party
* Youth Foundation Events
	+ St. Patrick’s Day Dash
	+ Happy Hours
* REALTOR® & Government Day
* YPN – Young Professional Network Events
1. **Other**

**Research & Statistics**

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

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

* Create research projects that offer GMAR members and/or the public and media with information on the housing market.
	+ - * Wisconsin Economic Summit with Marquette University
			* NAR Profile of Home Buyers and Sellers (Milwaukee Oversample)
			* Consumer Survey
			* Monthly / Quarterly Housing Statistical Analysis

**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 has 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: 2018 GMAR Concerned REALTORS® PAC (CRPAC) Fundraising Plan**

**Goal #1:** To maximize donations from GMAR members for political purposes

* Utilize the fundraising network of the CRPAC Trustees
* Appeal to members via newsletters, videos and in-office visits
* Large Donor Council
* Convert members who contribute outside the RPAC/DG
* Explore online CRPAC Auction

**Goal #2:** To support pro-REALTOR® candidates and elected officials in public office

* Ensure that CRPAC is filled with competent Trustees, looking out for the Association and industry’s best interests.
* Appeal to members via newsletters, videos and in-office visits

**Goal #3** Raise $114,000 in 2018

* $57,000 dues donations
* $32,000 Director Giver
* $25,000 Large Donor Council (25 Donors)