

REGISTRATION FORM – WINTER CONVENTION 2020

CONTACT INFORMATION

Name _____
 Firm name _____
 Address _____
 City _____ State _____ Zip _____
 Phone (W) _____ (H) _____
 *Email address _____
 WRA member # _____

*A confirmation will be sent by email. You can also visit www.wra.org/myeducation to verify registration.

CONVENTION FEES

	Through 1/6	After 1/6	ATD
Members			
<input type="checkbox"/> Full convention (1/28-29)*	\$165	\$185	\$205
*Includes <input type="checkbox"/> CE 1 <input type="checkbox"/> CE 2 <input type="checkbox"/> CE 3 <input type="checkbox"/> CE 4 (check preferred courses)			
<input type="checkbox"/> 1 day <input type="checkbox"/> Tues <input type="checkbox"/> Wed (check day)	\$90	\$110	\$130
<input type="checkbox"/> Unlicensed spouse/guest	\$40	\$40	\$60
Nonmembers			
<input type="checkbox"/> Full convention (1/28-29)*	\$185	\$205	\$225
*Includes <input type="checkbox"/> CE 1 <input type="checkbox"/> CE 2 <input type="checkbox"/> CE 3 <input type="checkbox"/> CE 4 (check preferred courses)			
<input type="checkbox"/> 1 day <input type="checkbox"/> Tues <input type="checkbox"/> Wed (check day)	\$100	\$120	\$140
Ticketed Prices (per person)			
<input type="checkbox"/> Broker Lunch	\$20	\$20	N/A
<input type="checkbox"/> CRS Lunch	\$20	\$20	N/A

Included in Full Registration Fee

Cocktail hour 1/28/2020
 Welcome party with cornhole tournament 1/28/2020
 Real Estate CE courses 1, 2, 3 and 4 1/28-29/2020
 CE on a first-come, first-served basis. Must register in advance. Limited seating.

CANCELLATION POLICY AND TERMS & CONDITIONS: By registering for this event, you are agreeing to the WRA's cancellation policy and terms & conditions found at www.wra.org/cancellationpolicy and www.wra.org/termsandconditions. You will receive these details in your email confirmation.

OVERFLOW HOTELS

Best Western Plus Concord Inn
 320 Front St.
 Minocqua, WI 54548
 Phone: 800-356-8888
 Room rate: \$80/night + tax
 Room block: WRA room block
 Release date: December 27, 2019

The Waters of Minocqua
 8116 S. Highway 51
 Minocqua, WI 54548
 Phone: 715-358-4000
 Room rate: \$79/night + tax
 Room block: WRA room block
 Release date: December 14, 2019

The Pointe Hotel & Suites
 8269 S. Highway 51
 Minocqua, WI 54548
 Phone: 888-356-4431
 Room rate: \$99/night + tax
 Room block: WRA room block
 Release date: January 6, 2020 at 4 p.m.

LOCATION



Lake of the Torches Casino & Convention Center
 510 Old Abe Road | Lac du Flambeau, WI 54538
Room rate: \$90/night | **Release date:** January 12, 2020
Room block: WRA room block
Register: 1-800-25-TORCH



PAYMENT

- Enclosed is my check made payable to the WRA
 Charge my VISA/MasterCard (Circle one)
 Card number _____
 Exp. date _____ CVC _____
 Special services: Check here if you require special services to attend.
 Attach a written description of needs.

Register by mail: Wisconsin REALTORS® Association
 4801 Forest Run Road, Suite 201 | Madison, WI 53704-7337

Register online: wra.org/wintconv

Register by phone: 800-279-1972 | 608-241-2047



JANUARY 28-29, 2020
LAKE OF THE TORCHES

WISCONSIN REALTORS® ASSOCIATION



TUESDAY, JANUARY 28, 2020

8:00am – 5:30pm Registration Open
8:00am – 5:30pm Exhibits Open
8:00am – 10:00am Coffee and Pastries Available
Sponsored by Lake of the Torches

8:30am – 12:00pm CE Course 1: Wisconsin Listing Contracts
Jennifer Lindsley



9:00am – 10:15am Opening Session: The New Frontier of Real Estate
 The real estate industry illustrates perhaps the greatest disconnect in American business today. Innovators and traditionalists are battling for the soul of the brokerage. Join Travis Everette, DREI, as he shares fun and insightful observations on the current state of the real estate industry and its practitioners. You'll examine time-honored topics such as compliance, brokerage support and business models alongside frank discussions of today's latest marketing techniques and newest industry practices: Can they coincide? Find out what every generation of real estate professional must know and possess to thrive in an evolving landscape. *Travis Everette* **Giveaway: Two \$150 WRA gift certificates**

10:45am – 11:45am WORKSHOPS

From Wi-Fi to Wire Fraud: Don't Let Tech Gains Become Client Losses Staying connected, responding promptly and reacting efficiently have become the hallmarks of a tech-savvy and proficient REALTOR® in the modern marketplace. No other mainline American industry can point to a faster adoption of technological tools to ensure success. However, there is a darker and nastier side: Vulnerabilities to hackers have reached an all-time high, and the key players in real estate transactions have found themselves in the crosshairs of the hacking community. In this session, you'll take a journey into the world of thieves and liars who may already be accessing your device and your clients' data. Then, you'll learn how to slam the door on them, making yourself and your clients safer in the process. *Travis Everette*

Communicate and Be Heard Who knew one real estate transaction needed 15-30 people? Well, you knew that. Us too. We also know that everyone has four main methods of communication at a minimum. Some people prefer to communicate in just one or two ways. Others cross lines easier. Some pay better attention to communication. Others get overwhelmed and miss the stuff that matters. Where's the middle ground? We'll show you how to be the ultimate chameleon and adapt to varying forms of communication in this seminar. *Monica Neubauer*

USDA Rural Development Housing Programs This session will provide you with knowledge of USDA Rural Development programs that can assist your customers with obtaining financing to purchase a home. Information on both the guaranteed rural housing and direct housing "no down payment" programs will be available. *Stephanie Kelnhofer*

11:45am – 1:00pm Broker Lunch (separate ticket)
11:45am – 1:00pm Lunch on Your Own



1:00pm – 4:30pm Real Estate CE Course 3: Wisconsin New Developments
Jennifer Lindsley

1:00pm – 2:00pm WORKSHOPS

Human Connections in a Virtual World: Putting Your Personality into Your Social Profiles It has wisely been said that "life is but a stage," and now we know that is true more than ever before. We live much of our lives on display and have far less in the way of separation of our work and personal lives. Many REALTORS® struggle with blurring the lines, and many others have placed themselves into a cement bunker from which no personal details may emerge. This seminar will focus on balance. You'll learn how to have some fun while you find the best way to put your personality back into your social media without feeling as if you've sacrificed your personal life in the process. *Travis Everette*

Joining or Starting a Team: Benefit or Burden? Real estate can be an all-encompassing business without structured hours. A team system can alleviate some of that stress and create a better situation for clients and agents alike — or can it? What are the benefits for the agent and the client in starting a team or joining a team? And what are some of the potential problem areas? This seminar will look at the most important things to consider in being part of a real estate team. Is it right for the agent? Is it best for the client? *Monica Neubauer*

RPR's Guide to Geographic Farming Nowhere is there a more streamlined, single source of data that fulfills every aspect of a successful farming campaign than Realtors Property Resource® (RPR). From targeting and analyzing the marketability of potential neighborhoods to resources that help you "break the ice" with homeowners, it's all in RPR.

This seminar will show you a five-point plan for creating and cultivating a solid neighborhood prospecting strategy. You'll learn how to:

- Choose a farm area based on turnover rate and months of inventory.
- Market to your farm area by printing mailing labels right in RPR.
- Converse with homeowners using the RPR app and reports.
- Convey your value to for sale by owner listings.
- Cultivate brand awareness with reports that peak homeowners' interests.

Ernie Bottom

2:15pm – 3:15pm WORKSHOPS

The Art of Relevance: Letting Go Without Losing Your Grip Time marches on ... or so the expression goes. But for some of us, it feels as if that march is over, around, and through us. It doesn't have to be that way, however. In this session, speaker Travis Everette bridges those with zero experience to those with 40 years in the business, showing both groups how to learn and grow from one another. Come to this session with all your worries and frustrations about being relevant to your clients and peers. If you have been selling real estate for decades and have grown weary of the changes you see daily, let's hear it. Did you just get your license and are already tired of being labeled a know-nothing? Let's discuss it. Both perspectives, and all the perspectives in between, bring value to our ongoing growth. This session is neither about reinventing the wheel nor abandoning it altogether. It's about collaboration and growth — the keys to your future success and happiness. *Travis Everette*

Pricing in a Shifting Market If you think pricing for all houses is done just one way, think again. You see, every larger area is made up of mini markets. Just because one mini market shifts doesn't mean the others will too. Market shifts make pricing houses difficult. Everyone wants a good price. But, what price is "just right"? There's no one answer to that. If you want to know which parts of a house hold real dollar value, this seminar is for you. *Monica Neubauer*

Understanding Energy Efficiency in Real Estate As homebuyers become more aware of energy efficiency and the many ways it can improve their lives, REALTORS® are recognizing the value of being knowledgeable about that topic. Energy-related home features can help clients increase comfort and confidence in their home and also save energy and money on monthly operating expenses. Evolving industry standards are also changing the conversation about sustainable home features. Join this seminar to learn how energy efficiency affects the real estate market along with initiatives and incentives available to you and your clients. *Steve Pipson*

3:30pm – 4:30pm WORKSHOPS

The Tax Man Cometh! Income Tax Guidelines for the Real Estate Professional Real estate brokerage can be one of the most rewarding professions in the U.S. But many estate licensees discover far too late in their careers the best strategies for tracking expenses and income. Don't wait until you have created a new best friend at the IRS. Get started with useful tools and pull back the veil of confusion to empower yourself today! *Travis Everette*

You Mean I Am a Salesperson? How to Sell What They Want to Buy Real estate agents are in an industry to sell houses to people who want to buy them. We sell and negotiate in all areas of our lives, yet the word "sell" is still uncomfortable to many agents. It doesn't need to be. In this seminar, you'll learn how to sell in a world where people want to buy and in which you are the catalyst for them to have a successful purchase. Learn how to close the deal without being pushy. Be a salesperson in your own personality style. *Monica Neubauer*

Does Your Home Inspection Follow the State Standards? The seminar will cover the Wisconsin state standards of practice for home inspectors. You'll learn what an inspector is responsible for and not responsible for as well as the rules inspectors must follow. *Ric Thompson*

4:30pm – 5:30pm Cocktail Hour in Exhibit Hall
5:30pm – 9:00pm Welcome Party with DJ plus Cornhole Tournament
Sponsored by the Northwoods Board of REALTORS®

WEDNESDAY, JANUARY 29, 2020



8:00am – 1:15pm Registration Open
8:00am – 2:15pm Exhibits Open
8:00am – 10:00am Coffee and Pastries Available
Sponsored by Lake of the Torches

8:30am – 12:00pm Real Estate CE Course 2: Wisconsin Offers to Purchase
Tracy Rucka

8:30am – 9:30am WORKSHOPS

New Negotiating Edge: Say "No" and Still Get Paid Yes! You can stand up for yourself against unreasonable demands by understanding, constructing and delivering what master negotiators call a "positive no." This seminar will show you how you can predict unreasonable demands, know when and how to say a respectful no, and move forward with a variety of options for mutual gain and still get paid! *Ed Hatch*

The Real Estate Social Media Marketing Planner REALTORS®, stop being stressed by what to post online. Instead, create a 12-month marketing calendar of relevant content that connects you to the businesses and community you serve. In this session, you'll discover resources that supply you content so you can wake up every day knowing what to post and when to post it. *Marki Lemons-Ryhal*

May the Best Buyer Win: Navigating a Competitive Market This seminar explores options for the best ways to help your sellers and buyers in a competitive market. You'll review when to use multiple counter-proposals and counter-offers. Furthermore, this session compares different versions of price escalation or acceleration clauses and which version to use in which situation. *Jennifer Lindsley*

9:45am – 10:45am WORKSHOPS

New Negotiating Edge: Four Steps for Getting Past No! "Yes, but your commission is too high," "we need to sell for more" or "we want to offer less" are just a few examples of objections that arise constantly. Since they do arise, it's important that you're prepared with a presentation to avoid these objections, a strategy to successfully handle them, along with the specific language to overcome them. If that makes sense to you, this seminar is for you! *Ed Hatch*

Lead Generation Systems that Work in Any Market 1.4 million REALTORS® spend money on lead generation. Lead generation is a direct correlation to earning potential. In order to earn \$100,000 annually, a REALTOR® needs to add 2,880 contacts to his or her customer relationship management (CRM) system if the average price point is \$250,000. What are you doing Monday through Friday to add eight to 12 contacts to your CRM? In this session, you will:

- Learn the proven techniques to achieve your financial goals.
- Implement direct mail strategies that follow consumers around their house.
- Produce community events that can net you 10 pre-approved buyers time and time again.
- Form strategic volunteering practices that get you displayed throughout your target.
- Leveraging your database to put food on the table.
- Create follow-up strategies that work and get your picture displayed throughout homes.

Marki Lemons-Ryhal

Energy Efficient Trends That Homebuyers Want The cost of maintaining and operating a house is often top of mind for homebuyers, and energy-related home features play a big part in that. Everything from insulation levels, windows, HVAC systems, smart home technologies and more, all tie back to energy efficiency. Buyers value features that are going to make their lives easier, more comfortable, and less expensive to maintain. Whether you're keeping an eye out for the perfect property for a buyer or helping a seller update the home prior to listing, it's important to stay current on energy efficiency trends and available resources. This seminar covers the energy efficiency trends that you and your clients should know about. *Steve Pipson*

11:00am – 12:00pm WORKSHOPS

New Negotiating Edge: The Power of Sincere Listening The act of listening is a learned skill and something you consciously choose to do. Once learned, it will be the most impactful "gift" you can give to turn confrontation into cooperation. Listening will cost you nothing but will mean everything to the other side! Improve your listening skills with this seminar. *Ed Hatch*

Email Marketing Strategy and Resources Increase your sales with an effective email marketing strategy. This session will show you how to ensure your emails are timely, engaging and line up with your business objectives. Email marketing's greatest asset is the ability to measure precisely what's working and what isn't! In this seminar, you'll learn the key performance indicators (KPIs) relevant to email marketing and how to calculate them. *Marki Lemons-Ryhal*

Herding Cats: When Buyers Contact Multiple Agents about the Same Property The buyer sees the property on the internet, emails the promoted agent on that internet site, and then schedules the showing with the listing agent. The buyer attends the showing with another agent and uses a different agent to draft the offer. What a mess! In this seminar, you'll learn how to sort out this procuring cause nightmare and learn tips to avoid getting stuck in this web. *Jennifer Lindsley*

12:00pm – 1:00pm CRS Lunch (ticketed event)
12:00pm – 1:00pm Lunch on Your Own

1:00pm – 4:30pm Real Estate CE Course 4: Wisconsin Real Estate Ethics and Consumer Protection
Tracy Rucka

1:00pm – 2:00pm WORKSHOPS

Three Key Success Strategies: Time Management, Delegation, Balance Time is your greatest asset! Controlling how effectively and productively you manage it consists of a three-step system for measuring and tracking how you spend your time. That system creates solutions. These solutions include better systems to create more focus, time-blocking strategies to eliminate procrastination, starting or building a team if/when necessary, and "budgeting" for balance. Learn about these time-management solutions in this seminar. *Ed Hatch*

Instagram For Licensed Professionals™ Social media is the best way to connect with clients and meet prospects. Photo-sharing websites Instagram, Pinterest and Flickr have great SEO and allow you to prominently display your promotional products for the world to see. You'll leave this session knowing how to:

- Leverage simple photo-sharing tools to engage clients.
- Use high-quality photos to attract and engage new customers by adding a call to action.
- Use your smartphone camera to capture priceless moments through photos and videos.
- Embed photos and display products side by side.

Marki Lemons-Ryhal

RPR, Beyond the Basics Is RPR your go-to resource when preparing for a listing presentation? How about when you're calculating a property's value? Or when you're out and about with buyers? This seminar will go beyond the basic understanding of how to use RPR's dynamic data and best-in-class tools to attract, retain and lead clients to the closing table. You'll learn how to:

- Research properties, markets, neighborhoods and schools.
- Create branded property reports, sellers' reports and market activity reports, as well as valuation workbooks and fliers.
- Tap into RPR's powerful mobile app for on-the-go access.

Ernie Bottom

2:15pm – 3:15pm WORKSHOPS

Three More Key Success Strategies: Proactive, Purposeful, Profitable Lead Generation You're about to commit or recommit your greatest assets — time, energy and money — to creating and implementing effective lead generation strategies. This seminar will explore where and how to focus those assets to generate the largest quantity of quality clients at the lowest cost. This seminar will help you get started on the right track! *Ed Hatch*

The Listing Appointment from Any Device Mobile devices like iPads, tablets and smartphones have become a favorite tool of consumers looking to purchase real estate. In this seminar, you'll learn how to leverage your mobile device in a listing presentation to present real-time information to today's customers. *Marki Lemons-Ryhal*

