WRA WISCONSIN REALTORS® ASSOCIATION

FALL 2026 Vol. 42 No. 4

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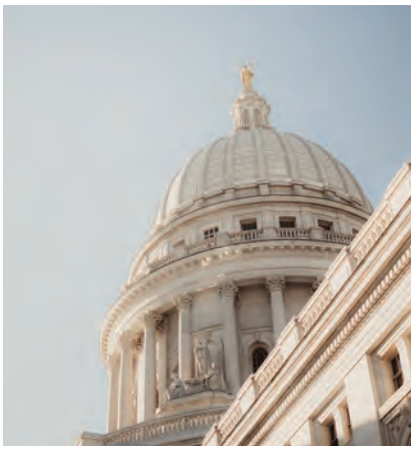
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EQUAL HOUSING LENDER

Insured by NCUA. *The Wisconsin's #1 Mortgage Lender designation is based on the number of loans originated in 2024, gathered from the Home Mortgage Disclosure Act data compiled annually by the Consumer Financial Protection Bureau. The results of the data were obtained through the Consumer Financial Protection Bureau's website: https://ffiec.cfpb.gov/data-publication/modified-lar/2024. LEI: 254900NTAC4H10MGSU23. 1 The $500 offer is valid on home purchase applications submitted from January 1, 2026, through December 31, 2026, where the loan's interest rate is locked by December 31, 2026. This offer requires a Summit Credit Union checking account. Minimum to open a checking account is $25. An additional $100 rebate will be provided with an Ultimate Checking. Rebate is applied to the account 45 days after closing. Offer subject to change. Primary savings account required to have a checking account. Primary savings account: minimum to open $1. Annual Percentage Yield (APY) as of 1/1/2026 is 0.10%. The following loan programs are not eligible for the closing cost credit: Federal VA, FHA, Rural Development, WHEDA, Investment Property and Construction loans. First mortgages only (offer does not apply to second mortgages, home equity lines of credit or refinances). The $500 offer can be redeemed on closing costs or as a cash rebate applied to your Summit Credit Union Primary Savings account. Amount cannot exceed the actual amount of the closing costs, prepaid interest and escrow reserves. This includes if the offer is combined with a seller closing cost credit. Seller credits will be applied first, and then any remaining closing costs and prepaids would be eligible toward the offer. If redeemed on closing costs, the credit will be reflected on the closing disclosure. If applied as cash back, the $500 rebate will be deposited on the day of your mortgage closing. Not valid with any other offers. 2 The $1,000 offer is valid for first-time homebuyers on home purchase applications submitted from January 1, 2026, through December 31, 2026, where the loan's interest rate is locked by December 31, 2026. This offer requires a Summit Credit Union checking account. Minimum to open a checking account is $25. An additional $100 rebate will be provided with an Ultimate Checking. Rebate is applied to the account 45 days after closing. Offer subject to change. Primary savings account required to have a checking account. Primary savings account: minimum to open $1. Annual Percentage Yield (APY) as of 1/1/2026 is 0.10%. An individual is to be considered a first-time home buyer who is purchasing a property; will reside in the property as a principal residence; and has had no ownership interest (sole or joint) in a residential property in the past 3 years. The following loan programs are not eligible for the closing cost credit: Federal VA, FHA, Rural Development, WHEDA, Investment Property and Construction loans. First mortgages only (offer does not apply to second mortgages, home equity lines of credit or refinances). The $1,000 offer can be redeemed on closing costs or as a cash rebate applied to your Summit Credit Union Primary Savings account. Amount cannot exceed the actual amount of the closing costs, prepaid interest and escrow reserves. This includes if the offer is combined with a seller closing cost credit. Seller credits will be applied first, and then any remaining closing costs and prepaids would be eligible toward the offer. If redeemed on closing costs, the credit will be reflected on the closing disclosure. If applied as cash back, the $1,000 rebate will be deposited on the day of your mortgage closing. Not valid with any other offers. © Summit Credit Union 2026







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WRA HOLIDAY HOURS

The WRA and the WRA Legal Hotline will be closed the following days:

- Thursday, November 26
- Friday, November 27

Enjoy your pumpkin pie! The WRA wishes all our members a very happy and safe Thanksgiving. Regular business hours resume on Monday, November 30.

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Upcoming Events



November 5, 2026
Legal Landscape Webinar
Save the date



2025-26 Biennium Deadline
December 14, 2026
Complete CE now!



January 1, 2027
2025 Wis. Act 69 practice changes effective date



April 8, 2027
REALTOR® & Government Day
Madison

November 5, 2026
Legal Landscape Webinar
Save the date

November 26-27, 2026
WRA Holiday Closure
WRA office and hotline closed

December 14, 2026
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January 1, 2027
WRA Holiday Closure
WRA office and hotline closed

January 1, 2027
2025 Wis. Act 69 practice changes effective date
Statewide

April 8, 2027
REALTOR® & Government Day
Madison

The REALTOR® Party: Issues Before Politics

Political advocacy has always been one of the most important things the WRA does for our members, property owners and Wisconsin's economy. The ability to buy, sell and own real estate does not exist in a vacuum. It is directly affected by decisions made at the state Capitol — decisions involving taxes, housing supply, land use, property rights, regulation and the rules governing real estate transactions.

Those decisions have real consequences. They can affect whether a family can afford to purchase their first home, whether a community can build enough housing to meet demand, whether property owners can reasonably use their property, and whether REALTORS® can effectively serve their clients. That is why the WRA works every day to help create a political, economic and regulatory environment in which real estate ownership can thrive.

Our political advocacy begins with a simple principle: issues come before politics.

Before the WRA endorses candidates, we do our homework. Our process includes researching candidates and their voting records, examining their positions on issues important to real estate, and conducting interviews to better understand how they approach property rights, homeownership, housing affordability, economic growth and the real estate industry. We also consider something especially important in public policy: whether a candidate has demonstrated a willingness to listen, understand our issues and work constructively with REALTORS®.

We then support candidates who have demonstrated — through their records, positions and conversations with us — that they understand and support REALTOR® issues.

That process does not begin with an "R" or a "D." And it does not end there either.

That is why we call our political advocacy effort the REALTOR® Party and why its color is purple — a combination of Republican red and Democratic blue. Our objective is not to advance a political party or ideology. It is to advance policies that protect private property rights, promote homeownership, increase housing opportunities and strengthen Wisconsin's economy.

There is another important benefit to this approach. By developing strong relationships with policymakers on both sides of the aisle, we are able to build bipartisan coalitions around real estate issues. WRA-supported legislation routinely receives strong bipartisan — and often unanimous — legislative support.

A recent example is 2025 Wisconsin Act 69, important real estate practice legislation discussed in greater detail later in this magazine. Its success demonstrates something we have learned repeatedly over the years: good real estate policy does not have to be Republican or Democratic. Protecting consumers, strengthening property rights and improving the real estate marketplace can bring legislators together.

We followed this same process during the 2026 election cycle in preparation for the election on November 3. After researching the candidates, reviewing their records and positions, and conducting our candidate evaluation process, the WRA endorsed Republican Tom Tiffany for governor and Democratic Attorney General Josh Kaul for reelection. Both candidates have histories of working with and supporting REALTORS® on issues important to our industry.

Some may find endorsements of candidates from different political parties unusual. We view it differently. It demonstrates that our process is working exactly as intended.

The REALTOR® Party is about building relationships that extend beyond any single election. It is about making sure elected officials understand the importance of real estate to Wisconsin families, communities and our economy. Most importantly, it is about ensuring that REALTORS® have a strong voice when decisions affecting property ownership and our industry are being made.

That is the REALTOR® Party in action: not red, not blue, but REALTOR® purple — focused on issues, relationships and results.

Tom Larson
WRA President & CEO

Gratitude, Progress and the Road Ahead

FROM THE CHAIR

As we enter the fourth quarter and the final months of my year as WRA Chair, I find myself reflecting on how quickly this year has gone and how much we have accomplished together.

First and foremost, thank you.

Thank you to my 2026 executive team: Shawna Alt, Brian Slinkman, Chris DeVincentis, Lori Muller and Angela Walters. Thank you to the WRA board of directors and the incredible WRA staff and leadership team. And especially, thank you to you, our WRA members, for your trust and the privilege of serving you.

One year ago, I began my term with three priorities: risk mitigation, rebranding the REALTOR® Party as "The Purple Party," and innovating education.

I am proud of the progress we have made.

We responded quickly to the 2025 Wisconsin Act 69 law changes with new forms and resources to help protect our members and brokers, while also strengthening our association through internal audits and implementation of their recommendations.

The Purple Party gained momentum with more than 500 attendees at the 2026 REALTOR® & Government Day, increased RPAC major investor and local participation, and yes, some pretty cool purple Nikes!

In education, we welcomed Becca McLagan as an applied learning consultant, focusing on AI-supported educational experiences, instructional innovation and applied learning. We also continue to reimagine the WRA Annual Convention and look beyond real estate for fresh ideas that can bring greater value to our members.

This year also brought incredible opportunities, from interviewing Nykia Wright, CEO of the National Association of REALTORS®, and facilitating candidate interviews to traveling to Washington, D.C., twice with our executive team, advocating for our industry and helping advance the 21st Century ROAD to Housing Act.

Most rewarding of all has been leading the 2026 WRA board of directors and connecting with boards and presidents throughout Wisconsin. It has been a tremendous responsibility and a humbling honor.

Last year, I spoke about "those who came before" — the leaders who laid the foundation for the work we do today. Soon, I will become one of them.

Friends, I am grateful to be joining the club!

And I can tell you with absolute certainty that 2027 is in very good hands.

I am honored to pass the torch to my colleague, my leader and my friend, Shawna Alt. Shawna is a thoughtful, dedicated leader who will bring her own determination, foresight, experience and ideas to the WRA and its members.

As my year as WRA Chair draws to a close, I am grateful for the opportunity to have served, proud of what we accomplished together, and excited for what comes next.

Thank you for your trust, your support and the privilege of serving as your 2026 Chair.

Amy Curler
2026 WRA Chair



Housing Stats

KEY WISCONSIN HOUSING TRENDS: AN OVERVIEW OF Q3 2026 COMPARED TO Q3 2025

CLOSED SALES

20,636

CLOSED SALES Q3 2026

+0.4%

CHANGE FROM Q3 2025

NEW LISTINGS

26,155

STATEWIDE NEW LISTINGS Q3 2026

+0.6%

CHANGE FROM Q3 2025

MEDIAN SALES PRICE

$355,000

MEDIAN PRICE Q3 2026

+5.2%

CHANGE FROM Q3 2025

AVERAGE DAYS ON MARKET

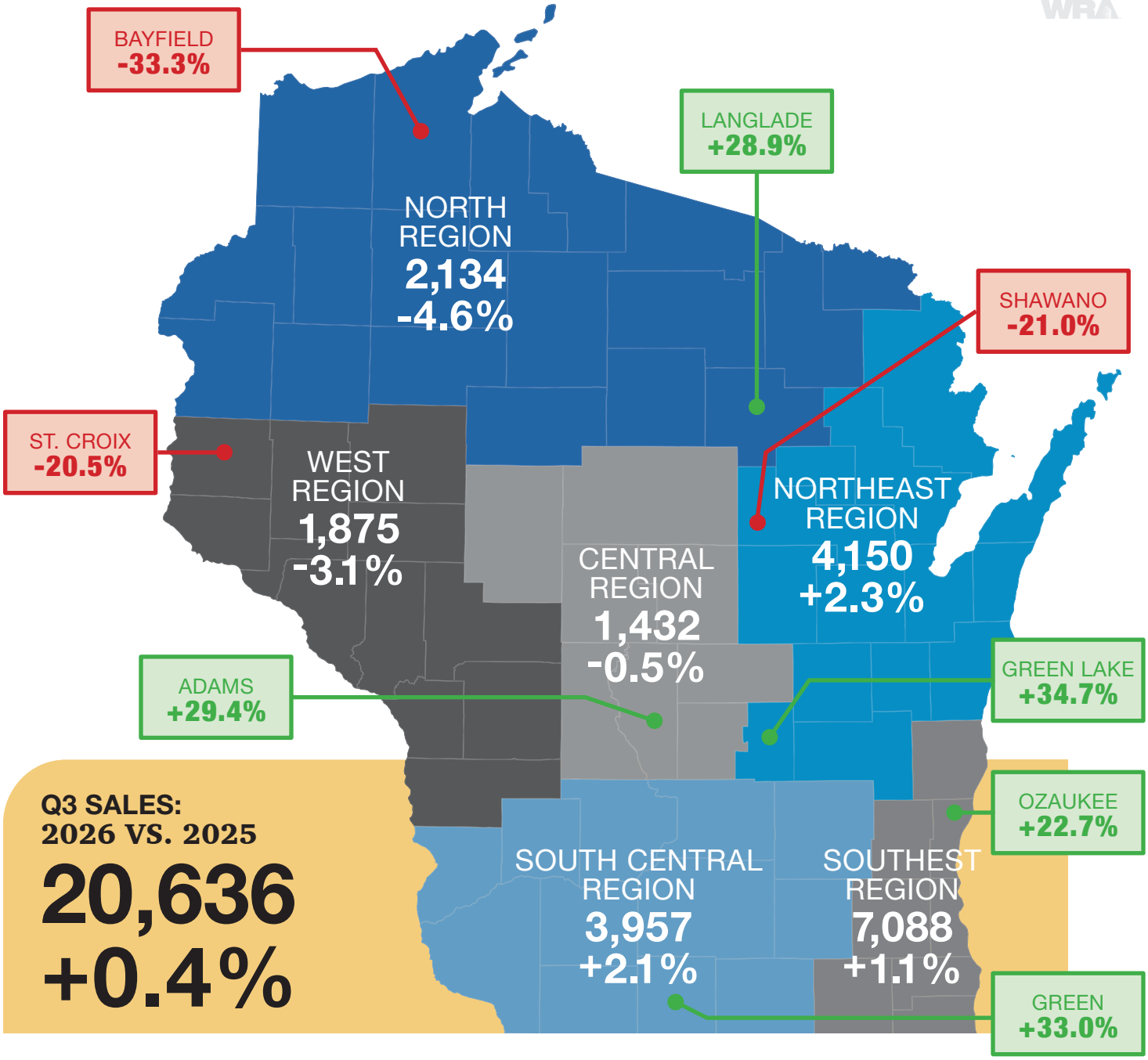
69 DAYS
3RD QUARTER 2026

COMPARED WITH

69 DAYS
3RD QUARTER 2025

MONTHS OF INVENTORY

4.0 3rd Quarter 2026
4.0 3rd Quarter 2025



Wisconsin's Q3 2026 housing market: Prices rise while sales hold steady

Wisconsin's residential housing market was steady in sales activity but more expensive in Q3 2026 than in Q3 2025. The statewide median price increased 5.2%, while home sales rose just 0.4%. Inventory and average days on market were unchanged, indicating little overall change in the balance between available supply and sales activity.

Prices increased in every region, but sales were mixed

All six regions recorded higher median prices. Sales increased in the Northeast, South Central and Southeast, while declining in the Central, North and West regions.

For full reports and housing market statistics, visit **www.wra.org/marketdata**

2027 Practice Changes



BY JENNIFER LINDSLEY
WRA SENIOR DIRECTOR OF LEGAL SERVICES

PART 1

Following the Money: New Compensation Rules for 2027

The revised WB forms change how compensation is addressed in residential transactions. For licensees, understanding the changes requires looking at more than one form. Beginning January 1, 2027, a firm may no longer accept compensation from another firm for brokerage services in a transaction involving residential property containing one to four dwelling units. A seller may, however, agree to pay compensation to a firm working with a buyer when that agreement is included in an executed offer to purchase or option to purchase.

The revised WB-1 Residential Listing Contract — Exclusive Right to Sell addresses the seller's agreement to compensate the listing firm. The revised WB-36 Buyer Agency Agreement addresses the buyer's agreement to compensate the buyer's firm. And when a seller agrees to pay compensation to a firm working with a buyer, the revised WB-11 Residential Offer to Purchase provides the place for the buyer and seller to make that agreement.

Together, the three forms implement the compensation changes made by 2025 Wisconsin Act 69.

The revised forms are available for optional use beginning October 1, 2026, and become mandatory January 1, 2027. To see the new forms and an overview of the changes, visit the WRA forms update resource webpage at www.wra.org/FormsUpdate.

START WITH THE FIRM AND ITS CLIENT

The revised forms begin with a familiar concept: a firm's compensation is established in its agency agreement with its client.

For a listing firm, that agreement is the WB-1 Residential Listing Contract. The seller agrees to compensate the listing firm according to the terms of the listing contract.

For a buyer's firm, the WB-36 Buyer Agency Agreement establishes the buyer's obligation to compensate the buyer's firm. The buyer and buyer's firm negotiate the firm's compensation and document their agreement in the WB-36.

Those agreements establish what each firm's client has agreed to pay.

NO MORE COMPENSATION FROM ONE FIRM TO ANOTHER

Beginning January 1, 2027, Wis. Stat. § 452.19 prohibits a firm from accepting compensation from another firm for brokerage services performed in a transaction involving residential property containing one to four dwelling units.

That means the listing firm cannot compensate the buyer's firm for brokerage services as part of the transaction. Referral fees are not prohibited by this restriction.

CAN THE SELLER PAY A FIRM WORKING WITH A BUYER?

Yes. Although the listing firm cannot compensate the firm working with a buyer for brokerage services, Act 69 permits the seller to agree to pay compensation directly to the firm working with the buyer.

But that agreement cannot be made in the WB-1 Residential Listing Contract.

For residential property containing one to four dwelling units, Wis. Stat. § 452.19(4) requires an agreement for a seller to pay compensation to a firm providing brokerage services to a buyer to be expressly stated in the fully executed offer to purchase or option to purchase and signed by the buyer and seller.

That is where the revised WB-11 Residential Offer to Purchase comes in.

THE WB-11 CONNECTS THE SELLER AND THE FIRM WORKING WITH THE BUYER

The revised WB-11 includes provisions that allow the buyer to request that the seller pay compensation to the firm working with the buyer.

If the seller agrees, the executed offer documents the seller's agreement to make that payment. How that payment operates depends on whether the firm is working with the buyer as a client or as a customer.

When the buyer is a client, the WB-36 Buyer Agency Agreement establishes the buyer's compensation obligation to the buyer's firm. A seller's payment under the WB-11 can be applied toward the compensation the buyer owes the buyer's firm under the WB-36.

When the buyer is a customer, there is no WB-36 Buyer Agency Agreement establishing a compensation obligation between the buyer and the firm. The WB-11 instead allows the seller to agree to pay compensation to the firm working with the buyer as a customer.

In either situation, the seller's payment is documented in the executed offer. The payment does not originate with the listing firm, and the listing firm does not agree in the WB-1 to compensate the firm working with the buyer.

HOW DOES THE WB-1 FIT INTO THIS?

The revised WB-1 recognizes that a seller may be willing to pay compensation to a buyer's firm. The WB-1 also addresses whether the seller authorizes the listing firm to disclose that the seller is offering compensation to a firm other than the listing firm.

Disclosure of an offer of compensation is not the same as an agreement to pay it.

Even if the seller authorizes the listing firm to disclose an offer of compensation, the seller's obligation to pay the buyer's firm must ultimately be documented in the executed offer to purchase or option to purchase as required by Wis. Stat. § 452.19(4).

HOW DO THE THREE FORMS WORK TOGETHER?

Think of each form as answering a different compensation question:

1. WB-1 Residential Listing Contract: What has the seller agreed to pay the listing firm, and may the listing firm disclose that the seller is offering compensation to another firm?
2. WB-36 Buyer Agency Agreement: What has the buyer agreed to pay the buyer's firm?
3. WB-11 Residential Offer to Purchase: Will the seller agree to pay some or all of the compensation owed to the buyer's firm or pay compensation to a firm working with a buyer as a customer?

The forms work together, but each agreement serves a different purpose.

WHAT DOES THIS LOOK LIKE IN PRACTICE?

Suppose a buyer has entered into a WB-36 Buyer Agency Agreement and agreed to compensate the buyer's firm according to the terms of that agreement.

The buyer then decides to ask the seller to pay some or all of the buyer's firm's compensation. The buyer includes that request in the WB-11 Residential Offer to Purchase.

If the seller accepts the offer with that provision, the executed WB-11 creates the seller's obligation to pay the amount stated in the offer to the buyer's firm.

If the seller does not agree to pay all the compensation the buyer owes under the WB-36, the buyer remains responsible for any amount owed under the terms of the buyer agency agreement.

The important point is that the seller's payment under the WB-11 and the buyer's obligation under the WB-36 are related, but they are not the same agreement.

A DIFFERENT COMPENSATION CONVERSATION

The revised forms do not eliminate compensation negotiations. They change where those agreements are made and how the payments are documented.

Listing agents will need to discuss with sellers their compensation obligation to the listing firm and whether the seller is willing to offer compensation to a firm working with a buyer.

Buyer agents will need to discuss compensation with buyers when entering into the WB-36 and help buyers understand their contractual obligation to the buyer's firm, including what happens if a seller pays only part — or none — of that amount.

And when a buyer asks a seller to pay the buyer's firm, that agreement belongs in the offer to purchase.

PART 2

Seeing Isn't Always Believing: New Advertising Rules for 2027

Technology has made it easier than ever to create attractive real estate advertising. A few clicks can brighten a dark room, remove clutter, replace a brown lawn with green grass, or show buyers what an outdated kitchen might look like after a renovation.

Artificial intelligence (AI) has made those tools even more powerful and much easier to use.

Beginning January 1, 2027, Wisconsin law will specifically address what happens when technology is used to alter real estate advertising in a way that could give consumers a false or misleading impression of a property.

The new requirements are part of 2025 Wisconsin Act 69 and add a new advertising provision to Wis. Stat. § 452.136.

Unlike the Act 69 provisions addressing public marketing and compensation, which focus on residential property containing one to four dwelling units, the new advertising requirements apply to all types of real estate.

For licensees, the important point is that Act 69 does not prohibit the use of AI or other technology in real estate advertising. Instead, it focuses on transparency when technology changes how the property itself is represented.

TECHNOLOGY IS NOT THE PROBLEM

Real estate professionals have been enhancing photographs and other advertising materials for years.

Photographers adjust lighting and exposure. Images may be cropped or straightened. Virtual staging can help consumers imagine how an empty room could be used. New AI tools can accomplish even more sophisticated changes in seconds.

Act 69 does not make those tools off limits. Instead, the law addresses advertising that has been altered or modified using technology, including AI, when the alteration adds, removes or changes a feature of the property and creates a false or misleading impression regarding the property.

That distinction is important: The new law is not an "AI was used" disclosure requirement, and the mere use of technology does not automatically trigger a disclosure. The focus is on what the technology did to the representation of the property.

THREE QUESTIONS TO ASK

When evaluating whether the new disclosure requirement applies, a licensee can think about three questions:

Was technology used to alter or modify advertising?
The statute is not limited to a particular program, platform or type of AI. The relevant issue is whether technology was used to alter or modify the advertisement.

Did the alteration add, remove or change a feature of the property?
This is where licensees should look beyond ordinary photographic adjustments and consider whether the advertisement now depicts the property differently from how it actually exists.

Could the alteration create a false or misleading impression regarding the property?
If the answer to all three questions is yes, the disclosure requirement applies. This approach keeps the focus where it belongs: on whether a consumer could be misled about the actual

property rather than on which technological tool was used to create the advertisement.

Consider the kitchen — suppose a licensee is marketing a home with an older kitchen. The kitchen has laminate countertops, dated cabinets and older appliances.

An AI program is used to create an advertising image showing the same kitchen with stone countertops, new cabinets and stainless-steel appliances.

The resulting image may be useful for helping consumers visualize the kitchen's potential, but the image does not depict the kitchen as it currently exists. Technology has changed features of the property, and a consumer viewing the image without additional information could reasonably believe those features are actually present.

That is the type of advertising Act 69 is designed to address. The use of the altered image is not necessarily prohibited. Instead, the advertisement must include the disclosure required by Wisconsin law so consumers understand that what they are seeing has been technologically altered.

WHAT ABOUT ORDINARY PHOTO EDITING?

Now consider a different example. A living room photograph is dark because it was taken on a cloudy day. The photographer adjusts the brightness and exposure so consumers can see the room more clearly. No walls, windows, flooring, fixtures or other property features are added, removed or changed.

The fact that technology was used to improve the photograph does not, by itself, mean the new Act 69 disclosure requirement applies. Again, this is not a blanket rule requiring licensees to disclose every use of photo-editing software or AI.

The question is whether the technology changed a feature of the property in a way that creates a false or misleading impression.

That distinction should allow licensees to continue using ordinary tools to produce professional advertising while providing consumers with additional transparency when technological alterations materially change what the property appears to be.

REMOVING SOMETHING CAN MATTER TOO

Adding features is only one side of the equation. Technology can also be used to remove features that may matter to a consumer.

Imagine an exterior photograph showing utility lines crossing the backyard. If an AI editing tool removes the utility lines from the photograph, the resulting image may present a materially different impression of the property.

The same concern could arise if technology removes visible damage, a permanent structure or another existing feature.

A licensee should therefore not limit the analysis to whether technology made a property look "better." The statute addresses the addition, removal or change of property features.

The practical question is whether the advertising still gives consumers an accurate understanding of the property they are being shown.

VIRTUAL STAGING SHOULD BE DISCLOSED

Virtual staging is a common example of how technology can change what consumers see in real estate advertising. Technology can add furniture and décor to an empty room, but it can also replace flooring, alter cabinets, change landscaping or even depict a substantially renovated space.

Even seemingly simple virtual staging can affect a consumer's impression of the property. Digitally added furniture or décor may obscure portions of a room, potentially concealing an existing feature or condition such as stained carpet, damaged trim or part of a window.

For that reason, the best practice is straightforward: if an image has been virtually staged, disclose it. A clear disclosure eliminates uncertainty about whether the alteration falls within the statutory disclosure requirement and lets consumers know that portions of the image do not depict the property exactly as it exists.

Virtual staging can still be a useful marketing tool. Disclosure simply gives consumers the context they need to distinguish the actual property from elements added or altered using technology.

THE RULE APPLIES BEYOND PHOTOS

Although photographs may be the most obvious example, licensees should not assume the law is limited to still images.

Real estate advertising increasingly includes video, virtual tours and other technology-enhanced media. The statutory focus is on advertising that has been altered or modified using technology, not simply on traditional listing photographs. Firms should therefore think broadly when developing policies for the use of AI and other technological tools.

The same basic principle applies regardless of the format: If technology is being used to change the representation of property features in a way that could create a false or misleading impression, the licensee should consider the disclosure requirement.

EXISTING ADVERTISING PRINCIPLES STILL MATTER

Act 69's new disclosure requirement should also be viewed alongside the principles that already govern real estate advertising. Licensees have long been responsible for avoiding false, deceptive or misleading advertising, and AI does not change that fundamental obligation.

Act 69 provides a more specific rule for an increasingly common situation: technology can now create remarkably realistic depictions of features that do not exist.

A beautifully generated image may look like a photograph even when significant portions of what the consumer sees were created or changed by software. Disclosure gives consumers context for evaluating that image.

FIRMS SHOULD START THINKING ABOUT POLICIES NOW

The new law provides an opportunity for firms to review how licensees and vendors are using technology in advertising.

Who is permitted to alter listing photographs? Are licensees using firm-approved programs? Does a photographer or marketing vendor use AI tools as part of the editing process? How will a licensee know when a property feature has been changed? Who is responsible for making sure the required disclosure appears with the advertising?

These are useful questions even for firms that do not currently make extensive use of AI.

AI features are increasingly being incorporated into ordinary software, and a licensee may use an AI-powered tool without necessarily thinking of the task as "using AI." For that reason, a firm policy based solely on whether AI was used may miss the point. A more useful policy may focus on what was changed and how the resulting advertisement represents the property.

TRANSPARENCY WITHOUT GIVING UP THE TECHNOLOGY

AI and other technology will continue to change how real estate is marketed.

Act 69 does not ask Wisconsin licensees to stop using those tools. It asks licensees to be transparent when technology changes property features in a way that could leave consumers with a false or misleading impression.

For licensees, the practical analysis can remain relatively simple:

- Was the advertisement altered using technology?
- Did the alteration add, remove or change a property feature?
- Could the result create a false or misleading impression of the property?

When those elements are present, disclosure is part of the advertising process.

The technology may be new, but the underlying principle should be familiar: Consumers should be able to trust that real estate advertising gives them an accurate understanding of the property or tells them when what they are seeing has been technologically changed.



PART 3

Seller Choice Takes Center Stage: New Marketing Rules for 2027

Beginning January 1, 2027, Wisconsin law will establish new marketing requirements for firms listing residential property containing one to four dwelling units. The changes are part of 2025 Wisconsin Act 69 and are reflected in the revised WB listing contracts and the new WB-55 Public Marketing Opt-Out Agreement.

The basic concept is straightforward: public marketing is the default, but the seller retains the ability to choose otherwise.

For listing firms, however, putting that concept into practice requires understanding both the firm's new statutory duties and the seller's marketing choices.

NEW DUTIES FOR LISTING FIRMS

Wis. Stat. § 452.1355 establishes several requirements for firms listing residential property containing one to four dwelling units.

A listing firm must share property information with licensees working with prospective buyers or tenants, respond to inquiries from those licensees, and make the property available for showings to prospective buyers or tenants.

The listing firm must also publicly market the property within one business day from the start of the agency agreement unless the owner opts out.

For purposes of the statute, public marketing generally means advertising or marketing the property on one or more internet platforms or websites accessible to the general public and real estate licensees representing prospective buyers or tenants.

The one-business-day deadline makes the start date of the listing contract particularly important. The statutory clock runs from the start of the agency agreement — not necessarily the date the property is ready for photographs, the date the seller wants showings to begin or the date the firm intends to launch its marketing campaign.

Before entering into the listing contract, the firm and seller should therefore discuss the seller's intended marketing timeline and select a start date that works with that plan.

SELLER CHOICE REMAINS PART OF THE EQUATION

Although Act 69 creates a public-marketing requirement, it does not require every seller to publicly market a property. A seller may have any number of reasons for wanting to limit or delay public marketing. A seller may want time to prepare the property before broadly advertising it. Another seller may have privacy concerns. Still another may prefer a more limited marketing strategy. Act 69 preserves that choice.

If the seller does not want the public marketing otherwise required by the statute, the seller may opt out. The seller's decision must be documented using the WB-55 Public Marketing Opt-Out Agreement.

This balance between public marketing and seller choice is important. The law establishes the firm's default marketing obligation while creating a uniform process for a seller who knowingly chooses a different approach. Act 69 also requires the Real Estate Examining Board (REEB) to provide consumers with information about the potential effects of limiting marketing.

CHANGES TO THE WB LISTING CONTRACTS

The revised WB listing contracts incorporate the new statutory marketing framework.

The forms address the firm's obligation to publicly market qualifying residential property and provide the seller with the opportunity to choose whether the property will receive public marketing.

If the seller chooses public marketing, the listing firm proceeds with the marketing required by law and according to the terms of the listing contract. If the seller chooses to opt out of public marketing, the WB-55 becomes part of the process.

This is an important distinction for licensees. A seller's decision to limit marketing should not simply be handled through an

informal conversation, an email or a note in additional provisions. Act 69 establishes a prescribed disclosure and opt-out process, and the WB forms have been revised to implement it.

The revised forms therefore work together: the listing contract establishes the agency relationship and addresses the seller's marketing choice, while the WB-55 documents the seller's informed decision to opt out of public marketing.

MEET THE WB-55

The WB-55 Public Marketing Opt-Out Agreement is more than a form on which the seller says, "Don't put my property on the internet." Its purpose is to make sure the seller understands what that decision may mean.

The WB-55 advises the seller that Wisconsin law otherwise requires the listing firm to publicly market the property within one business day from the start of the agency agreement. It then explains the potential consequences of opting out.

Among those consequences, real estate licensees and prospective buyers or tenants may not know the property is available. The property may not appear on internet platforms commonly used to search for listings. Consumers may not know the terms and conditions under which the property is being offered. Reduced exposure may also reduce the number of offers, affect the sale or lease price, or affect the owner's ability to obtain favorable terms.

The WB-55 also allows the seller to identify the reason for opting out and addresses whether that reason will remain confidential.

The important takeaway is not that limited marketing is necessarily a bad choice. The appropriate marketing strategy depends on the seller and the seller's objectives. The purpose of the WB-55 is to make the choice an informed one.

WHAT IF THE SELLER CHANGES THEIR MIND?

A seller's marketing decision does not have to remain unchanged for the entire listing.

A seller may initially choose limited marketing and later decide that broader exposure better serves the seller's goals. The listing contract can be amended to reflect the seller's new instructions and remove the public-marketing opt-out.

Similarly, marketing strategy should be part of the conversation before the listing begins. If a seller wants to delay public marketing for a particular period, the licensee should make sure the listing contract and WB-55 accurately document the seller's instructions rather than simply assuming the property can remain off the market until the seller says otherwise.

DON'T FORGET THE COOPERATION REQUIREMENTS

Opting out of public marketing does not eliminate the listing firm's other statutory duties.

The firm must still share property information with licensees working with prospective buyers or tenants, respond to their inquiries, and make the property available for showings.



That distinction matters. Act 69 permits the seller to limit public marketing, but it does not create a mechanism for a listing firm to use the opt-out to avoid cooperation with licensees working with prospective buyers or tenants.

Act 69 also does not prohibit or discourage private listing networks. The new requirements instead establish minimum obligations for listing firms while preserving the seller's ability to make an informed choice about public marketing.

WHAT ABOUT MLS RULES?

Real estate firms and licensees must comply with Wisconsin law, regardless of the rules or policies of an MLS or other organization. An MLS rule cannot require conduct that conflicts with Wisconsin law or prohibit a seller from exercising a right granted by state law.

Under Act 69, a seller of residential property containing one to four dwelling units has the right to opt out of public marketing. An MLS therefore cannot prohibit a seller from exercising that statutory right or impose a requirement that is inconsistent with Wisconsin law.

Firms that participate in an MLS should, of course, continue to understand and comply with applicable MLS rules. But those rules must operate within the framework established by Wisconsin law. When discussing marketing options with sellers, licensees should distinguish between the seller's rights under Wisconsin law and any additional requirements that may apply through the firm's participation in an MLS.

A NEW CONSUMER RESOURCE

Act 69 also directs the REEB to make a consumer marketing brochure publicly available. The brochure explains the benefits of public marketing, the potential effects of limiting marketing, and the purpose and implications of the opt-out process. It also addresses how marketing restrictions may affect exposure, competition and final sale price and provides sample questions consumers can ask listing firms about marketing strategies.

Licensees are not responsible for delivering the brochure to every seller. Nevertheless, it can be a useful resource when discussing marketing choices with consumers.

PROTECTION FOR LICENSEES ACTING IN GOOD FAITH

Act 69 also provides liability protection for licensees fulfilling the new marketing and disclosure duties.

A licensee who acts in good faith to fulfill the statutory duties may not be held civilly liable for disclosures or representations made while doing so. The protection does not apply when the licensee knowingly makes a false, deceptive or misleading representation.

That protection reinforces one of the central themes of the new law: informed consumer choice supported by consistent disclosure and documentation.

GET READY FOR JANUARY 1

The revised WB forms have an optional use date of October 1, 2026, and become mandatory January 1, 2027.

Before the new year, listing firms should review their listing procedures, marketing timelines and MLS requirements. Licensees should become familiar with the marketing provisions in the revised WB listing contracts and understand when and how to use the WB-55.

Licensees should also be prepared to explain what Wisconsin law requires, what marketing choices the seller has, what the potential consequences of limiting marketing may be, and how the seller's decision will be documented.

Public marketing may be the statutory default, but under Act 69, an informed seller remains at the center of the marketing decision.

WRA Practice Changes Webpage

For more information about the January 1 practice changes, included educational use WB forms, videos and more, visit the WRA's practice changes webpage.

www.wra.org/PracticeChanges

WRA

RGD 27

REALTOR® & GOVERNMENT DAY



save the date

04.08.27

MADISON, WI

CE and License Renewal: Two of a Kind

BY LAUREN HUBBARD
WRA EDITOR

Peanut butter and jelly. Mac and cheese. Cats and cardboard boxes. Some pairs just seem to belong together. And in the world of Wisconsin real estate, continuing education (CE) and license renewal are one of those pairs.

As the December 14 real estate biennium deadline approaches, the goal for Wisconsin real estate licensees isn't just to complete CE or to renew their license — the goal is to complete both. After all, you need to do both to continue practicing real estate legally in Wisconsin come December 15.



STEP 1: COMPLETE YOUR CE

Before you can renew your Wisconsin real estate license, you must complete 18 hours of CE for the 2025-26 biennium. You can't skip the CE and jump straight to license renewal. Think of CE as one half of the key-and-lock combo: without both pieces, you're not getting through the door.

Curriculum details

For the 2025-26 biennium, Wisconsin real estate licensees must complete 18 hours of CE, consisting of 12 mandatory courses and six elective courses. Courses are one hour each.

Mandatory courses

- Course 1: Buyer Agency in Wisconsin
- Course 2: Contract Drafting in Wisconsin
- Course 3: When the Wisconsin Transaction Does Not Close
- Course 4: Department of Safety and Professional Services Discipline Roundup
- Course 5: Wisconsin Legislative Updates
- Course 6: Wisconsin Case Law Related to Real Estate
- Course 7: Inspection and Testing in the Wisconsin Offers to Purchase
- Course 8: Antitrust for Wisconsin Licensees
- Course 9: Fair Housing I for Wisconsin Licensees — State Law
- Course 10: Fair Housing II for Wisconsin Licensees — Federal Law
- Course 11: Advertising for Wisconsin Licensees
- Course 12: Financing and Appraisal in the Wisconsin Offer to Purchase

Electives

- Elective 1: Disclosure for Wisconsin Licensees
- Elective 2: Seller Impersonation Fraud
- Elective 3: Personal Transactions for Wisconsin Licensees
- Elective 4: Incentives in Wisconsin Real Estate Transactions
- Elective 5: Commissions and Dispute Resolution in the Wisconsin Listing Contracts
- Elective 6: Personal Property and Fixtures in Wisconsin Transactions

Why WRA CE?

- Learn what matters to Wisconsin real estate professionals: WRA CE is developed by Wisconsin real estate legal experts with the Wisconsin-specific knowledge you need to stay current in your practice.
- Prepare for 2027 practice changes: WRA CE courses include important information about Wisconsin real estate practice changes taking effect January 1, 2027. You'll learn about new requirements affecting residential transactions and what they will mean for your day-to-day practice.
- Complete it all in one place: Complete all 12 mandatory courses and six elective courses with the WRA. All WRA CE courses are approved and satisfy the Wisconsin Department of Safety and Professional Services (DSPS) CE requirements. Plus, when you complete all 18 hours with the WRA, your CE is automatically reported to the DSPS, making the renewal process a breeze.

Choose the learning format that works for you

Even though December is right around the corner, the WRA can help you prepare. The WRA offers all the required CE courses in three learning formats:

- On Demand: Prefer to learn on your own schedule? WRA On Demand courses combine video and written content in an all-digital format, with built-in learning tools and enhanced visuals. And with one-hour courses, you can work through your CE in manageable chunks rather than carving out an entire day.
- Self-study: Prefer a book and a little quiet time? WRA Self-study CE lets you take your coursework with you. A printed book of all course outlines is shipped to you, and you can study at your own pace before completing the online exams.
- Live courses: Prefer learning in a live setting? The WRA offers instructor-led CE courses throughout the year, and attendance at various WRA conferences can also count for CE credit. While most of these events have already taken place during the 2025-26 CE biennium, keep this option in mind for the 2027-28 biennium!



STEP 2: RENEW YOUR LICENSE

Completed CE? Check. Aced the course quizzes? Check. Gathered course completion certificates? Check. You've done the heavy lifting, but there's one more task to complete: renew your Wisconsin real estate license with the DSPS. After all, CE without license renewal is a little like Tom without Jerry — something is missing.

To renew your license, you must submit your license renewal application online and a $75 renewal fee to the Wisconsin DSPS through its LicensE online platform by or before the December 14 deadline. Be sure to check your inbox because last month, the DSPS emailed all Wisconsin real estate licensees with a reminder and instructions about using the LicensE portal. The LicensE portal usually becomes available during the last two months of the biennium; it may be available by the time you read this November magazine.

WRA-provided CE gives you a simpler renewal process

When you complete all 18 CE hours with the WRA, your completed coursework is automatically reported to the DSPS. The DSPS already has your CE credits on file when you visit the LicensE portal for your renewal, so there's no manual entry of your CE information.

On the other hand, if you took CE courses with another education provider, you must contact that education provider to obtain your course completion certificates. You will need all 18 certificates when you are on the LicensE portal ready to renew, and you'll be required to manually enter your information into LicensE.

FINAL THOUGHTS

Chips need dip. Sonny needs Cher. And as a Wisconsin real estate licensee, you need both CE and license renewal.

Your real estate license renewal application and fee must be received by the Wisconsin DSPS no later than midnight Monday, December 14, 2026. If you don't complete both requirements by the deadline, your license will lapse on December 15, and you will not be able to practice real estate until your license is renewed.

So check both boxes and head into the 2027-28 biennium with your license ready to go. After all, some things just work better together.



CE QUESTIONS? WE HAVE ANSWERS

Do you need to complete CE by December 14 if you're newly licensed?

How do you earn Minnesota CE credit for a dual license?

How can you confirm that your license is actually renewed?

Find answers to these questions and many more on the WRA's CE FAQ webpage. Plus, once the DSPS opens its LicensE online renewal portal, the WRA's CE FAQ webpage will include a tutorial video walking you through the renewal process step by step.

Find the info you need:
www.wra.org/CEFAQ

The Best of the Legal Hotline



WINTER IS COMING, PRACTICE CHANGES ARE COMING

BY WENDY HOANG
WRA DIRECTOR OF LEGAL SERVICES

2025 Wisconsin Act 69 goes into effect on January 1, 2027. The practice changes associated with this new law increase transparency and provide sellers and buyers with clear, consistent information regarding marketing, compensation and the use of technology in advertising. There are three key components of the practice changes: marketing listed property, compensation to firms working with buyers, and advertising enhanced by technology. The following questions and answers cover agents' frequently asked questions as they prepare for the 2027 practice changes.

MARKETING LISTING PROPERTY

What do the 2027 practice changes require when advertising a property?

The first component of the practice changes involves the marketing of listed residential property containing one to four dwelling units. A listing firm must share information about the property with agents working with buyers, respond to inquiries from any agent working with buyers, and make the property available for showings.

The listing firm must list the property within one business day of the listing period on one or more internet platforms or websites. If the seller does not want the property listed within one business day, the seller will sign the new WB-55 Public Marketing Opt-Out Agreement, a disclosure and opt-out form prescribed by the Wisconsin Real Estate Examining Board (REEB) that allows the seller to opt out of public marketing on the internet.

Sellers must also understand and acknowledge the potential risks associated with reduced market exposure, including the possibility of reaching fewer prospective buyers and potentially affecting the property's market opportunities.

What does "market the property to the public" mean?

The property must be advertised on one or more publicly accessible internet platforms within one business day of the start of the listing contract. The advertising platform must be available to the general public and accessible to agents working with prospective buyers, ensuring broad exposure of the property to the marketplace.

What does this mean for MLS rules?
All licensees must comply with Wisconsin law. MLS participants must also comply with applicable MLS rules. Contact the local MLS regarding its policies.

Can a seller still choose to restrict marketing or access to their property?
Sellers may choose how their property is marketed when it is listed by a real estate firm. A seller may choose to have their property publicly marketed or may choose to restrict the marketing of their property. If a seller chooses to restrict the marketing of their property, they will be asked to affirmatively opt out of public marketing with the WB-55 Public Marketing Opt-Out Agreement.

The purpose of the WB-55 is to ensure that the seller is making an informed decision to restrict the marketing of their property and that the seller has discussed marketing options with the listing firm. Additionally, the form confirms that the seller understands the potential impact of restricting marketing and that the seller — not the listing firm — is making the decision to restrict marketing.

Furthermore, a seller may still choose to restrict access to their property from certain individuals, provided the restriction is not based on a person's membership in a protected class. This means the property owner may identify specific agents and prospective buyers with whom the property owner does not wish to work or allow to view the property.

Are the forms changing?
The WB forms have been revised to reflect all the 2027 practice changes. The revised WB forms have an optional use date of October 1, 2026, and a mandatory use date of January 1, 2027. Visit the WRA's forms update webpage to review the updates: **www.wra.org/FormsUpdate**.

Is there a resource for sellers regarding the marketing practice changes?
The law requires the REEB to create a consumer brochure. The brochure will be available on the Wisconsin Department of Professional Services (DSPS) website and will be referenced in the listing contracts and the WB-55 Public Marketing Opt-Out Agreement.

COOPERATING FIRM COMPENSATION

How is compensation changed by the practice changes?
The practice changes modify how compensation is documented and paid in residential transactions involving one to four dwelling units.

Beginning January 1, 2027, one firm may not pay compensation of any kind to another firm for brokerage services performed in connection with the sale of a residential property containing one to four dwelling units. This prohibition applies regardless of the brokerage relationship between the firms.

How can a firm working with a buyer get compensated?
The firm may be compensated by the buyer directly or the buyer may request the seller pay the firm in the offer to purchase. The law allows a seller to compensate a firm working with a buyer provided such compensation is documented in the offer to purchase.

The new law provides that:
1. A firm may be paid directly by its own client, who is the seller or the buyer, via an agency agreement.
2. Firms may not enter into side agreements with other firms to share or split compensation.
3. Sellers may decide whether they want to offer compensation to an agent working with a buyer.
4. If a buyer wants the seller to pay the cooperating agent, that arrangement must be explicitly included in the offer to purchase.
5. Compensation terms must be transparent and documented so both the buyer and seller understand who is being paid, by whom, and how much.

This structure ensures compensation is handled as part of the negotiated transaction between the buyer and seller, not as a separate agreement between real estate firms.

Does this apply to commercial or multifamily property?
No, the compensation provisions apply only to residential properties containing one to four dwelling units. Transactions involving other property types are not subject to these specific restrictions.

Are referral fees still allowed?
Yes, referral fees and finder's fees permitted under Wisconsin law are not affected.

Can a seller still pay some or all of the buyer's firm's fee?
The law does not prohibit seller-paid compensation; rather, it changes how that compensation is documented. A seller may agree to pay all or part of the buyer's firm's compensation, provided the agreement is negotiated and expressly documented in the fully executed offer to purchase signed by both the buyer and seller. The payment is made directly by the seller to the buyer's firm, not by the listing firm.

Can a buyer request the seller pay the buyer's firm's compensation? Is this amount negotiable?
A buyer may include a request in the

offer to purchase asking the seller to pay compensation to the buyer's firm. The amount of compensation is negotiable. The seller is under no obligation to agree and may accept, reject or counter the request as part of the overall negotiation of the offer, just like they can with any other offer term. If the parties reach an agreement, it must be included in the fully executed offer to purchase.

Can the seller agree to pay the buyer's firm's compensation after the offer is already accepted?
Provided the buyer and seller mutually agree, the parties may amend the offer to purchase to include a seller-paid compensation provision. Because the law requires the agreement to be documented in the executed offer to purchase, any subsequent agreement should be incorporated into the contract through a written amendment signed by both parties.

Can a subagent ask the seller to pay the subagent's compensation?
The law permits a seller to agree to pay compensation to a firm working with the buyer-customer provided the agreement is negotiated and documented in the executed offer to purchase. The revised WB offers to purchase provide an option for the buyer to request the seller pay the firm working with a buyer-customer.

What happens if firms enter into an agreement that violates the new law?
Any agreement or arrangement that violates the statutory prohibition on firm-to-firm compensation is void and unenforceable.

Can a listing firm charge different commission rates depending on whether the listing firm brings the buyer or another firm brings the buyer?
The practices changes and revised WB forms do not affect what a listing firm may negotiate as the firm's commission with the seller. The new law prohibits firm-to-firm compensation. Variable rate commission structures are still allowed.

The firm and the seller can negotiate a variable rate commission. For example, a listing contract may state that commission is X% of the purchase price if the listing firm brings the buyer or Y% of the purchase price if another firm brings the buyer.

Prior to January 2026, the REALTOR® Code of Ethics required REALTORS® to disclose variable rate commission in Standard of Practice 3-4. That section was deleted from the Code of Ethics, effective January 2026.

ADVERTISING ENHANCED BY TECHNOLOGY

What do the practice changes require regarding advertising enhanced by technology?
A licensee must disclose whenever advertising has been altered or modified using technology, including artificial intelligence (AI), to add, remove or change elements of a property in a way that creates a false or misleading impression of the property.

What is the purpose of the disclosure?
The practice changes are intended to promote transparency and help consumers understand when technology has materially altered the appearance of a property. The goal is not to prohibit the use of technology, but to ensure that buyers receive accurate information and are not misled by digitally modified advertising.

Is there specific language required for the disclosure?
The statute requires disclosure that the advertising has been altered or modified using technology when the alteration creates a false or misleading impression. The law does not prescribe specific language. A simple statement such as "Image has been digitally altered," "Virtually staged" or "Rendering depicts possible renovations" may be appropriate, depending on the circumstances. A firm may develop its own standardized language for use in its advertising. Any firm-developed disclosure should be clear, accurate and consistent with the practice changes.

Does removing clutter or personal property require disclosure? Does altering the grass, landscaping or sky require a disclosure?
Whether alteration or modification requires disclosure depends on what exactly is done. If any modification using technology would create a false or misleading impression of the property's condition or appearance, disclosure is required.

Does virtual staging require a disclosure?
Yes, virtual staging requires disclosure if virtual staging adds furnishings or other features that were not present when the photograph was taken. Because the image has been altered using technology, the advertisement should disclose that the image has been virtually staged.

Does the disclosure have to appear on every altered image?
The statute requires disclosure in the advertising. As a best practice, licensees should make the disclosure clear and conspicuous so consumers understand which images have been altered.

Can an agent solely make the disclosure in the private remarks on the listing platform, or does it need to be made public?
The disclosure should be visible to the public so anyone who sees the altered advertising is aware the advertising has been modified by technology.

Does every digitally altered or modified image create a false or misleading impression?
Whether an image creates a false or misleading impression depends on the nature and extent of the modification. Routine editing that improves image quality, such as adjusting brightness or color correction, generally does not create a false or misleading impression. However, adding, removing or changing significant features of the property may require disclosure under the practice changes.

What happens if a licensee fails to disclose a digitally altered image, such as showcasing a finished basement when the property does not actually have a finished basement?
The licensee would likely be in violation of Wis. Stat. § 452.136(1m). A complaint may be filed with the DSPS. If a licensee violated licensee law, the REEB can assess fines up to $5,000 for each violation; require education; assess costs; and limit, suspend or revoke the licensee's license.

Additionally, the licensee may have violated Article 12 of the REALTOR® Code of Ethics. Article 12 provides:

> *"REALTORS® shall be honest and truthful in their real estate communications and shall present a true picture in their advertising, marketing, and other representations. REALTORS® shall ensure that their status as real estate professionals is readily apparent in their advertising, marketing, and other representations, and that the recipients of all real estate communications are, or have been, notified that those communications are from a real estate professional. (Amended 1/08)."*

An ethics complaint may be filed with the WRA's Professional Standards Program.

LEARN MORE

See the WRA's practice changes webpage at **www.org/practicechanges** for additional information and training.




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2026 Convention Recap

Nearly 500 REALTORS® came together in Madison last month for three days of education, networking and fun at the 2026 WRA Annual Convention.

The convention kicked off Tuesday with CE courses, the annual golf outing and the exciting Wingo competition. That evening, REALTORS® gathered for "The Gilded Gathering," celebrating the REALTOR® community and welcoming Shawna Alt as the 2027 WRA chair of the board, along with the new 2027 leadership team.

Wednesday morning opened on the main stage with WRA awards recognizing outstanding contributions to the REALTOR® profession, followed by keynote speaker Mike Staver. Through humor and practical strategies, Staver's "Winning Is No Accident" session challenged us to stay focused, resilient and purpose-driven in a rapidly changing world.

Throughout the day, convention guests attended workshops to learn new ideas for listing strategies, video content, social media marketing and more. The afternoon brought another main stage session with real estate speaker and coach Jared James, who explored how changing consumer expectations and artificial intelligence are reshaping the industry.

The excitement continued at the evening's exhibit hall reception and REALTOR® Party reception before The Power of YOU Party. With live music from The Verzatile Band, dancing and plenty of opportunities to connect, the convention's biggest celebration brought the day to a lively close!

Thursday morning featured the WRA legal team's "Livin' La Vida Legal" main stage session to outline legal developments and practice changes affecting Wisconsin real estate in 2027. Next, speaker and guitarist Mike Rayburn closed the convention on the main stage with "What If?" — an entertaining mix of music, humor and business insight challenging attendees to rethink conventional thinking and embrace new possibilities.

From the golf course to the main stage and everywhere in between, the 2026 WRA Annual Convention was three days of learning, leadership and meaningful connection — all with an eye toward what's next.




WRA










the POWER of YOU
WELCO
MAIN
9:00 a.m
Openin
Awards
Keynote Spea
"Winning Is
11:00 a.m.
Market
Speaker Mark
11:45 a.m.
Convention
3:45 p.m.
Speaker Jar



Thank You!

The WRA would like to give a special thanks to the following businesses and individuals for their support of the 2026 WRA Annual Convention.

AlphaGraphics
American Home Shield
America's Preferred Home Warranty Inc.
Associated Bank
Choice Home Warranty
Cinch Home Services
Compeer Financial
CSI
Cutco Closing Gifts
Exeter 1031 Exchange Services LLC
Exit Realty Upper Midwest
First Weber Inc.
GainExchange 1031 Exchange Company
General Engineering Company
Godfrey & Kahn
HOMEstretch
Home Warranty of Midwest
Johnson Financial Group
Keep Wisconsin Warm/Cool Fund
Knight Barry Title
Landmark Credit Union
Lifetime Home Services
Magnets USA and Lifelong Gifts
Metro MLS Inc.
Pearl Insurance
Point Mortgage
Preferred Title
REALTORS® Association of South Central Wisconsin
RE/MAX LLC
RO Media Co.
Roof Marketplace
Roxy & Lola LLC
Shutter Zone Media
Stampfli Mortgage
Stewart Title Company
Summit Credit Union
TrustFunds
U.S. Bank
USDA
UW Credit Union
Vox Transaction Services
Wisconsin Association of Home Inspectors Inc. (WAHI)
Wisconsin Housing and Economic Development Authority (WHEDA)
Wisconsin Office of the Commissioner of Insurance
Wisconsin Residential Real Estate Council
Zander Solutions

VOTE YES

NOV. 3 2026

QUESTION 1:

Stop Veto Tax Hikes

Question 1 isn't just about what happened — it's about what could happen next.

In 2023, a partial veto turned a two-year increase into one lasting more than four centuries. The veto drew attention to the scope of Wisconsin's partial veto power and its potential impact on taxpayers.

Now, Wisconsin voters will have an opportunity to decide whether to place a new limit on that power.

Question 1 on the November ballot would not undo what happened in 2023. **It's about limiting how a governor could use the partial veto to create or increase taxes and fees in the future.**

A PARTIAL VETO MADE 2 YEARS into 402 YEARS

How did this happen?

In the 2023-25 state budget, the Legislature approved a $325-per-pupil increase for two school years (2024-25).

The governor used the partial veto to remove "20" and the dash from "2024-25," resulting in the $325 increase remaining in place through 2425 – extending it by four centuries.

This action did not require approval from the Legislature or voters. It shows how the partial veto can be used to increase a tax without creating a new law or going through the normal legislative process.

QUESTION 1 IN PLAIN ENGLISH

Question 1 asks whether the Wisconsin Constitution should prohibit the governor from using the partial veto to create or increase a tax or fee, or authorize the creation or increase of a tax or fee.

LEARN MORE ABOUT QUESTION 1: VOTEYESQ1.COM

YOUR DUES AT WORK

The Wisconsin Homeowners Alliance

Founded by the WRA in 2005, the Wisconsin Homeowners Alliance (WHA) is a nonprofit, nonpartisan advocacy organization focused on protecting property rights, promoting affordability and improving Wisconsin's property-owning climate.

Supported in part by $70 of each WRA member's annual dues, the WHA advances education and advocacy efforts on issues affecting homeowners and property owners across Wisconsin.

This fall, that work includes a statewide campaign focused on educating Wisconsin voters about Question 1, the partial veto, and what the proposed constitutional amendment would mean going forward.

What could a future partial veto mean for property owners?

Think beyond your property tax bill

For homeowners, property taxes may be the most visible tax associated with owning a home, but they are far from the only taxes and fees that affect Wisconsin households.

You pay taxes when you earn a paycheck and make everyday purchases. Taxes and fees affect the cost of utilities, driving a vehicle and transferring property. Other fees can influence what it costs to build, buy, sell and own real estate.

That is why the debate over the partial veto extends beyond one property tax increase. A governor could use this partial veto power to increase:

TAXES

- Property taxes, AGAIN
- Income taxes
- Sales taxes
- Utility taxes
- Gas taxes
- Wheel taxes
- Estate taxes

FEES

- License fees
- Transfer fees
- Impact fees
- Developer fees
- Recording fees
- Court fees

EXAMPLE: WISCONSIN'S CURRENT TRANSFER FEE

Wisconsin's current real estate transfer fee is 30 cents per $100 of value.

30¢ per $100	30¢ per $10~~0~~
on a $350k home:	on a $350k home:
$1,050	$10,500

A future governor could use the partial veto to increase transfer fees, by striking one number.

IMPORTANT TO KNOW:

If approved, Question 1 would apply going forward. It would not change or reverse the 2023 partial veto.

THE BOTTOM LINE

If Question 1 passes, any future governor could not use the partial veto to:

- **CREATE** a tax or a fee
- **INCREASE** a tax or a fee
- **AUTHORIZE** the creation or increase of a tax or fee

VOTE YES

NOV. 3 2026

PAID FOR BY THE WISCONSIN HOMEOWNERS ALLIANCE.

REALTORS® POLITICAL ACTION COMMITTEE

REALTOR® Advocacy

THANK YOU TO OUR 2026 RPAC MAJOR INVESTORS

When REALTORS® speak with one voice, Wisconsin listens. REALTORS® Political Action Committee (RPAC) major investors help amplify that voice in support of a strong, stable real estate market.



MEET A MAJOR INVESTOR

"RPAC strengthens our advocacy. Without this vital effort, we would be powerless to create needed change in the real estate industry.

Day in and day out, nobody knows real estate like a REALTOR®, and no one speaks for REALTORS® better than us."

Kevin Porter
Porter Realty LLC, Ashland

LEARN MORE

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

NAR RPAC Hall of Fame
Members of the NAR RPAC Hall of Fame have contributed an aggregate lifetime investment of $25,000 or more.

WRA RPAC HALL OF FAME
Members of the WRA RPAC Hall of Fame have contributed an aggregate lifetime investment of $10,000 or more.

President's Circle
Members contributed $2,000 directly to REALTOR®-friendly candidates in response to requests from NAR and RPAC trustees.

This list reflects RPAC major investors who made investments between January 1, 2026, and October 5, 2026.

RPAC
REALTORS® POLITICAL ACTION COMMITTEE

Platinum "R"s

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



Jim Imhoff
First Weber Inc.
Madison



Mary Rufledt
Elite Realty Group
Eau Claire

Golden "R"s

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



Andy Beiser
Beiser Realty
Winneconne



Rita Blenker
Century 21 Gold Key
Realty Inc., Marshfield



Rose Bogosian
Gonnering Realty Inc.
Kenosha



Dawn Christensen
Century 21 Ace Realty
Appleton



John Flor
Keller Williams Realty
Diversified, Chetek



Mary Gilbank
Shorewest REALTORS®
Janesville



Joe Horning
Shorewest REALTORS®
Brookfield



John Horning
Shorewest REALTORS®
Brookfield



Cori Lamont
Wisconsin REALTORS®
Association, Madison



Tom Larson
Wisconsin REALTORS®
Association, Madison



Dan Lawler
Dan Lawler Broker
Rice Lake



Brad Lois
Bear Realty of
Burlington Inc.
Burlington



Carey Maurer-Martin
RE/MAX 24/7 Real
Estate LLC, Appleton



Julie Winter-Paez
RE/MAX Property Pros
Eagle River

Crystal "R"s

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



Tim Besaw
Besaw Properties
Green Bay



Michael Brandner
Gowey Abstract & Title
Company, Medford



Mary Duff
Stark Company
REALTORS®, Madison



Tracy Johnson
Commercial Association
of REALTORS®
Wisconsin, Milwaukee



Michael Karisny
Acre Realty
Appleton



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



Becky Merwin
Berkshire Hathaway
Starck Real Estate
Lake Geneva



Lori Muller
Partner Real Estate
Black Creek



Joe Murray
Murray Consulting LLC
Madison



Peter Ogden
Ogden & Company Inc.
AMO, Milwaukee



Max Rea
RE/MAX Excel
Schofield



Adam Redman
Redman Realty Group
Minocqua



Rob Rybarczyk
Coldwell Banker
Action Realty, Schofield



Brian Slinkman
NextHome Partners
Wisconsin Rapids



Tonya Thomsen
Modern Realty Partners
Waukesha



Alissa Traughber
Keller Williams Thrive
Bristol



Brittany Voigt
Century 21 Ace Realty
Neenah



Macy Walter
Shorewest REALTORS®
Clinton



Kelly Weiler
Beiser Realty LLC
Medford



Michael Zahrt
First Weber Inc.
Wausau

Sterling "R"s

($1,000)

$700 Direct Giver;
$300 NAR RPAC



Shawna Alt
First Weber Inc.
Madison



Steve Anderson
Anderson Commercial Group LLC, Franklin



Catherine Bade
Edina Realty Inc.
Eau Claire



Tina Balaka
Shorewest REALTORS®
Greenfield



Julie Balch
Shorewest REALTORS®
Kenosha



Brenda Barnhardt
REALTORS® Association of Northwestern Wisconsin, Eau Claire



Jeff Benson
RE/MAX Lakeside
Greenfield



Douglas Billings
Gerrard Hoeschler
Onalaska



Krag Blomberg
RE/MAX Results
Eau Claire



Mark Bourque
Berkshire Hathaway HomeServices Epic Real Estate, Kenosha



Mary Jo Bowe
Edina Realty Inc.
Eau Claire



Danielle Bradford
Realty Executives Integrity, Cedarburg



Sammy Brock
Brock and Decker Real Estate, Marshfield



Diane Campshure Walczyk
Resource One Realty
De Pere



Paul Canfield
Copper Key Realty & Waterfront LLC
Eau Claire



Tricia Chartier
Coldwell Banker Realty
Wauwatosa



Alicia Chovan
Shorewest REALTORS®
Kenosha



Matt Cibrario
Sensibl Realty Co.
Kenosha



Casey Clickner
Shorewest REALTORS®
Wauwatosa



Amy Cottrell
Coldwell Banker Realty
Mequon



Jared Cottrell
Coldwell Banker Realty
Mequon



Amy Curler
First Weber Inc.
West Bend



Kim Curtis
Shorewest REALTORS®
Hartford



Gregory Dallaire
Dallaire Realty
Green Bay



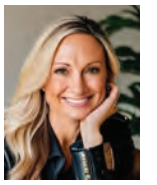
Ted Dentice
Shorewest REALTORS®
Shorewood



Sue Decker
Brock and Decker Real Estate, Marshfield



Chris DeVincentis
Legendary Real Estate Services, Lake Geneva



Jill Dickson-Kesler
Coldwell Banker Real Estate Group, De Pere



Mike Didier
RE/MAX United
Port Washington

Door County Board of REALTORS®
Sturgeon Bay

Door County MLS
Sturgeon Bay



Peter Dorner
Coldwell Banker Real Estate Group, Manitowoc



Tasha Easter
RE/MAX Elite
Kenosha



Jim Emmer
Emmer Real Estate Group, West Bend



Shannyn Franklin
RE/MAX Elite
Salem



Marc Frisco
RE/MAX Elite
Kenosha



Kent Gabrielson
Coldwell Banker River Valley REALTORS®
Onalaska



Keith Garot
Landmark Real Estate and Development
De Pere



Wendy Gauss
Gauss House Realty
Kenosha



Ben Gentile
Epique Realty
Pleasant Prairie



Joe Germain
Woods & Water Realty Inc., Chippewa Falls



Char Glocke
La Crosse Area REALTORS® Association, La Crosse

Shawn Govern
Perfection Plus Real Estate Services
Thiensville

John Gscheidmeier
Berkshire Hathaway HomeServices Metro Realty, Wauwatosa

Taylor Hansen
Place Perfect Realty
Green Bay

Patricia Hasenbank
eXp Realty LLC
Marshfield

Andrew Hay
Guy Lloyd Inc.
Racine

Stacey Hennessey
Century 21 Affiliated
Appleton

Wade Hetrick
Acre Realty
Menasha

Scott Heyerdahl
First Weber Inc.
Delafield

Phil Hilgenberg
Hilgenberg Realty
Green Bay

Terry Hilgenberg
Coldwell Banker Real Estate, Shawano

Alexis Hirsig
Real Broker LLC
Waukesha

Christine Howard
Bank Five Nine
Pewaukee

Jillian Hugo
Coldwell Banker River Valley REALTORS®
Onalaska

Justin Ippoliti
Shorewest REALTORS®
Pewaukee

Alan Iverson
Castle Realty LLC
La Crosse

Amber Iverson
Castle Realty LLC
La Crosse

Jane Jadin
Mark D. Olejniczak Realty, Green Bay

Beth Jaworski
Shorewest REALTORS®
Wauwatosa



Angela Kallay
Century 21 Benefit Realty, Franklin



Pat Kaster
River City REALTORS® Green Bay



Jeff Kaus
ERA MyPro Realty Menomonee Falls



Dana Keegan
Realty Executives Integrity, Mequon



Mark Kivley
RE/MAX Lakeside Milwaukee



Kelly Kleist
Family Tree Realty LLC Medford



Paul Knoblock
Coldwell Banker Action Realty, Schofield



Anna Knocke
Wisconsin REALTORS® Association, Madison



Mike Kollmansberger
Shorewest REALTORS® Waukesha



John Koeller
Coldwell Banker Real Estate Group, Shawano



Leslie Korup
Coldwell Banker Realty Saukville



Joseph Kress
Kress Real Estate Solutions, La Crosse



Mike Kunesh
Place Perfect Realty Appleton



Margaret Labus
Berkshire Hathaway Starck Real Estate, Fontana

Lakes Area REALTORS® Association
Elkhorn

Lakeshore REALTORS® Association
Grafton



Chris Lambrou
Multiple Listing Services Inc. Milwaukee



Pam Larkin
First Weber Inc. Wausau



Phillip Larkin
First Weber Inc. Wausau



Dan Lee
First Weber Inc. Madison



Ray Leffler
RE/MAX Newport Racine



Jordan Leonhard
Novus Home Mortgage Marshfield



Joe Luther
Universal Home Protection, Madison



Jerry Lyons
RE/MAX Lyons Real Estate, Waupaca



Lisa Marshall
Central Wisconsin Board of REALTORS® Mosinee



Roger Mater
RE/MAX Service First LLC, Brookfield



Stacey McKinney
McKinney Realty LLC Cable



S.R. Mills
Bear Realty Inc. Kenosha



Beau Mitcham
Elements Realty LLC Oconomowoc



Maddie Mittelsteadt
RE/MAX Excel Schofield



Brett Moravitz
Dane Arthur Real Estate Agency Cumberland



Darin Moravitz
Dane Arthur Real Estate Agency Turtle Lake



Robert Morrone
Prime Realty Group Kenosha



Julie Morse
@Properties Lake Geneva



Elena Naschke
AmaxImmo Real Estate Wausau



Chuck Olson
Coldwell Banker River Valley REALTORS® Onalaska



Damon Olson
Coldwell Banker River Valley Commercial Onalaksa



Ryan Olson
Coldwell Banker River Valley REALTORS® Onalaska



Steph Osowski
RE/MAX Excel Schofield



Jennifer Parr-Murphy
Coldwell Banker Advantage, Nekoosa



Shawn Pfaff
First Weber Inc. Fitchburg



Kevin Porter
Porter Realty LLC Ashland

Carolynn Powers
Keller Williams Thrive Racine

Fred Prassas
PMC Management of Northern Wisconsin La Crosse

Michael Richgels
RE/MAX Results Onalaska

Tom Richie
Real Estate Solutions Rice Lake

Tim Roehl
Coldwell Banker Real Estate Group, Fitchburg

Markus Savaglio
eXp Realty LLC Sheboygan Falls

Amy Schmoldt
Bell Bank Mortgage West Bend

Denise Schultz
Lakes Area REALTORS® Association, Elkhorn

Todd Schwartz
Chippewa Valley Real Estate, Eau Claire

Michael Sewell
Michael Sewell, REALTOR®, Green Bay

Jim Somers
Coldwell Banker Realty Brookfield

MaryKay Shumway
Dwell Door County Sister Bay

Matthew Slaaen
Compass Wisconsin Wauwatosa

Eric Solari
Wisconsin REALTORS® Association, Madison

Dan Stacey
RE/MAX Results La Crosse

Marne Stuck
Greater Milwaukee Association of REALTORS®, Milwaukee

Peter Sveum
Coldwell Banker Real Estate Group Stoughton

AJ Swartz
Berkshire Hathaway HomeServices Epic Real Estate, Kenosha

Tom Sykora
Coldwell Banker Realty Mequon

Andy Szymanskyj
Launch Realty Group East Troy

Tom Telderer
RE/MAX Lakeside Wauwatosa

Sterling "R"s

($1,000)

$700 Direct Giver;
$300 NAR RPAC



Tamara Towns-Pozorski
Century 21 Benefit Realty, Franklin



Angela Walters
Compass Wisconsin Bayside



Dan Weber
Shorewest REALTORS® West Bend



Tom Weber
First Weber Inc. Madison



Bob Webster
Compass Wisconsin Lake Geneva



Angie Wilson
Gerrard-Hoeschler La Crosse



Tom Wilson
Gerrard-Hoeschler La Crosse



Delisa Yaeger
Keller Williams Thrive Twin Lakes



James Zierden
Coldwell Banker Real Estate Group, Shawano



Patti Zurla
Compass Wisconsin Trevor

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REALTOR® Party Endorses Candidates in Key Statewide Races

BY CORI LAMONT
WRA VICE PRESIDENT OF LEGAL AND PUBLIC AFFAIRS

The WRA board of directors voted to endorse Republican Tom Tiffany for governor and Democrat Josh Kaul for attorney general in the all-important November 3 general election. The board's decision followed unanimous recommendations from the WRA Political Strategy Group, which analyzed the candidates' records and positions on past and future issues.



TOM TIFFANY
FOR GOVERNOR

The decision to endorse Tiffany for governor followed a thorough review of each candidate's record of support on real estate-related issues as well as their responses to key issues impacting homeowners, property owners and REALTORS®. While REALTORS® have enjoyed a strong working relationship with both Milwaukee County Executive David Crowley and Congressman Tiffany, their records and candidate interviews clearly showed that Tiffany is the better choice for REALTORS®.

Tiffany has represented Wisconsin's 7th Congressional District since 2020, earning the National Association of REALTORS®' endorsement in every congressional cycle. Furthermore, the WRA endorsed Tiffany in every state election during his service in the Wisconsin Assembly and Senate between 2011 and 2020. During his legislative tenure, Tiffany placed major emphasis on protecting private property rights by sponsoring and authoring key legislation. To recognize his partnership and leadership, the WRA presented Tiffany with the WRA Chairman's Citation Award in 2017. Today, Tiffany is campaigning on property tax relief, including freezing property taxes and repealing the 400-year veto.

Conversely, Crowley has served in his current role since 2020, following his service in the Wisconsin Assembly from 2017 to 2020. While the WRA endorsed Crowley during his legislative campaigns, he co-sponsored certain legislation that conflicted with WRA priorities during his tenure, including efforts to roll back key landlord-tenant reforms the WRA fought to enact.

The most discernible differences between the candidates emerged during the interview process, particularly regarding property tax freezes and limiting executive partial veto powers:

Repeal the 400-year veto and freeze property taxes
Tiffany supports repealing the 400-year veto and freezing property taxes. Crowley does not support repealing the 400-year veto without dedicated alternative school funding mechanisms.

Limit the governor's partial veto power
Tiffany supports amending the Wisconsin Constitution to prohibit the governor from using the partial veto power to increase taxes or fees. Crowley does not support limiting the partial veto power in this manner. See "Question 1: Stop Veto Tax Hikes" on page 32 to learn more about this issue.



JOSH KAUL
FOR ATTORNEY GENERAL

As he runs for a third term, Attorney General Josh Kaul once again faces Fond du Lac County District Attorney Eric Toney in a rematch of their 2022 contest. In 2022, the WRA chose not to endorse a candidate in either the gubernatorial or attorney general races.

During his first two terms, Kaul maintained an open door with the real estate industry and avoided issuing formal attorney general opinions that undermine private property rights. While Toney brings a strong criminal justice and prosecutorial background well suited for leading state law enforcement, he does not have an established track record on real estate issues.

By contrast, Kaul has demonstrated a measured, practical approach to the real estate sector. While he has joined other state attorneys general in multistate litigation on various national topics, Kaul has avoided joining lawsuits that would harm the real estate market. His approach demonstrates a commitment to safeguarding state interests rather than pursuing political headlines.



TAKE ACTION

The WRA endorsements of Tiffany and Kaul are based strictly on real estate issues. While non-real estate issues will certainly be important considerations for individual REALTORS®, our recommendations are guided by the economic priorities and property rights critical to Wisconsin homeowners, commercial owners, and the real estate industry as a whole.

All REALTORS® who share our commitment to these issues are encouraged to get involved in the critical weeks leading up to the November 3 election.

Visit **www.wra.org/DirectGiver** for more information about how you can help by disbursing your Direct Giver funds or investing in the Direct Giver program.

"GET OUT THE VOTE" EFFORTS

After the WRA identifies which candidates to support, the process moves to educating, informing and mobilizing members to get out and vote for those candidates. The WRA assembles a list of all candidates and produces the official WRA Voter Guide, which is mailed to all 17,500 members.

The voter guide is a convenient, one-stop resource of NAR- and WRA-supported candidates on the November ballot. Members are encouraged to support these candidates for state and federal office. In addition, the 2026 voter guide alerts the membership on voting for a constitutional amendment on the November ballot.

Endorsed candidates are selected to receive REALTOR® support based on real estate-related issues. The WRA's recommendation is based on business and economic issues critical to homeowners, property owners and REALTORS® in Wisconsin.

Every REALTOR® is encouraged to go to the polls on Tuesday, November 3 and support these candidates who support our issues and our industry. Remember, your personal efforts and your vote will make a substantial difference in the real estate climate for many years to come. Please vote on November 3.

How Does the WRA Decide Which Candidates to Support?

In October of every election year, WRA members receive the official WRA Voter Guide, a comprehensive list of all state and federal candidates endorsed by the WRA and the National Association of REALTORS® (NAR). Most, but not all, of these candidates are incumbents running for reelection. In every election cycle, there are open seats due to retirements or incumbents running for another office.

The WRA's decision-making process for candidate endorsements varies depending on whether a candidate is an incumbent or running for the first time. While many politically active organizations endorse candidates, the WRA conducts direct interviews — either in person or virtually via platforms like Zoom — and analyzes the following three factors before making an endorsement.

INCUMBENTS

Incumbents have a voting record on our issues, and the longer the incumbent has held office, the longer the incumbent's voting record. Every two years after the legislative session ends but prior to the November elections, the WRA compiles a voting record on all legislative incumbents. The WRA advocacy team is responsible for analyzing the voting record for state legislators, and NAR is responsible for analyzing voting records on members of the U.S. House and Senate.

Once the voting record is compiled and recorded, the REALTORS® Political Action Committee (RPAC) trustees at both the state and national level take a formal position on which candidates to support.

OPEN SEATS

In the 2026 election cycle, there are 13 open state legislative seats and one open congressional district in Wisconsin. With certain incumbents either retiring or running for higher office, open seats require members and staff to identify all the candidates running in these districts and conduct candidate interviews to determine which candidates are most supportive of the real estate industry and property owners.

The candidate interview process is straightforward but critically important to the WRA's legislative advocacy. REALTOR® members and staff across the 13 open legislative districts meet directly with local candidates to evaluate their positions on real estate and property rights issues. Following these interviews, member interview committees determine which candidates to support, including recommendations for financial contributions to the campaign, and submit their findings to the RPAC trustees for final approval. Upon approval, endorsed candidates receive RPAC financial backing alongside targeted get-out-the-vote efforts to inform WRA members ahead of Election Day.

STATEWIDE ELECTIONS

In elections for statewide office, our process is similar to open seats in the state legislature. The WRA's Strategic Advocacy Group (SAG) interviews candidates for governor and attorney general, and the SAG makes a recommendation to the WRA board of directors. The WRA board makes the final decision on all statewide elections. The SAG is comprised of current and past leaders of the WRA and has a deep and comprehensive understanding of the WRA's issues. Once the WRA board reaches a decision on which candidates to support, the WRA staff communicates with the membership on those decisions.

Revised WB Forms Available for WRA Members

The Wisconsin Real Estate Examining Board (REEB) revised several approved WB forms to implement changes made by 2025 Wisconsin Act 69. The revised forms are available for optional use beginning October 1, 2026, and will be mandatory beginning January 1, 2027.

The revisions include new requirements for public marketing of residential property, changes to compensation provisions in listing contracts and buyer agency agreements, and new provisions addressing seller payment of a buyer's firm's compensation in offers to purchase and options to purchase.

WHICH FORMS WERE REVISED?

Listing contracts
- WB-1 Residential Listing Contract — Exclusive Right to Sell
- WB-2 Farm Listing Contract — Exclusive Right to Sell
- WB-3 Vacant Land Listing Contract — Exclusive Right to Sell
- WB-4 Residential Condominium Listing Contract — Exclusive Right to Sell

Buyer agency agreement
- WB-36 Buyer Agency Agreement

Offers to purchase
- WB-11 Residential Offer to Purchase
- WB-12 Farm Offer to Purchase
- WB-13 Vacant Land Offer to Purchase
- WB-14 Residential Condominium Offer to Purchase
- WB-24 Option to Purchase

When do licensees need to use the revised forms?
Licensees may begin using the revised forms on October 1, 2026. Use of the revised forms becomes mandatory January 1, 2027.

Where can I get the revised WB forms?
The revised WB forms are available in Transactions (zipForm Edition) and the WRA Forms Library.

THE WRA PUTS FORMS AT YOUR FINGERTIPS

WRA Forms Library
The WRA Forms Library is ideal for REALTORS® who want quick access to downloadable PDF versions of Wisconsin real estate forms. Available as a perk of WRA membership, the library consists of over 100 forms, including:
- State-approved WB forms.
- WRA-created addenda and disclosures.
- Worksheets, calculators and office-use forms.

Transactions (zipForm Edition)
If you prefer a fully digital workflow, Transactions (zipForm Edition) is your cloud-based transaction management solution. Also included with WRA membership, this platform offers:
- Access to the same full library of Wisconsin forms.
- Customizable templates and checklists.
- Built-in e-signatures and client sharing.

WWW.WRA.ORG/FORMS

UnitedHealthcare Partnership: Your Newest Member Benefit

Looking for health insurance options for your real estate business? Your WRA membership just got better with a new partnership between the WRA and UnitedHealthcare (UHC). Through this partnership, qualifying real estate businesses can explore additional health insurance options, along with exclusive savings and enhanced wellness rewards.

UnitedHealthcare level-funded plans combine elements of traditional fully insured health plans with features commonly associated with self-funded plans. Eligible businesses can work directly with UnitedHealthcare or their independent insurance brokers to determine eligibility, request quotes and evaluate available coverage options.

Qualifying groups participating in the program can receive a 2% discount and access to an enhanced UnitedHealthcare rewards program, which allows eligible participants to earn up to $1,000 in rewards for completing certain health and wellness activities.

The partnership expands the WRA's portfolio of member benefits and resources while connecting members with one of the nation's largest health insurance providers. WRA members and qualifying real estate businesses interested in the program can learn more about eligibility, available benefits and how to request a quote at **www.wra.org/UHC**.



WRA MEMBER BENEFITS

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

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

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

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

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

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Make your transactions paperless with Transactions (zipForm Edition).

SEE THE FULL SUITE OF MEMBER BENEFITS

WWW.WRA.ORG/MEMBERSHIP

ALL YOUR CE DETAILS

Biennium Deadline: December 14, 2026



CE QUESTIONS?

Get answers before you renew

Not sure which CE courses you need? Wondering how the renewal process works? The WRA's CE FAQ webpage has answers to common questions about CE and real estate license renewal — so you can spend less time searching and more time checking CE off your list. You'll find helpful renewal information, FAQs and resources to guide you through the process at **www.wra.org/CEFAQ**.



WRA LEARNING FORMAT: CE ON DEMAND

CE that works around your schedule

Fit CE into your day, whenever and wherever it works for you. WRA On Demand courses let you complete your education completely online with a mix of videos, readings and quizzes designed to keep you engaged and on track. Whether you tackle a course between appointments or knock out a few hours at home, On Demand gives you the flexibility to make CE fit your schedule.

GET STARTED TODAY

Finish your CE now at **www.wra.org/CE**

WRA LEARNING FORMAT: CE SELF-STUDY

Read, learn and earn your CE credits

Prefer to learn from a book? WRA Self-Study lets you work through course materials at your own pace, with a printed book featuring detailed explanations, examples and clips of Wisconsin-approved WB forms. When you're ready, complete the corresponding course exams online.



TAKE WRA CE FOR AN EASIER RENEWAL

Complete WRA CE and simplify the renewal process

When you complete all 18 CE courses with the WRA, your course completion information is automatically reported to the Wisconsin Department of Safety and Professional Services (DSPS). That means one less step to worry about when it's time to renew your license using the DSPS LicensE online portal. You'll be able to skip the manual CE entry in LicensE and save time with your license renewal process.





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