



REALTORS' ASSOCIATION OF SOUTH CENTRAL WISCONSIN



Annual Report

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2024

Message From the 2024 Presidents



Ben Oblizajek
2024 RASCW Board
President

Message From Ben Oblizajek

As we reflect on the incredible year that was 2024, we are filled with gratitude for your continued dedication and support. Together, we've achieved remarkable milestones, fostering a strong sense of community and collaboration within our association. Looking ahead, we are committed to driving forward a member-centric approach that prioritizes your needs, ideas, and aspirations. Our focus will be on creating innovative solutions and embracing creative strategies that will help you thrive in a rapidly evolving real estate landscape. We recognize that the challenges of today require fresh perspectives, and we are excited to build a future that empowers each of you to succeed.

As we enter 2025, we remain steadfast in our mission to provide cutting-edge resources, tools, and support that will enable you to stay ahead of the curve. Together, we will continue to shape the future of real estate in South Central Wisconsin, creating opportunities for growth, connection, and lasting success.



Tom Weber
2024 SCWMLS
Board President

Message From Tom Weber

2024 has been an incredible year for our MLS, filled with growth, resilience, and a commitment to adapting to the evolving real estate landscape. Together, we navigated significant industry changes, from shifting market dynamics to technological advancements, and emerged stronger on the other side. The challenges we faced only made us more united and determined to provide the best possible service to our members.

As we look ahead to 2025, there is so much to be excited for, with new opportunities on the horizon and innovative tools that will continue to enhance your success. We are confident that, with your continued dedication and collaboration, we are in good hands for the future. Our MLS remains committed to staying at the forefront of industry trends, ensuring you have the resources and support needed to thrive. Together, we will continue to set new standards for excellence and drive the future of real estate in South Central Wisconsin.

The 2024 Year In Review



13,158
Properties Sold



16,314
New Listings



\$391,979
Average Sales Price



5.2%
Increase in
Property Sales
From 2024-Nov. 2024



\$350,000
Median Sales Price



7.5%
Increase in
Average Sales Price
Jan. 2024-Nov. 2024



3,231
Active Listings



Membership in 2024

Total Members:

3386



Our Mission Statement

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



To assist all Members to successfully conduct their businesses professionally and cooperatively – now and in the future.



To protect private property rights through effective participation in public policy.



To protect affordability and availability of housing choices by ensuring equal housing opportunities.

Orientation



New
Members
Completed
Orientation
in 2024



All were offered in-person sessions



All 10 sessions received widely positive participant feedback

Young Professionals Network (YPN)

- Created Network logo and branding.

- Kicked off first year with two successful social events.

- Engaged in regular member outreach to increase interest and participation in YPN activities.



Professional Development

10 Programs

Including:

- Economic Update with Lawrence Yun
- AI Seminar
- Wellness Retreat
- Tax-Reduction Strategies Webinars
- Safety Trainings
- NAR Lawsuit Presentations
- Sustainable Housing Panel

Government Affairs

- **Hosted candidate interviews** & provided campaign support.
- **Fundraised** and forged valuable relationships.
- **Utilized NAR grants** to support housing policies and candidates.



Our Focus on Diversity, Equity, & Inclusion

4 Events

Offered focusing on topics related to DEI in real estate.

\$2,716 Raised

Raised at the Mallards Game Fundraiser for the RASCW Housing Foundation.

20 Scholarships

Awarded for minorities.



Sauk Columbia Chapter

6 Events Offered

Including:

- NAR Lawsuit Presentation
- Home Inspector Panel
- Bags Tournament
- Gyros for Heroes Fundraiser
- Euchre Tournament
- Holiday Party

Southwest Chapter

3 Events Offered

Including:

- Local Humane Society Donation Drive
- Wine Happy Hour Social
- Home Inspector Panel

Membership Networking

8 Events

Events offered focusing on topics related to DEI in real estate.

100+ Backpacks

Donated for area kids through Bocce Ball Tournament.

Gifts Donated

Events offered focusing on topics related to DEI in real estate.

\$15,000

Donated to recipients' nonprofits in the 4th year of our Good Neighbor Award.

Association Events & Assets

Events Offered in 2024



115+
Hours Of Member
Programming



39
Member
Programming
Events



70
Board, Chapter,
& Committee
Meetings



Association News

Professional Standards

25 out of 36

Members of the statewide Professional Standards Committee were from RASCW.

Our continued participation has allowed the WRA's successful program.

Bylaws Change

The Association bylaws were amended this year to adopt mandatory language from the NAR Lawsuit Settlement to remove compensation language from the MLS.

NAR Lawsuit Settlement

As a result of this year's NAR lawsuit settlement, two major practice changes around offers of compensation and written buyer agreements hit the industry in mid August. These changes aim to raise the bar on transparency and fairness. They emphasize the importance of clear negotiated agreements that protect both agents and buyers. [Click here for related information and resources from NAR](#), and [here for the SCWMLS NAR Settlement News & Updates](#).



MLS Benefits - Working for You



CRS Tax

Access to public tax and assessment records, general parcel information, GIS/plat maps, FEMA flood zones, and Fiberhomes internet access data all via a tight integration within the Paragon system.



ShowingTime

Easily schedule showings on listings within Paragon, and manage showings on your listings. Provide and collect feedback on showings.



CubiCasa

Scan a property using your mobile phone to create a free floor plan within 24 hours. Load this floorplan as a photo and/or an associated document within Paragon. Take advantage of a 25% member discount on all add-ons, such as adding furniture and rushed delivery.



Statistics - Greenlight

An interactive statistics program that allows you to customize output by region, county, city, zip, property type, or price range to provide real-time charts and graphs.



Statistics - PDFs

PDFs created for monthly listing statistics by county.



Forewarn

An easy-to-use safety app that allows you to assess risk by learning about a new prospect prior to meeting them for the first time.



TrustFunds

Set up the ability for buyers to securely transfer earnest money electronically into your trust account.



IDX/Data Feeds

The SCWMLS offers IDX, VOW, and Broker Back Office listing data streams via RETS or RESO api for access by your preferred third-party vendor for your website and/or other software programs.



WIREX

A joint venture between 7 Wisconsin MLSs to share data on almost 90% of the MLS listed properties in Wisconsin.

Future Focused

2025 Strategic Plan



Strategic Plan 2025



Coming Soon...



Stay Tuned...

Look out for our new learning center **NextKeySM** launching early 2025 and learn more about how our new Strategic Plan prioritizes **you** with:



A renewed focus on member first service.



Innovative education



Impactful advocacy



RASCW Housing Foundation

Our Story

Established in 1989, The REALTORS® Association of South Central Wisconsin Housing Foundation is a non-profit corporation dedicated to an increase in affordable housing in South Central and Southwest Wisconsin. Through their Home Start Program, the Foundation makes available to qualified applicants a no interest, deferred payment loan to use for the down payment and/or closing costs for the purchase of a home. Over 30+ years, the Foundation has awarded over 600 individual loans totaling more than \$2 Million. Servicing and loan processing is currently provided through a collaboration between the Wisconsin Partnership for Housing Development and Foundation Board.

Because the Housing Foundation is a charitable organization, all donations are 100% tax deductible. In turn, we are able to give out 99% of contributions we receive in the form of loans to borrowers. The support we receive from our parent organization, the REALTORS® Association of South Central Wisconsin (RASCW), fundraising activities, and the contributions from RASCW REALTOR® and Affiliate Members is the reason we are able to provide down payment assistance to lower income families in our part of the state and play a role in increasing affordable housing in our communities.

Support The Foundation

Get involved with your community and help lower income families find their forever home!

Donate today or sponsor an upcoming event. To make a direct tax deductible donation to the Housing Foundation, please send a check payable to the RASCW Housing Foundation to:

REALTORS® Association of South Central Wisconsin
4801 Forest Run Road, Suite 101
Madison, WI 53704

Please contact us regarding event sponsorship opportunities by emailing rascw@wirse.com

**Scan Here
To Learn More**



Advocacy Grants

Madison Housing Week

\$25,000

Grant obtained for Consumer Advocacy Grant.

Local Candidates

20+ Interviews

Conducted for local endorsements over five separate days.

2 Out of 3 Wins

Conducted for three Independent Expenditures

\$5,000+

Donated to candidates through the Direct Giver

\$4,000

Donated to candidates through the PAC (\$400 limit per candidate)

Dane County Regional Housing Strategy

\$20,000

Major Sponsor - WHA and RASCW

\$5,000

Smart Growth Grant - Level 2

\$100,000

Issue Mobilization Grant

\$25,000

WHA Grant



Advocacy Working for You

Campaign Donations

\$28,254

Donated to candidates through the Direct Giver program.

\$70,000

Donated to candidates through the REALTORS Association of South Central WI PAC.

County Executive Race

\$65,000

Independent Expenditure conducted in support of the winning candidate Melissa Agard.

\$5,000

Donated in PAC.

\$3,000*

Raised in Direct Giver.

*Approximate number

Polling

- RASCW is allowed two polls from the NAR, and we requested and used both.
- Polled the County Executive Agard's Race: Focused support on key voters.
- Polled the Madison Metropolitan School Board Referenda-- Prevented a grave strategic mistake.



Advocacy Grants & Outreach

Total Grants

\$50,000

State & Local Candidate Polling

\$25,000

Consumer Advocacy Grant - Level 1

\$5,000

Smart Growth Grant - Level 2

\$2,000

Housing Opportunity Grant - Level 1

\$65,000

County Executive Agard
Independent Expenditure

\$17,530

Local Independent Expenditures

\$100,000

Issue Mobilization Grant (School
Referenda)

\$25,000

WHA (DCRHS)

County Executive Race

\$289,530

Total Grant Spent

\$500,000

Issue Mobilization (School Referenda)

\$125,000

WHA (School Referenda)

\$914,530

Total Grant Grants Awarded



2024 Housing Foundation Success

On October 17th, the foundation held it's Handbags for Homes fundraiser and raised an incredible **\$12,732!** That is enough to fund over two loans for families in South-Central Wisconsin through the Foundation's down payment assistance program. Thank you to our event sponsors and to everyone for your incredible generosity and support!



2025 Advocacy Grant Goals

\$500,000

Independent Expenditures

\$500,000

Issue Mobilization

\$200,000

Wisconsin Housing Alliance

2025 Advocacy Plan

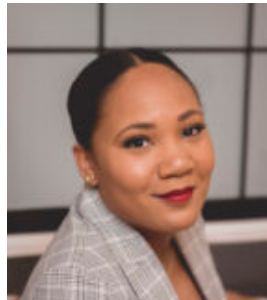
- Two Polling requests for the Issue Mobilization programs.
- Spring Elections: 20 City of Madison Alders Races.
- Dane County Executive Race - CE Agard must now run for full term.
- Continue to support the Implementation of Dane County Regional Housing Strategy including:
 - City of Madison Housing Ordinances: By-right two unit-development and removal of parking minimums, ect.
 - City of Sun Prairie Zoning Re-write.
 - City of Fitchburg Housing Plan.

2024 Outgoing Board Members

RASCW Outgoing Board Members:



**Melissa Bjerke
Markgraf**



Tiffany Malone



**Julie Spencer
Klemm**

SCWMLS Outgoing Board Members:



Jeff Hauser



Tami McFarlane

Thank you to all for your service and dedication.

2025 RASCW Board of Directors



Sona Olson
President



Cheryl Mortvedt
President-elect



Ben Samson
Treasurer



Ben Oblizajek
Immediate Past
President



Ian Carter



Matt Doyle



Hannah Haas



Lexie Harris



Tony Keuntjes



Ryan Oliverson



Phani Palety



Shawn Pfaff



Sara Whitley

2025 SCWMLS Board of Directors



Bobbi Brandt
President



Raegen Trimmer
Vice-President



Dave Stark
Treasurer



Chris Burton
Rock Green MLS



Devery Cash
Keller Williams



Mike Collins
Rock Realty



Dave Corban
EXP Realty, LLC



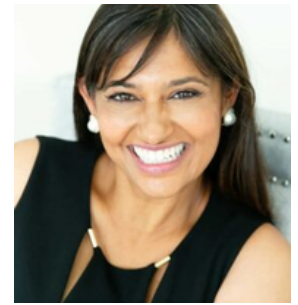
Robert Grether
Weichert, REALTORS-
Lakepoint



Brandon Grosse
Accord Realty



Michael Marquette
Century 21 Affiliated



Sona Olson
RASCW President



Courtney Prentice
Rally Appraisal



Michael Restanio
Restanio & Associates



Peter Sveum
Coldwell Banker Real
Estate Group



Tom Weber
First Weber Inc.

Thank You 2024 Affiliates

A-Pro Home Inspection
A&E Inspections, LLC
A+ Property Inspection
Accredited Home Inspection Services, LLC
AJAX Property Inspections
AmeriSpec Home Inspection Services
Area Inspection Services, LLC
Associated Bank-CGR
Badger Home Inspections, LLC
Bank of Prairie Du Sac
Bank of Sun Prairie
Baraboo State Bank
Bartzen Law Office
Bell Bank Mortgage
BK Home Inspections of Wisc, LLC
BPG Inspections
Bunbury & Assoc, REALTORS
Capital City Home Inspections, LLC
Capitol Bank
Capitol Inspection Services
Community First Bank
Compass Home Inspection
Compeer Financial
Easley Services LLC
Educated Mortgage Services, LLC
Essential Title Services
Fairway Independent Mortgage
Farmers Savings Bank
Fidelity National Title
First American Title Ins Co

First Citizens State Bank
Founders Title, LLC
Four Corners Home Inspection
Godfrey & Kahn
Great Midwest Bank
Greenwoods State Bank
Guild Mortgage
Haven Home Inspections, LLC
Home Check Inspection Services, LLC
HomeStart Inspections
Homestead Title Co, LLC
Horicon Bank
House To Home, LLC
I Spy Inspectors
Informed Decision Home Inspections
Inspection360Pros
Integrity Home Inspections of South Central WI, LLC
JD Home Inspection Services
Jill Hauk Home Inspections, LLC
John Fandrich
Johnson Financial Group
Knight Barry Title Services LLC
Lake Ridge Bank
Light Inspections
Madison Home Inspection LLC
Madison's Best Home Inspection
Mound City Bank

National Property Inspections
Nations Title Agency - Wiscons
New Life Property Inspections
New Roots Home Inspection
One Community Bank
Park Bank - Madison
Peoples State Bank
Pillar To Post Home Inspectors
Preferred Title
Premier Inspection and Consulting LLC
Reedsburg State Bank, Baraboo State Bank
Royal Bank
Settlers Best Credit Union
Steve Brown Apartments
Summit Credit Union
Terry Hipenbecker
The Brickkicker
The Home Inspector LLC
The Peoples Community Bank
Thompson Kane & Co, LLC
Universal Home Protection, LLC
UW Credit Union
Wells Fargo Home Mortgage
Wintrust Mortgage
Wisconsin Home Inspections Plus, LLC
Wisconsin River Title Consultants, LLC
Wolf Home Inspection LLC
Woodford State Bank



REALTORS[®] ASSOCIATION OF SOUTH CENTRAL WISCONSIN



Thank you to our team,
board, and members.
Together we make RASCW
and SCWMLS possible.

We look forward to serving
the South Central Wisconsin
Area in 2025 with an
increased focus on a
member-first mindset,
advocacy, and education

2024