RIVER CITY REALTOR®

THE VOICE FOR REAL ESTATE™ IN THE GREATER LA CROSSE AREA

JULY 2026 • VOL. 47, NO. 10

Important Dates

Annual Meeting/ 100 Year Celebration
September 8, evening

WRA Convention
Madison, September 22-24

NAR Convention
New Orleans, November 4-9

Inside this Issue

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REALTOR®
LA CROSSE AREA REALTORS® ASSOCIATION
100 Years
1926 - 2026

Save the Date

Annual Meeting & 100th Year Celebration

September 8, 2026
La Crosse Country Club

Social Hour 5:30 – 6:30 p.m.

Live music—Brian McCarty

Historical Display

Speaker for the Evening—
Professor Tom Thibodeau

Installation of Officers & Directors

Registration opens August 1.

100th Anniversary Trivia Question

What LARA President has served three terms?

Click here with your answer: membershipservices@larawebsite.com

All correct answers for all questions combined will be entered in a drawing for $100 gift Card. We will announce the winner at our celebration on September 8!

Happy July

By Char Glocke, AE

Ryan Olson and I had the opportunity to represent the La Crosse Area REALTORS® Association at the NAR Legislative Meetings in Washington, D.C.

The meetings are filled with NAR policy changes, industry updates, trade show, legislative briefings and a visit to the Hill to discuss our issues with the Legislators and their Staff.

The final day of the meetings is the Directors meeting. Below find the Special Report of the Board of Directors Meeting:

Capping off the REALTORS® Legislative Meetings, the National Association of REALTORS® Board of Directors met to approve the association's 2027 budgeted membership number and dues level and to elect the 2027–28 treasurer. The rest of the 2027 Leadership Team advanced via a consent agenda approved by the Board of Directors also heard a report on the REALTORS® Relief Foundation from RRF President Greg Hrabcak (OH) and a report on RPAC fundraising from Vice President of Advocacy Asa Fleming (NC). In brief comments, CEO Nykia Wright thanked the Leadership Team for their continued outreach to members and thanked state and local associations; Institutes, Societies and Councils; and the brokerage community for their engagement. In July, NAR will report on Q2 2026 progress on the strategic plan.

Distinguished Service Award

The 2026 Distinguished Service Award winners were announced. They are Robert J. Bailey of Aptos, Calif., and Judy Moore of Lexington, Mass. REALTORS® who receive the award have shown exceptionally meritorious service for at least 25 years and have been recognized as local leaders whose performance and involvement in political and community activities have been extraordinary.

Directors also recognized Rebecca Grossman, CEO of Scottsdale REALTORS®, 2025 William R. Magel Award of Excellence recipient. The award is presented annually to an individual who has excelled in his or her role as a REALTOR® association executive.

Finance Committee

Directors approved four Finance Committee recommendations:

- NAR dues will remain at $156 per member for 2027
- Budgeted membership will remain at 1.2 million for 2027
- $35 of the $45 Consumer Advertising Campaign assessment for 2027 will be allocated to operating budget and $10 will be allocated to the CAC. The reallocation strengthens NAR's overall financial stability and ensures funding is

(continued on page 5)

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RIVER CITY REALTOR®

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DSPS: 608-266-5511
Zip Forms Support: 1-800-383-9805
Metro MLS Helpdesk: 1-800-229-9211

Free Custom Nike Dunk Low Shoe

"Sole" of the REALTOR® Party 2026 brings a new recognition opportunity. Individual REALTORS® investing $1,000 are qualified to receive a 2026 limited-edition, exclusive "Sole of the REALTOR® Party" — a custom Nike Dunk Low shoe. The REALTOR® Party swag isn't just an accessory — it's a reminder that REALTORS® stand united with one voice. We are informed, engaged and ready to champion REALTOR® issues. For those that have already invested $1000, WRA will reach out to you to make sure you receive your Custom REALTOR® Party shoes.

Brokers, Managers, Owners Breakfast Meeting Scheduled

We have scheduled a Broker/Manager, and Owner Breakfast at the Radisson on October 20, 8:30 am. Attorney Jennifer Lindsley will be our guest speaker to give us a Legislative and Legal Update. Individual invitations will be sent at a later date. Please mark your calendars.

Agent Code

Sorry to Patrick Walz for missing his agent code in last month's newsletter. Call the Association Office if you find your agent code in this month's issue and you win a free dinner at the next General Membership Meeting!

On the Move

Welcome New REALTOR® Applicants

Bridger Fixmer of Edina Realty, LLC
Brittney Sperber of NextHome Prime Real Estate
Julien Vinson-Audetat of NextHome Prime Real Estate
Elizabeth Reynolds of United Country Oakwood Realty
Jessica Brandt of NextHome Prime Real Estate
Haley Lechnir of Gerrard-Hoeschler, REALTORS®
Glendon Snyder of Gerrard-Hoeschler, REALTORS®
Kyle Evans of Coulee Real Estate

Welcome to MLS

Jameson Melbye of MN WI RE Hub

REALTOR® Membership to Inactive

Jill Fleming from Raven Realty to Inactive
Danielle Harty from Edina Realty, LLC to Inactive

L799317

Renew Your Real Estate License

Please take notice that this year by December 14, 2026, all WI Real Estate Licenses must be renewed. To renew, you will pay a fee and verify that you have taken all 18 hours of WI CE for 2024-2026. .

All REALTORS® Required to Complete Ethics Training and Fair Housing Requirements by December 31, 2027

REALTOR® members must complete two distinct training requirements every three years: Code of Ethics training and Fair Housing/Anti-Bias Training. The current three-year cycle for both requirements runs from January 1, 2025, to December 31, 2027. Failure to complete these requirements by the deadline results in the suspension and eventual termination of your REALTOR® membership. If you have any questions, please call Char at 608-785-7744.

How Well Do You Know Your Code of Ethics?

Article 7—In a transaction, REALTORS® shall not accept compensation from more than one party, even if permitted by law, without disclosure to, and the informed consent of, the REALTOR®'s client or clients. (Amended 1/93 and 1/26)

WRA Board Approves Updates to Ethics Citation Policy and Schedule of Fines

The WRA board of directors recently approved revisions to the WRA's Statewide Professional Standards Enforcement Program Ethics Citation Policy and Schedule of Fines, which originally went into effect on January 1, 2024.

As a result of the 2025 changes to the REALTOR® Code of Ethics, the National Association of REALTORS® (NAR) updated its Model Citation Policy and Schedule of Fines. The WRA followed suit by approving updates to clarify references to NAR's Code of Ethics and Arbitration Manual as well as policies and procedures, remove references to outdated and modified Articles and Standards of Practice and remove the requirement to provide violators with a second administrative notice.

For more information – Click this link: **https://www.wra.org/Blog/Jun26/Ethics/**

WIREX Owners Evaluate Modernization Opportunities

Since 2007, WIREX has provided a statewide MLS data-sharing solution, giving real estate professionals access to listing information from multiple MLSs through a single source. The exchange has helped simplify access to inventory across Wisconsin while reducing the need to join multiple MLSs.

This year, the three founding owners — Metro MLS, RANW and SCWMLS — began evaluating opportunities to modernize and enhance the service. Discussions are focused on potential technology upgrades and greater alignment of MLS rules and processes. More information will be shared as these efforts progress, with additional updates expected later this year.

Security Check Reminder

How secure are your passwords? Hackers will first try words like "password", your company name, the software's default password, and other easy-to-guess choices. They'll also use programs that run through common English words and dates.
To make it harder for them to crack your system, select strong passwords—the longer, the better— that use a combination of letters symbols and numbers. Change your passwords often.

REALTOR® Safety PROGRAM

Board of Directors Special Report

- continued from page 2

prioritized toward core programs, while still preserving a portion of CAC for its intended purpose.

- Acceptance of the 2025 audited financial statement for NAR, its subsidiaries and affiliated Institutes, Societies and Councils.

Treasurer Craig Sanford reported to the board that membership, as of June 18, stood at 1,439,163—but the 1.2 million forecast "represents an appropriate expense planning baseline, reflecting a prudent decrease in response to the continued market uncertainty and external pressure on membership."

Rather than passing a budget at these meetings, the board will be asked to review the 2027 budget at NAR NXT in November.

Professional Standards

Directors voted on two recommended changes to the Code of Ethics Standards of Practice, referring one back to committee and approving the other:

- Proposed Standard of Practice 1-17—intended to clarify the broad language under Article 1 of the Code of Ethics—was referred back to the Professional Standards Committee for reconsideration. The Standard would have added language that specified a duty to disclose if a member lacked the knowledge, information or skills about a property type or geographical area to adequately protect and promote the client's interests. The decision to refer the motion back to the committee doesn't change members' obligations under Article 1.
- Directors approved an amendment to Standard of Practice 16-11 to require REALTORS® to make any request for compensation from a seller of unlisted property no later than when an offer is being presented rather than at first contact. This amendment acknowledges the post-settlement environment and ensures that a potential buyer's negotiating position is not compromised by a premature request for compensation at an NAR' member's first contact with an unrepresented seller.

Credentials and Campaign Rules

Directors approved two revisions to the Campaign and Election Rules Manual:

- Clarifying that potential candidates must meet the "required criteria" as of April 1 of the year prior to the election year, consistent with the new application submission period, and that potential candidates for Regional Vice President must meet the "required criteria" by April 1 of the year prior to the election of officers by the Board of Directors at the REALTORS® Legislative Meetings. These clarifications ensure transparency to candidates as to when they must meet the required criteria for elected office.
- Clarifying that required service criteria referenced in specific sections is of the manual [subsections 1(a)(vi)(f) and (g), 2(a)(vi)(f) and (g), and 3(g)(vi) and (vii)] is at the NAR level. The changes ensure transparency in the requirements to serve in the offices of president, president-elect, first vice president, treasurer, and regional vice president, and clarify eligible service qualifications for chair, vice chair, and liaison roles.

Have a good month!

New FlexMLS Photo Upload Requirement

Metro MLS has implemented a new transparency-focused photo policy requiring agents to disclose and document any digitally altered listing photos.

If a listing photo has been digitally altered using software or AI to add, remove or materially change content, agents must:

- Upload the original, unaltered photo immediately followed by the watermarked altered photo
- Include the phrase "Photos are Digitally Altered" in the Public Remarks
- Add a watermark to all digitally altered photos

This policy aligns with 2025 Wisconsin Act 69, which requires disclosure of misleading photo modifications beginning Jan. 1, 2027.

Please Support the Back-to-School Program

Catholic Charities and Salvation Army are ready to open the doors up again and start setting up appointment times to let families come into distribution events so the students and their families will be able to pick out that backpack and school supplies that they just LOVE!

We have committed ourselves to do our part as we have done for years!

WE WILL BE COLLECTING CHECKS AND CASH ONLY!

Please help us support this program. Send checks (or call, Char will pick up) made out to Catholic Charities and send it to the Association office. Our address is 111 6th St. S., La Crosse, WI 54601 and in the memo line write "Back 2 School".

Deadline to receive checks is July 30. See enclosed flyer for more information.
Please join in and send your contribution today!

La Crosse County Sold & Active Listings – June 2026

PRICE-CLASS/TYPE	SOLD/ACTIVE RESIDENTIAL LISTINGS 0-2 BDRMS	3 BDRMS	4+ BDRMS	TWO FAMILY	CONDO CO-OP	TOTAL UNITS	CURRENT ACTIVE LISTINGS SINGLE FAMILY	CONDO CO-OP
29,999.99 and under	0	0	0	0	0	0	0	0
30,000 - 39,999.99	0	0	0	0	0	0	0	0
40,000 - 49,999.99	0	0	0	0	0	0	0	0
50,000 - 59,999.99	0	0	0	0	0	0	0	0
60,000 - 69,999.99	0	0	0	0	0	0	0	0
70,000 - 79,999.99	0	0	0	0	0	0	0	0
80,000 - 89,999.99	0	0	0	0	0	0	0	0
90,000 - 99,999.99	0	0	0	0	0	0	0	0
100,000 - 119,999.99	1	0	0	0	0	1	2	0
120,000 - 139,999.99	0	0	0	0	0	0	1	0
140,000 - 159,999.99	2	0	0	0	0	2	2	2
160,000 - 179,999.99	1	0	0	0	0	1	5	0
180,000 - 199,999.99	1	1	2	0	0	4	8	0
200,000 - 249,999.99	3	6	3	2	3	17	18	2
250,000 - 299,999.99	4	14	4	1	2	25	12	6
300,000 - 399,999.99	2	20	17	1	2	42	28	6
400,000 - 499,999.99	2	11	13	0	4	30	33	3
500,000 and over	1	5	17	0	0	23	53	4
TOTALS	**17**	**57**	**56**	**4**	**11**	**145**	**162**	**23**
AVERAGE	**272,635**	**364,471**	**469,348**	**252,475**	**348,300**	**389,892**	**501,879**	**360,287**
MEDIAN	**235,000**	**325,000**	**435,000**	**235,000**	**300,000**	**335,000**	**419,900**	**359,900**

Unit Sales by Time on Market

DAYS	RES	CONDO
1 - 30	120	8
31 - 60	7	1
61 - 90	2	1
91 - 120	1	0
121 or over	4	1
TOTAL SALES	**134**	**11**

Unit Sales by Financing Type

TYPE	RES	CONDO	TYPE	RES	CONDO
Adj Rate Mtg	6	1	Owner Fin	0	0
Assumable	0	0	Private	0	0
Cash	21	5	USDA	0	0
Conventional	97	4	VA	5	0
FHA	4	0	WHEDA	1	0
Land Contract	0	0			
Other	0	1	**TOTAL SALES**	**134**	**11**

Property Type	**Volume**	**Median Sold Price**
Residential	52,703,001	340,000
Condo	3,831,300	300,000
All	56,534,301	335,000

Fair Housing Challenge

Show your commitment. Lead with integrity. Elevate the industry.

The Fair Housing Challenge invites REALTORS® to take the lead in building a more inclusive, educated and equitable real estate profession. When REALTORS® understand the history, laws and ongoing issues surrounding fair housing, everyone benefits — from clients to communities to the industry as a whole.

Step up and take the challenge by completing all three steps

1. Fairhaven 2.0
2. Commitment to Excellence (C2EX)
3. One of the following courses:
   - At Home with Diversity (AHWD)
   - Bias Override: Overcoming Barriers to Fair Housing

Ready to start your challenge? Access your programs here:

- **Fairhaven 2.0**
- **Commitment to Excellence (C2EX)**
- **At Home with Diversity (AHWD)**
- **Bias Override: Overcoming Barriers to Fair Housing**

Finish all three, and you'll earn a fair housing challenge emblem — a visible mark of your leadership and dedication to fairness in every transaction. You can proudly display it next to your name in emails, online profiles, ads and more.

Once you've completed all three steps, let us know at the link below to receive your emblem: **https://forms.office.com/r/ituzdU1J4Z**

Check out the youtube video for more information:
https://www.youtube.com/watch?v=t16H8_IQ0A4

July

1 North Tour

3 Independence Day Observed – Association Office Closed

4 Independence Day

8 South Tour

15 North Tour

20 LARA Golf Outing

22 South Tour

29 North Tour

August

5 South Tour

12 North Tour

19 South Tour

26 North Tour

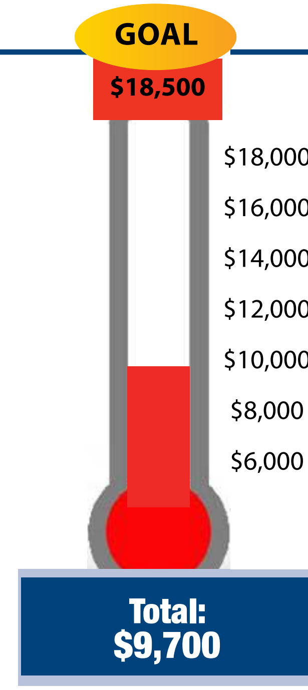
C2EX
COMMITMENT TO EXCELLENCE

Birthdays - July

1 Zach Duckworth
1 Julianne DeLap
2 Chris Wilke
3 Bridget Thomas
4 Suzanne Stauffer
4 Steven Andrews
6 Daryl Holley
6 Michelle Burton
6 Don Hogan
6 Dawn Levandoski
7 Peter Olson
8 Eric Seeger
8 Alan Barbe'
8 Laurie Noelke
8 Lisa Kind
9 Lacie McClurg
9 Haley Lechnir
9 Amanda Pittman
10 Travis Hamilton
10 Anne Formanek
11 Tina Allbaugh
12 Christian La Tendresse
13 Daryl Blount
13 Samantha Keck
14 Christina Gerdes
14 Aaron Bartsch
16 Jared Heinz
16 William Preising
18 Dillon Bean
18 Bradley Schank
19 Julie Brown
20 Jordan Luther
21 Chad Glumske
22 Tami Melcher
23 Bridger Fixmer
23 Joseph Roraff
24 Ann Bellacero
24 Chuck Olson
25 Spencer Hegenbarth
26 Drake Dickson
27 Hannah Cuda
27 Shaynn Davey
28 Dave Melvin
28 Laramie McClurg
29 Nicole Borowski
29 Barb Hardie
30 Tara Campbell
30 J Patrick Lunney
31 Stephan Stark

Birthdays - August

1 Coltyn Bettis
3 Cassie Hammond
4 Mike Peterson
4 Martin Kirchner
4 Shelaine Bennett
5 Kevin Sullivan
6 Janet Kaiser
6 Phil Bujnowski
6 James Lanier
6 Amy Lovejoy
7 Jeff Pralle
7 Gayle Dolle
8 Ryan Whitford
8 Dan Kiedinger
9 Erick Berling
9 Joshua Gran
9 Chris Mc Donald
10 Allie Inglett
11 David Taylor
11 Jennifer Holliday
11 Kaylene Danielson
11 Brianne Herlitzke
12 Anthony Arbanas
14 Hannah Filla
15 Bobby Yang
16 Mark Lee
18 Rebecca Clark
18 Garret Seebandt
19 Gabe Patros
20 Patrick Young
21 Maddie Herlitzka
21 Dana Johnston
22 Katy Wood
23 Odessa Hemmersbach
23 Sheri Grass
23 Tricia Hendrickson
25 Jeff Randolph
25 Valerie Williams
26 Callie Dornquast
26 Amy Marcou
26 Thomas Ceresa
27 Alexa Jerue
27 Joseph Kress
28 Teri Everson
28 Tamra Nururdin
29 Edwin Norton
31 Ronald Hammersley
31 Bryan Lemke



RPAC Insurance Policy

Think of RPAC as your professional insurance policy. It ensures that REALTORS® collectively have influence over the policies that affect their livelihoods, property rights, and the health of the Real Estate Market!

RPAC Investors

RPAC Investors $100-$249

Jessica Himmer
Chris Richgels
Scott Ulik
Jeff Pralle
Sheryl Reedy
Steve Lillestrand
Hunter Clark
Stephanie O'Driscoll
Scott Ryan
Sarah Hemker
Eric Johnson
Chad Niegelsen

RPAC Investors $500-$749

Garrick Olerud

REALTOR PARTY

RPAC Investors $1,000-$2499

Mike Richgels
Angie Wilson
Tom Wilson
Kent Gabrielsen
Jillian Hugo
Char Glocke
Damon Olson
Dan Stacey

> *Advocacy turns ideas into policy and stops bad ideas from becoming law. Investing protects your business, your industry and private property rights— or someone else will decide their future for you.*
>
> Rose Bogosian
> WRA REALTORS® Political Action Committee (RPAC) Chair

AT HOME WITH DIVERSITY℠

It is time to put partisan politics behind us and work with leaders on both sides of the aisle who are fighting to keep the American dream of homeownership alive

The Advocacy Scoop

How 250 Years of Housing Policy Build the American Dream

As America celebrates 250 years, Shannon and Patrick look back at the public policies that helped make homeownership one of the defining pillars of the American Dream.

From the nation's earliest land policies to the creation of the 30-year fixed-rate mortgage, the Fair Housing Act, and modern efforts to expand housing supply and affordability, this episode explores how generations of advocates and lawmakers have strengthened opportunities for Americans to own. Tune in to hear why, 250 years later, homeownership remains one of America's greatest public policy success stories - and how NAR advocacy is working to ensure that legacy continues for generations to come.

Click below to watch the Podcast.

https://www.nar.realtor/advocacy/advocacy-scoop-podcast/how-250-years-of-housing-policy-built-the-american-dream

Listen on Apple Podcasts | Listen on Spotify | audible an amazon company

Have You Downloaded FOREWARN Yet?

Safety and fraud prevention continues to be our top priorities.

Forewarn is now even more powerful. You can now search by address to get a more complete picture of prospect risk with the new Household Risk Lookup.
This addition will give you another layer of confidence before you walk into a showing or return an unknown call.

If you haven't activated the FOREWARN app yet, now is the time. Set FOREWARN up on your cell today!

Welcome New Members

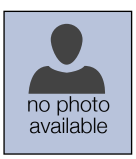
Welcome **Lindsey Alden** of eXp Realty. Lindsey is married with 2 sons. She has been a blonding and color specialist for a decade. She lived in Alaska for four years and became very involved in trail running and road running.

Welcome **Jacob Bauer** of Mosaic Real Estate. Jacob is a UWL student who enjoys weightlifting, fishing, and is part of the Real Estate Club.

Welcome **Jessica Brandt** of NextHome Prime Real Estate. Jessica is married with 2 children. She enjoys hunting, fishing, camping, hiking, kayaking, and anything outdoors.

Welcome **Madison Bue** of Edina Realty, LLC.

Welcome **Tyler Duerwachter** of Coulee Land Company. Tyler is married with a 3-year-old daughter and another on the way. In his free time, he likes hunting, fishing, archery, and anything outdoors.



Welcome **Bridger Fixmer** of Edina Realty, LLC. Bridger was involved in hockey and traveled all over the country. He then coached for 3 years. He enjoys fly fishing, hunting, playing pickle ball, and golfing.

Welcome **Maile Gotzinger** of Coldwell Banker River Valley, REALTORS®. Maile lives with her boyfriend and new cat Muffin. She loves trying out restaurants in the La Crosse area and enjoying the beautiful La Crosse scenery.

Welcome **Blake Martin** of United Country Midwest Lifestyle Properties. Blake enjoys hunting, fishing and spending time with family.

Welcome **Ryan McCann** of eXp Realty, LLC. Ryan is married with 2 children.

Welcome **David Melvin** of Moldenhauer Realty group. David is married with 2 children and 1 grandson. In his free time, he enjoys fishing, hunting, and gardening.

Welcome **Ben Skogen** of @properties La Crosse. Ben plays competitive golf and is on the board for the Onalaska Booster club, Russ Heiser Foundation. He volunteers at the Children's Museum and the Boys and Girls club.

Welcome **Chris Wilke** of Gerrard-Hoeschler, REALTORS®, Chris has 2 dogs. He loves traveling, attending concerts, candle making, gardening, yoga, and meditation.

Welcome **Patrick Young** of United Country Midwest Lifestyle Properties. Patrick is married with 4 children and 11 grandchildren.

President is Spokesperson for the Organization

It is important in creating the best public impression of the Association that any statements regarding the activities of the Association or its public positions come from an official source in the Association. This allows for coordination and clarity in the Association's message.

Our policy is to have the Association President, or someone specifically designated by the President in particular situations, as the only spokesperson for the Association. Our Presidents have spokesperson training and an understanding of the entire Association and how its parts fit together.

If you are contacted by anyone, including the media, for any report on the Association or its activities, refer them to the Association office and arrangements will be made to respond.

Deadline to receive checks is July 30th!

It's time for the "Back 2 School Program" sponsored by Catholic Charities and Salvation Army! As the cost of living continues to escalate, the need for school supplies will even be greater this year.

We have committed to do our part as we have done for years!

Please join in and send your Contribution today!

WE WILL BE COLLECTING CHECKS AND CASH ONLY!

BACK 2 SCHOOL

Please write your checks out to Catholic Charities and drop them off at our Association Office, call us at 608-785-7744 and we will pick the check up or mail to 111 6th St. S., La Crosse, WI 54601. On the memo line write "Back 2 School Program"

REALTORS® DO MAKE A DIFFERENCE IN OUR COMMUNITY!