



Events Calendar

MAY 17, 2007 – BOARD OF DIRECTORS MEETING 10:30 A.M.

MAY 24, 2007 – “EXCHANGING MADE SIMPLE” BY JIM KNODL

SEPTEMBER 21, 2007 – “A TOAST TO ADAM MAYER”

PRESIDENT’S MESSAGE

The two prime key skills for success in creative real estate are communication and negotiation.

Unfortunately, most people pay little attention to sharpening these skills. That’s the bad news, because few succeed without developing expertise in these areas.

The good news is that these skills are learned, not inherent. Anyone who cares can perfect them. Starting from where one is now, in a short period of well-directed study, one can become an expert in communicating and negotiating. The rewards will be unlimited.

Beneficial win/win transactions are a result of clarity. That is, they are a predictable result of the combination of clear thinking for clear solutions clearly communicated. As for negotiating, any time two or more people have a discussion, they are automatically involved in negotiating. When that discussion involves structuring a real estate transaction to everyone’s satisfaction and benefit, it should certainly be easy for anyone to realize how important it is to

employ skillful communicating and negotiating.

Many times we get stuck in creating formulas, techniques and strategies, which are important, but if not clearly explained (communicated), and the benefits are not clearly demonstrated (negotiated), there are two chances of a successful concluded transaction: slim and none.

At every opportunity we should concentrate on sharpening our skills in the art of communicating and negotiating because it will undoubtedly lead to successful transactioneering!

I’ll See You This Thursday.

Mark Rohde, President



REMOVE IT PLEASE!

When your property listed on the Web has been sold or exchanged, please call our office to remove it.

“A TOAST TO ADAM MAYER”

On Friday, September 21, 2007, we will honor our Exchangor Adam Mayer with a retirement party to be held at Westmoor Country Club in Brookfield. The evening promises to be filled with many toasts, musical entertainment, and surprises galore. Mark your calendars. More details to come.

DID YOU KNOW?

- Our Wisconsin Real Estate Exchangers Association originally began as the “International Traders Club” of the National Institute of Real Estate Brokers in 1961? “ITC” was a specific designation earned at that time.
- Wisconsin Exchange Club originated in 1961 by Wally Nielsen and was the 1st Mid-West Chapter of Exchangers.
- We began with weekly meetings at Mosers Café on 32nd & Lisbon.
- 7 Real Estate people attended the meetings faithfully and we began to grow. At that time, trading properties became more popular.
- Our Wisconsin Exchange Club officially changed its name to Wisconsin Real Estate Exchangers (WREE) because there was a social club around town with the same name.
- In 1979 WREE was the first in the State of Wisconsin to host the required Continuing Education courses in 2 consecutive days in the theatres at Olympia Hotel in Oconomowoc with over 400 in attendance each day.
- Wally Nielsen was a dance instructor at Fred Estaire Dance Studio before he became a real estate broker.
- Jim Knodl was a hypnotist before he became a real estate expert.
- Rande – was a stewardess before she became our Executive Director in 1973. She was also fired and then hired.....but that’s another story...

IF....

IF you can read this, you are better off than over 2 billion people in the world who cannot read at all.

IF you have food in your refrigerator, clothes in your closet, a roof overhead and a place to sleep, you are richer than 75% of the people in this world.

IF you have money in the bank, in your wallet and spare change in a jar, you are among the top 8% of the world’s wealthy.

IF you can attend church without fear of harassment, torture or death, you are more blessed than three billion people in the world.

IF you have the opportunity to be your own boss and attain financial independence, you are better off than 99% of the people in the world.

IF you hold up your head with a smile on your face and are truly thankful, you are blessed, because the majority can, but most do not.

EXCHANGING MADE EASY

A new member said, “we have Starker transactions so why Exchange”? On Thursday, May 24th, Jim Knodl will tell you, “why and how”.

In a rare appearance, Jim will work his chalkboard magic and demonstrate how to put an exchange transaction together. He will explain the tax benefits of the deal, the commission split, and tell you why this deal came together when no one thought a deal was there.

We thought new Exchangers should hear one of the best, so we’re bringing in one of the best for this one!

MARK YOUR CALENDARS!

PROFILE OF OUR PRESIDENT

Not just known for owning a 90 pound “EMU”, our 2007 President is also known as the “Rohdster”. Mark Rohde is a happy, hardworking, detail oriented regular guy. He lives alone in a nice Brookfield condo, used to hunt & fish a lot but not so much anymore. He just returned from a rare turkey hunting trip....see any Emu’s while you were hunting Mark? His favorite thing to do is drive around on his Harley. Mark is a proud Dad of a 23 year old daughter who is a bank manager. Mark joined CECO in 2005 after doing mostly rehab real estate. His sense of humor makes him well liked at the office and he likes commercial real estate and being a part of CECO.



So there you have it....oh, and Rohdster, what ever happened to the Emu?

Web Messages...

When you log on to WREE.Com and go to newsletter, you will find a weekly Web Message from our President. Mark will provide you with information on upcoming speakers, events, and general information. Also, don’t forget to check out the property site also.

REAL ESTATE DEFINITIONS

Here are a few terms you rarely hear...except for all you crossword puzzle experts.

Omnibus – a clause in a will or decree of distribution passing all property not specifically mentioned.

Laissez-Faire – meaning leave alone, let proceed; a theory that free trade promotes a better business climate than government controls.

In Rem – pertaining to property or people in general.

Usufruct – The right to use and profit from property vested in another, so long as the user does not change the substance of the property. Would include an easement.

Zygocephalum – In civil law an inaccurate measure of land. The area of land a yoke of oxen could plow in one day.

WREE.COM

We have seen our WREE website continue to expand with the addition of new property listings. Members may add their own property listings to the website by using the online property listing form at wree.com. Don’t forget to add a picture to help others visualize this property. If you need assistance with any property listings, contact David Knurr at 262-547-2520 or email webmaster@wree.com.



1031 QUESTION ANSWERED

Confusion exists concerning identifying a replacement property in a 1031 Exchange. Here is the rule according to IRS:

When identifying a replacement property, you are allowed to use any one of the following identification rules:

1. The three property rule: under which you identify more than three properties regardless of their value.
2. The 200 percent rule: under which you identify more than three properties provided that their total value does not exceed 200 percent of the value of the property sold.
3. The 95 percent rule: under which you identify any number of properties regardless of value, provided that you purchase 95 percent of their fair market value.

ADDITIONS & CHANGES TO THE 2007 MEMBERSHIP DIRECTORY

Please add new member to your directory: Bill specializes in the purchasing and selling of convenience stores, distributorships, truck stops and co-branding. Welcome to our Association Bill.

William Sherry

Petrol Sites of Wisconsin

1402 Sunnydale Circle

West Bend, WI 53090

Bus# 262-227-3270

FAX# 262-334-0361

Cell# 262-227-3270

Email: wlsaes@charter.net

Please make the following changes to your directory:

Ken Schmeling

Imperial Investments, Inc.

3464 S Kansas Ave.

Milwaukee, WI 53207

Bus# 414-218-7328

FAX# 262-782-5411

Cell# 414-218-7838

Give Rande a call at 414-573-2080 or email:
info@wree.com if you have any changes to the
directory.



Happy Mother's Day - May 13

Support Our Sponsors



Stuart Gross 414-241-3133

Northern Environmental

Sandra Hendrickson 262-432-3311

Investment Title & Closing Services

Tom Klinka 262-317-7110

Anchor Bank

John Mortimer 262-821-1210

Strategic Income Advisors, LLC

Rick Novotny 414-359-8126

Washington Mutual

Dave Nowicki 262-789-1200

Moneyman LLC

Gary Szpara 262-787-6916

North Shore Bank

Carolyn Toigo 920-435-5212

Evans Title Companies

Holly Weissenberger 414-765-7622

M & I Marshall & Ilsley Bank

Thomas Wright 262-786-7654

Wright Investments