



WISCONSIN REALTORS® ASSOCIATION NEW MEMBER PACKET

Legal Hotline | Forms Products | Market Data | Advocacy | Education | Publications



**UNLOCK THE FULL POWER OF YOUR
WRA MEMBERSHIP TODAY.**

LEARN MORE INSIDE.

[WRA.ORG/MEMBERBENEFITS](https://wra.org/memberbenefits)

**ADVOCATE.
EDUCATE.
ELEVATE.**

YOUR CAREER STARTS HERE, AND WE'RE HERE EVERY STEP OF THE WAY.

Congratulations on your new WRA membership. As a member of the WRA, you're now part of the most trusted organization in Wisconsin real estate for legal information, advocacy, professional development and exclusive member benefits. A WRA membership places you at the center of a real estate network made up of professionals committed to advancing the industry, furthering their education and elevating professionalism. With your membership in one of the largest trade associations in the state, we are here for you every step of the way.

Discover the wide range of benefits you receive as a member:

- WRA legal hotline
- Legal publications and resources
- Year-round advocacy efforts
- Wisconsin Real Estate Magazine
- Continuing education
- Housing statistics
- Forms tools for digital entry, electronic signatures and line by line video training

This new member packet acclimates you with the wealth of WRA benefits you receive. Welcome to the WRA, and we wish you a successful real estate career.



Tom Larson
President & CEO

OUR MISSION: ADVOCATE. EDUCATE. ELEVATE.

Since 1909, the WRA has been committed to being the most effective advocate and authority for Wisconsin real estate laws, policies and professional development to help REALTORS® excel in their careers. Together, our work helps transform communities, helps businesses grow and improves our quality of life.

EMPOWER YOUR JOURNEY WITH THESE MEMBER BENEFITS.



Legal Hotline

Discuss your practice questions with Wisconsin's foremost legal experts in laws relating to brokerage service, transactions and real estate. With typical attorney fees reaching \$300 per hour, your WRA membership includes annual access to the hotline with unlimited inquiries.

See more: www.wra.org/legalhotline



Legal Update

Navigating the legal landscape of real estate can be daunting. But you don't have to go at it alone! Our *Legal Update* publication delivers an in-depth analysis of new laws, court rulings and ethical issues, empowering you to make informed decisions and avoid potential pitfalls.

See more: www.wra.org/legalupdate



Legal Hottips

Membership gives you access to the WRA's Legal Hottips library, an extensive collection of WRA Legal Hotline discussions dating back several years. The online library equips you with comprehensive information regarding Wisconsin real estate law.

See more: www.wra.org/legalhottips



Line by Line Training

Enhance your contract knowledge and improve the transactional experience with Wisconsin's most in-depth real estate forms training series. WRA attorneys provide insight to help you navigate forms with confidence, reducing your risk for errors or misrepresentation.

See more: www.wra.org/linebyline



Transactions (zipForm Edition)

Transactions (zipForm Edition) software creates a paperless transaction experience with access to state-approved WB forms, WRA-related forms and select State Bar forms related to buying, selling or renting property in Wisconsin.

See more: www.wra.org/transactions



Authentisign digital signatures

Built into the Transactions (zipForm Edition) system, Authentisign provides a digital solution that allows you to create digital transaction files of forms, complete forms, and obtain signatures electronically using a web browser or mobile device.

See more: www.wra.org/transactions



PDF Forms Library

Our PDF Forms Library is your go-to resource for PDF versions of the WRA forms and the state-approved forms you may need in a transaction. It's your solution for meeting the demand of using digital forms in software outside Transactions (zipForm Edition).

See more: www.wra.org/forms



Market data

Our monthly housing reports offer a snapshot of current median prices, sales volume and inventory levels. Plus, you can access current data on our website with custom reporting filters with numbers updated daily.

See more: www.wra.org/housingstats



Legislative advocacy

We represent the interests of the real estate industry every day by engaging with your lawmakers, striving to shape laws that safeguard your business; protect property rights; and empower Wisconsinites to own, buy and sell real estate successfully.

See more: www.wra.org/advocacy



Political advocacy

Ensure that the collective voice of REALTORS® resonates in the election process by supporting pro-real estate candidates. Your contributions to the REALTORS® Political Action Committee (RPAC) and the Direct Giver Program allow for meaningful change.

See more: www.wra.org/advocacy



Legal advocacy

The WRA Legal Action program has safeguarded Wisconsin real estate since 1978. The program serves as an ally in legal matters in the court system that pertain to real estate practice, ownership, the use of real estate and more.

See more: www.wra.org/legalaction



Professional development

Advance your career with our comprehensive training programs: pre-license, continuing education and specialty training, all taught by expert instructors in flexible education formats. WRA membership offers savings on training programs.

See more: www.wra.org/education



Wisconsin Real Estate Magazine

Discover legal, policy and career updates in *Wisconsin Real Estate Magazine*, the leading publication for Wisconsin REALTORS®. Our flagship communications tool keeps you informed about the latest developments so you can succeed in your career.

See more: www.wra.org/magazine



Professional standards enforcement

Our statewide professional standards enforcement program enhances ethics, professionalism and industry success. By working with many local associations, the program resolves business disputes and disciplines members for unethical behavior.

See more: www.wra.org/professionalstandards



Partnership for Success Program

Designed to promote diversity within the REALTOR® membership, this program provides startup assistance to new licensees. The program forges a partnership between the applicant, sponsoring broker, local association and the WRA.

See more: www.wra.org/partnership



Wisconsin REALTORS® Foundation (WRF)

Make a difference in Wisconsin communities! As the community outreach arm of the WRA, the WRF unifies Wisconsin REALTORS® to address charitable causes to make Wisconsin a better place to live, work and play.

See more: www.wra.org/WRF



Inman News subscription

Stay on top of trending real estate news with Inman Select, offering in-depth reporting, analysis and daily updates on the industry. While it's a paid service for nonmembers, WRA members enjoy Inman Select at no additional cost.

See more: www.wra.org/Inman



Statewide referral database

Elevate your visibility with our Find a REALTOR® real estate database. Available to consumers and REALTORS® alike, Find a REALTOR® connects you with Wisconsin REALTORS® by specialty, geographic location and other filters.

See more: www.wra.org/FindARealtor



Networking, events and outreach

The WRA offers an extensive event lineup: the Annual Convention, REALTOR® & Government Day, broker outreach programs, exclusive virtual meetings and more. The WRA website calendar offers more detail and member-exclusive event savings.

See more: www.wra.org/events



E&O insurance discount

You could face unique risks in your real estate career, like open house property damage or agent-owned property transactions. Pearl Insurance, our partner carrier for errors & omissions (E&O) insurance, offers insurance tailored for you.

See more: www.wra.org/pearl

MEMBER BENEFITS

HOW MUCH YOU SAVE

From a legal hotline to forms software and access to thousands of like-minded professionals, a WRA REALTOR® membership is vital to your real estate success. With a host of benefits at a fraction of the cost if purchased individually, WRA membership is a savvy investment for your business!

EVERYTHING YOU GET

LEGAL SERVICES

- Legal hotline
- Legal hottips online library
- Legal Update publication

TECHNOLOGY PRODUCTS

- Transactions (zipForm Edition)
- Statewide referral database

ADVOCACY AT EVERY LEVEL

- Legislative: Representation in state government
- Political: RPAC and Direct Giver
- Legal: WRA Legal Action Program

ETHICS AND PROFESSIONALISM

- Line by Line forms training
- PDF Forms Library
- Professional standards enforcement

INDUSTRY NEWS

- Wisconsin Real Estate Magazine
- Inman Select subscription

PROFESSIONAL DEVELOPMENT

- Members-only WRA events
- Partnership for Success program
- Career development training discounts

MARKET DATA

- Housing statistics
- Home sales reports

COMMUNITY OUTREACH

- Wisconsin REALTORS® Foundation

EXCLUSIVE PARTNER PROGRAMS

- Pearl Insurance
- Realtyzam CRM
- The Paperless Agent

BENEFIT	WRA MEMBERSHIP	PURCHASED SEPARATELY
	\$433	\$1,626
LEGAL HOTLINE (PER CALL)*	x	\$300
LINE BY LINE FORMS TRAINING	x	\$400
WRA FORMS LIBRARY (ZIPFORM)	x	\$130
TRANSACTIONS (ZIPFORM EDITION)	x	\$269
ZIPFORM MOBILE AND AUTHENTISIGN	x	\$141.95
WISCONSIN REAL ESTATE MAGAZINE	x	\$60
LEGAL UPDATE PUBLICATION	x	\$75
INMAN SELECT SUBSCRIPTION	x	\$250
<i>* Based on the average hourly rate of a real estate attorney.</i>		
PLUS \$1,000s IN SAVINGS		
LEGAL HOTTIPS LIBRARY	x	
PDF FORMS LIBRARY	x	
PROFESSIONAL STANDARDS PROGRAM	x	
MARKET DATA	x	
LEGAL ADVOCACY	x	
LEGISLATIVE ADVOCACY	x	
POLITICAL ADVOCACY	x	
PROFESSIONAL DEVELOPMENT	x	
PARTNERSHIP FOR SUCCESS PROGRAM	x	
STATEWIDE REFERRAL DATABASE	x	
NETWORKING AND EVENTS	x	
WISCONSIN REALTORS® FOUNDATION	x	
E&O COVERAGE ACCESS	x	
PAPERLESS AGENT ACCESS	x	
REALTYZAM CRM ACCESS	x	

PLUS DISCOUNTS WITH OUR EXCLUSIVE PARTNERS

Paperless Agent Marketing Club

Boost your marketing with the Paperless Agent. Perks include agentID sites, training sessions, marketing materials and more to stay on top of your game.

See more: www.wra.org/PaperlessAgent

Pearl Insurance

Insure your practice with errors & omissions (E&O) insurance. Pearl Insurance offers an E&O insurance program tailored for the real estate industry at a discount.

See more: www.wra.org/Pearl

Realtyzam CRM

Manage your relationships with Realtyzam CRM. With features like lead management, tracking and more, Realtyzam facilitates efficiency and improved client relationships.

See more: www.realtyzamcrm.com/WRA

Learn more about exclusive partners: www.wra.org/ExclusivePartners

CONTACT THE WRA

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Professional development department

Phone: 608-241-2047 or 800-279-1972 24

Email: educate@wra.org

WRA legal hotline

Phone: 608-242-2296 or 800-799-4468

Online question submission: www.wra.org/hotline