

GROUNDBREAKING NEWS FOR ALL WISCONSIN PROPERTY OWNERS:

ANNOUNCING THE Wisconsin HOMEOWNERS Alliance

Created By The Wisconsin REALTORS® Association

The WRA is proud to announce the creation of a whole new statewide organization to be the voice for ALL Wisconsin homeowners and property owners: the Wisconsin HOMEOWNERS Alliance!

Its Mission: To advance and promote issues of concern to ALL Wisconsin property owners.

According to WRA President Bill Malkasian, "The main purpose of the Wisconsin HOMEOWNERS Alliance is to protect people's property rights, home values, and the real estate market -- issue by issue -- on a statewide and local basis."

The Alliance will work through EDUCATION and ADVOCACY

The Wisconsin HOMEOWNERS Alliance will EDUCATE people about issues that affect home ownership and property owners' rights.

WRA VP Michael Theo says the Alliance will keep state and local officials, and the public, aware of how various proposed policies could help -- or hurt -- housing and property ownership.

2005 WRA Chairman Kitty Jedwabney, a Fox Valley REALTOR®, says the Alliance will ADVOCATE for the property owners' interests on the issues -- through the media, and through grassroots actions like phone-calling campaigns and citizen rallies.

2006 WRA Chairman Jeff Kitchen, REALTOR® from Beaver Dam, says the WRA has taken the lead in forming this Alliance because REALTORS are aware of the need to expand Advocacy efforts on behalf of homeowners and property owners. Says Kitchen, "You couldn't have a better organization than the WRA being the founder of this new Alliance."

Established in 1908, the WRA today has 18,000+ members!

But unlike the WRA, the HOMEOWNERS Alliance is focused only on ISSUES -- NOT on candidates or political campaigns. The Alliance won't engage in partisan elections, but only work on issues at hand.

"EVERY REALTOR can support, and will benefit from, the work of this Alliance," says Malkasian.

As part of its Educational approach, the "Wisconsin Home" magazine is one of several print, video and web tools that the Alliance is using to reach out to the public and to state and local officials.

Advocacy efforts include meeting with officials, and occasionally mobilizing WRA members and the public when an issue impacts home ownership or private property rights.



Above ~ New full-size magazine about Wisconsin home and property ownership

Order or view the new video~ "Announcing The Wisconsin HOMEOWNERS Alliance" ~at www.wra.org

Q & A ABOUT THE NEW Wisconsin HOMEOWNERS Alliance

Who is the Wisconsin HOMEOWNERS Alliance working for?

The Alliance is working for YOU, Wisconsin's 2.5 million homeowners and property owners ... AND for people who would LIKE TO BECOME homeowners or property owners.

And the Alliance is working for YOU, each and every Wisconsin REALTOR, helping you protect your clients' and customers' interests.

How is the Alliance operated and funded?

The Wisconsin HOMEOWNERS Alliance is its own separate entity (a 501c4 non-profit corporation), whose only voting member is the WRA board. Funding is through efforts of the WRA, with a portion of our dues going to support this essential work.

What kinds of state and local issues will the Alliance be working on?

The Alliance is greatly expanding on successes we have had throughout the state recently. Here are just a few brief examples...

> EXAMPLE: PARK EAST CORRIDOR

Recently, the Greater Milwaukee Association of REALTORS® reached out to city officials regarding overly restrictive development requirements in downtown Milwaukee's Park East corridor -- exactly



the kind of development that cities are clamoring for.

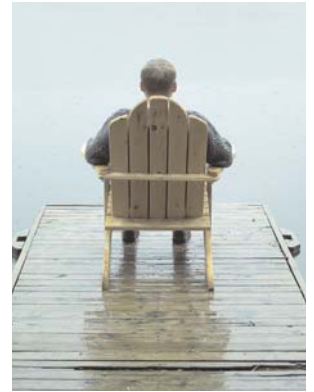
But according to GMAR President Mike Ruzicka, there were certain people who were

bent on delaying the process.

"So we rallied our members and the public, and helped move this project forward."

> EXAMPLE: DNR REGULATION OF PIERS

The issue of how the DNR regulates piers has made it all the way to the State Supreme Court. This is because the DNR wants to be able to apply new standards to existing piers at any time -- WITHOUT public hearings, public notice, or approval by elected officials.



"We don't think that's fair," says WRA VP Michael Theo, "so the WRA, and now the HOMEOWNERS Alliance, are fighting it all the way."

> EXAMPLE: LAND USE RESTRICTIONS

Homeowners in Winchester, Winnebago County, needed our help because the town board was planning to severely restrict what people can do with their land. And in Shawano County, a committee was planning to make Shoreland Zoning much stricter, similar to DNR proposals.

"So in both of these cases, we ran local ads, and homeowners came out in big numbers against those plans," says Susan Mathews, REALTOR® and

WRA Executive Committee VP. "And in both cases, the homeowners and property owners won!"



> MANY MORE STATE AND LOCAL ISSUES

As REALTORS, we must keep active and vigilant on

- preserving the Mortgage Interest Deduction
- fighting efforts to raise the Transfer Fee
- promoting the statewide Property Tax Freeze
- and scores of Local Land-Use Related issues.

In today's world, they're coming at us from every angle. But the Wisconsin HOMEOWNERS Alliance will be there to help with these kinds of issues!

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WRA
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**Wisconsin
REALTORS®
Association**

**BE PROUD TO BE A MEMBER AND ACTIVE SUPPORTER OF
The Wisconsin HOMEOWNERS Alliance**