



PRESIDENT'S MESSAGE

I recently met a struggling musician who, by chance had pulled up a stool next to my wife and I at one of our favorite watering holes – and myself, a guy who's attempted to make his fair share of noise on a guitar, was eager to talk music. The conversation drifted between our opinions of the greatest rock guitarists, what it must have been like to attend a Zeppelin concert and the overall state of "today's music". But I had seen him in this place before, slicing it up pretty well on stage - he had that rare combination of guitar dexterity and Freddie Mercury-like divertimento and I finally had to ask, hey what are you doing still playing on a 48" stage at a random bar. He seemed perplexed. He had band mates and contemporaries that had landed decent contracts as session musicians and opening acts and one that even tours now with Dr. Hook (a 70s band, don't ask). But here he was, racing towards the end of his third decade and still nowhere.

Now you might be wondering what this has to do with real estate. Sometime during our conversation – we were talking about our befuddlement with TiK-Tok – and how his niece had asked him to sing with her on a video. He said to me, he told her No. He only plays gigs that pay. He wasn't joking. I thought to myself at the time it seemed a little petty but harmless enough.

Later on that evening, when I was at the home office, sort of tying up some loose ends before finally calling it a night – that part of our conversation just stuck with me. I began to think about the greatest innovators, entrepreneurs and business people I had ever known or read about. Like I've done over and over, I've tried to imagine how they became as successful as they did. And, I've always come back to a single reason. At the root of it all, at the very core and at the foundation of every bit of success must first be *passion*. Without passion, you are punching a time card and riding out the clock. You'll never take it beyond vanilla. But here was a musician and there are few other people more passionate about something than musicians. All of these years of me psychoanalyzing and trying to dissect the blueprint of success, I had

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OCTOBER Birthdays

Susan Walsra	6
Pete Gross	14
Andrea Lindemann	17
Joanne Larson	24
Joan Kullmann	25



If you would like your birthday listed so you can receive Cheers from your fellow REALTORS, please email the board office. Just the month and date is needed.

Realtor Safety Reminder

NATIONAL ASSOCIATION of REALTORS®



During an open house, keep the garage or back door closed to prevent intruders from using multiple entrances, and to be aware of incoming clients.

FOR MORE SAFETY TIPS FROM NAR, VISIT www.NAR.realtor/Safety

Dues Billing2022

Dues statements have been mailed out.

If you do not receive a statement by the end of October, please email the board office to notify them and one will be created and emailed to you.

A credit card can be used to pay dues on line but only on NAR's website. You will need your log in to do so.

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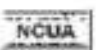
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ORIENTATION



Due to the Coronavirus, we have cancelled our in person orientation classes for the remainder of the year. If you need to take the orientation class, please email michelle@gmar.com for instructions on how to do this online.



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WWW.MYJCBR.ORG



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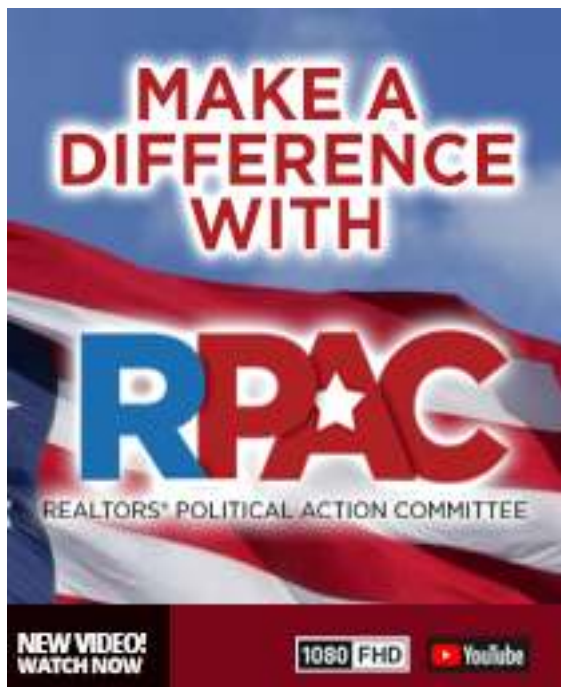
August 19, 2021 – [Virtual 9:00 – 12:00 PM - Virtual](#)

September 30, 2021 – In person – 9:00 AM – 1:00 PM – In person

October 25, 2021– In person – 9:00 AM – 1:00 PM – In person

November 18, 2021– Virtual 9:00 – 12:00 PM - Virtual

If you have any questions, please contact Beth Fletcher at 608 240-2800



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PRESIDENT'S MESSAGE

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left out one vital element. If you make your passion about money, rarely will you be successful.

Let's be frank, we've all got bills to pay. So how do we focus on our passion of Real Estate and not make it about the money?

As Realtors, we should challenge ourselves whenever we're faced with any decision we might need to make in the field – by asking ourselves one simple question:

What is best for my client?

What is best for my client. It's sounds simple enough. And that's because...it is. It's easy to get distracted in today's world of apps, social media boosts, DocuSign and high-definition photography but that's not real estate. The root of Real Estate is The Client. If a Realtor focuses their passion around continually asking, what is best for my client, then every singular event of the transaction, every cog and gear in the machine would run in perfect harmony. The money simply becomes a natural byproduct of a job well done.

As an industry, there are hundreds of new individuals joining the ranks of calling themselves Realtors everyday. Next time you meet one with dollar signs in their eyes, remind them, they're starting out backwards in Real Estate with that mind set. Tell them, always ask yourself, what is best for my client and then go out and do that which is. The money will be an inevitable derivative of doing so.

Abe Yanko, President JCBR



The Wisconsin Realtors lost a shining star this past month with the passing of Attorney Jim Vance. Some of you may have had an opportunity to work Jim, we both were fortunate to work with him throughout our real estate careers.

For those of you that didn't know Jim, he was a local, grew up in Fort Atkinson and made Fort Atkinson his home. He was best known for his real estate knowledge and estate planning, practicing law for 63 years. However, his connection to Realtors went far beyond his law practice. Jim was one of the attorneys involved in drafting and the formation of many of the WRA standardized forms we use today. In addition, Jim supported our local Board of Realtors, auditing our financials, lending his expertise on the drafting of our by-laws and giving his time to be the keynote speaker at many of board meetings.

Jim gave freely of his time and resources to many other foundations, committees and programs in the area, his presence will be missed. Per Jim's special request, those of you who knew him will smile and understand, there will be no funeral, or public visitation. I suggest that we raise a beer in his memory.

Jo Larson & Chris Nash