



**Commercial Association of REALTORS®**

**2014 Annual Report**



## CARW LEADERSHIP 2013/14

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Colliers International

**Paul T. Galbraith**, Chairman-Elect  
Cresa

**Jeff Hoffman**, CCIM, SIOR, Secretary  
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Doug Brodzik, CCIM, BMO Harris Bank

Max Rasansky, CBRE, Inc.

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Deborah Sobzak, Eastmore Real Estate

### Staff:

Tracy Johnson, President & CEO

Valerie Cass, Member Services Director

Regina Simonsen, Project and Events Coordinator

### Government Affairs/Lobbyist:

Tom Larson, Wisconsin REALTORS® Association

## ABOUT CARW

CARW, The Commercial Association of REALTORS® is *the* voice for commercial real estate brokerage and related professionals in Wisconsin. Founded in 1993, CARW is dedicated to the success of our members by providing invaluable **educational opportunities, countless networking experiences, data exchange, and public policy advocacy.**

CARW is a trade association representing more than 620 members from 200 Wisconsin businesses including REALTORS®, accountants, appraisers, architects, attorneys, bankers, builders, contractors, developers, environmental specialists, title insurance companies and other industry related businesses. CARW REALTOR® members are part of the REALTOR® network, the world's largest professional association with over 1.6 million members worldwide and over 15,000 just in the State of Wisconsin.

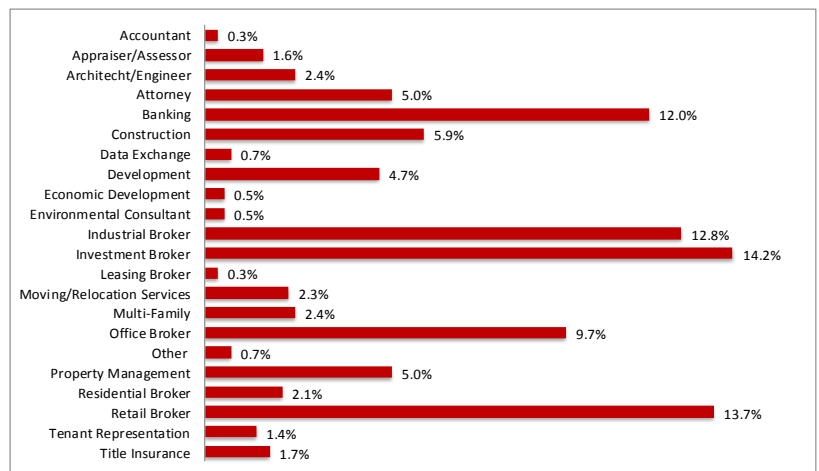
## MISSION STATEMENT

We advocate advancing the interests of REALTORS® for the benefit of their industry and their personal success.

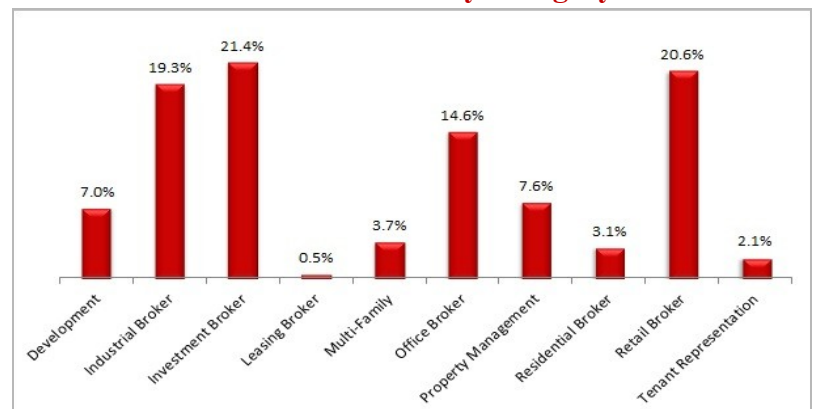
## VISION

The unified, respected, recognized, effective voice of commercial real estate brokerage in Wisconsin.

### All Members by Category



### Broker Members by Category



## LETTER FROM 2013/14 CHAIRMAN:

Wow, we certainly had an exciting 21<sup>st</sup> year of growth and transition for CARW! I have been honored to serve as the Chairman for 2014, and I'm proud of the leadership that we have in place to carry forward our momentum. Our membership has hit an all-time high, at over 600 members, and the attendance at CARW events has swelled because of that surge.

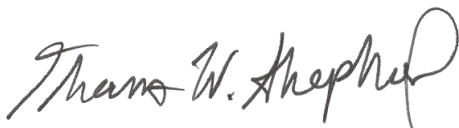
In 2014, we continued to work closely with our friends at WRA on numerous policy issues. This resulted in another major legislative victory as we passed a more defined and practical out-of-state licensee law (OSL). This new law will go into effect on January 1<sup>st</sup>, 2015, and the intent will be to keep our local, licensed real estate practitioners at the forefront of every lease and sale transaction in Wisconsin.

Our social gathering and education seminars are viewed in the industry as "must attend" events. In addition to our popular golf outing, we also held Milwaukee Admirals, World Cup soccer, roundtable, market forecast, rainmaker and numerous happy hour events that filled up promptly. We truly appreciate the support and excitement that our sponsors and members bring to make these outings a success.

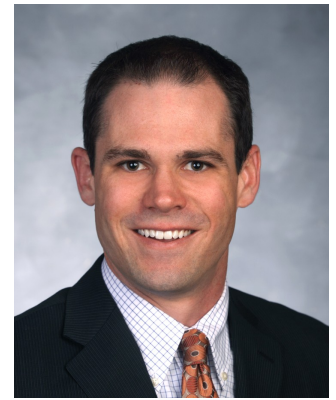
I would like to specially note the significance in our decision to hire our new President and CEO Tracy Johnson. Tracy's unmatched drive and energy accelerated our momentum in June where Jim Villa left off. Jim left CARW after seven years as President in a fiscally and fundamentally strong position, and Tracy has added substantial tangible value in her first year. Her efforts in launching the public/private Park East MKE ([www.parkeastmke.com](http://www.parkeastmke.com)) land marketing campaign have led to our first qualified proposal and activity to develop the property since Kohl's Corporation abandoned their headquarters relocation plans. Tracy was also instrumental in landing a major retail brokerage firm to our organization that allowed us to reach our membership goal. Tracy, with the strong support from our Director of Member Services Valerie Cass, continues to raise the bar on professionalism when it comes to organizing high-level industry speakers and political forums.

The positive turn in the market and economy has transformed all of our CARW activities back into deal-making opportunities! I plan on being very active in the organization going forward, so this is not a farewell. Thank you for your confidence in allowing me to serve this special organization. I'm very proud of our brand status in the community, and collectively we all form *the voice* of the commercial real estate industry in Wisconsin.

Sincerely,



Tom Shepherd, CCIM  
Colliers International Wisconsin  
CARW Chairman, 2013/14



### Key 2013/14 Accomplishments:

- Launch of Park East marketing with Milwaukee County and the City of Milwaukee as well as WEDC;
- Support for the re-launch of the ACRE (Applied Commercial Real Estate) program through LISC
- Membership of more than 600 commercial real estate professionals making CARW the largest and most powerful commercial real estate association in Wisconsin
- Welcoming a new brokerage firm to the membership—Commercial Property Associates
- Record-breaking involvement in our Large Donor Council and REALTOR political action committee to support candidates who support REALTOR initiatives and priorities
- Legislative wins including OSL and support for TIF reform
- Hiring of a new President and CEO
- Highest levels of engagement through committees and program meetings



## LETTER FROM 2014/15 CHAIRMAN:

It is an honor to serve as the 2014/15 chairman of the Commercial Association of Realtors – Wisconsin. CARW is a well respected organization in the business community, and is poised to reach the next level of engagement, relevance and influence. In the upcoming year, I have established a number of goals and objectives for the organization which are summarized below.



1. Further position CARW as THE VOICE of commercial real estate. To accomplish this goal we will take an active voice to publicly support TIF's, the new Bucks Arena, the Park East redevelopment and other projects like these that create a favorable business climate for commercial real estate. We will also seek out opportunities to publish white papers and to participate in, or lead the discussion on topics important to our industry
2. Build on our public policy efforts. Our initiatives include codifying the dual agency laws to clarify that two agents from the same firm can represent the fiduciary best interest of their particular client, and not in fact be dual agents of both parties. We are also working on legislation that will provide liability protection for real estate brokers by, among other things, creating a 2-year statute of limitations for claims starting from the time of sale.
3. Create a strategic plan for the organization that will set forth the goals and objectives for our organization for the next five years.
4. Develop a member web forum on the CARW website where members can interact in real time user driven discussions on topics relevant to our industry.
5. Improve our Statewide Reach. Along with CARW president Tracy Johnson, I will visit the boards and chapters in markets outside of southeast Wisconsin to explore opportunities to expand our membership and our statewide reach.

In closing, I encourage all of our CARW members to get involved in the organization and join the more than 100 of your colleagues already on the board or on a committee. Let us let us know how we can help you to get the most out of your organization. Use CARW as a resource. Together we can leverage the collective strength of our association to elevate our industry, promote economic growth in the region, and influence public policy that is critical to our business growth.

Thank you.

A handwritten signature in black ink that reads "Paul Galbraith".

Paul Galbraith  
Managing Director, Somerset Properties  
CARW Chairman, 2014/15



## CARW Programming:

CARW hosts a variety of programs and events that give members the opportunity to showcase their business; with an average of over 200 attendees, these programs are educational, informative and fun. Attendees generate leads and close deals at CARW's signature events. Highlights from 2013/14 include:

- Winter happy hour at Turner Hall followed by an Admirals Hockey Game and performance by County Star Dierks Bentley
- World Cup Event featuring a match by the USA and Germany
- 10 lunch and learn programs featuring Blair Williams, Sara Investments, Retail trends, Kenosha development and more
- Record-breaking Golf event at Northshore Country Club
- Rainmaker event featuring Robert Dunn, Managing Partner and President of Hammes Co.; and much much more.

Month	Function	Type	Description
Monthly	Lunch & Learns	Educational	Held the last Monday of each month, Lunch and Learns highlight current topics in high-impact, 90-minute sessions over the lunch hour. Topics are geared towards broker members.
Quarterly	Coffee With CARW	Policy	Quarterly gatherings around political topics. Political candidates may address the membership or topics that are political in nature are addressed.
Quarterly	Broker Happy Hours	Networking	CARW Broker Happy Hours are complimentary networking events held throughout the year and are a great way to meet fellow CARW members, develop new business contacts and help generate new business.
February	Roundtable Forum	Educational	An exciting and unique way to learn more about the latest trends and hottest topics in commercial real estate. The discussion-based format immerses you into the conversation.
March	March Madness	Networking	Enjoy the games while networking for your business! CARW members and guests join each year for the first round of major games (Thursday) of the big tournament for food, fun and our own brand of the big game!
March	Government Day	Policy	Travel to Madison with fellow CRE leaders to meet with legislators on issues that matter to your business.
April	Retail Event	Education	This annual event is done jointly with the ICSC and features a ½ day conference highlighting local and regional retail trends.
June	Summer Sampler	Networking	Summer networking opportunity that may be customized to presenting sponsor preference. Past events include a cigar sampler, World Cup soccer match and Chinooks baseball game.
August	Annual Golf Outing	Networking	The 27-hole golf outing is the best CRE summer networking with more than 200 golfers and nearly 300 guests for the networking hour and dinner.
September	Rainmaker Event	Educational	Featuring a high-profile speaker on a current topic or trend key to the CRE industry, this event is targeted at top level CRE practitioners.
October	Awards & Installation Event	Program	The CARW CRE Awards presentation is the premiere industry recognition of brokerage expertise in Wisconsin. Deal of the Year Awards are presented in multiple segment categories along with a REALTOR® and Affiliate of the Year Awards.
December	Holiday Party	Networking	The first CRE Holiday event of the season – connect with old friends and make new ones while celebrating the holiday season.
December	Market Update	Educational	The annual event reviews 12 months of market data in retail, industrial and office categories. Broker members discuss data and projections for the months ahead.



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