

Transcript 1 of Bill Malkasian, participant in the Inman News Conference titled, ***The Progressive Realtor Association***. Bill Malkasian holds the position of President of the Wisconsin Realtors Association, yet, in many Associations his position would be better known as Association Manager.

Let me start on dues, we have, we have, uh by state association standards, I suspect, for size, high dues, um but my model of operation is very different because I don't have for profit corporations. I don't, I have simply, I have a lot of lawyers, I've got a lot of lobbyists, and what we do costs a lot of money, and I guess we've not had a lot of dues pressure at all, only for the fact, we really stick to a very strong niche of what our brokers want us to do and that is to lobby, to write rules and regulations, do case law and then I do have a substantial amount of non-dues income, but in the simple education product area. In fact it's more than the dues side, but its all related to basically rules, regulation, etcetera of being/getting in the business or staying in the business. We have a strong...we're the primary educator in the state, for, for licensees, so um, the dues issue to me is really the model that you really have, uh and we don't do a lot of fluffy stuff and that's simply because my board of directors are the ten largest companies in the state and I don't get in their business, I don't compete with them...I try to stay in the business they want us in, and I think I, I'm proud to say that I probably have the greatest support of our larger companies you know, in the business. Now, moving that to, uh, licensure issues and alternative business models, we are looking and we have a task force that will be done in about a week, looking at the whole definition of brokerage services etcetera. We've learned, I think from what Illinois has done and Texas and other places around the state,

probably giving more of a consumer check off or opportunity, but I think Joel said it really well, the competition is healthy...we don't have the depth like California or maybe Houston has, but they're there...you've got basic people in the organization that even question why a banner ad is on a website, but, we know that's old school, we also know that many of these people who have different forms of business models are members. They're members in the club...and if they're in the club, they gotta be treated the same way as everybody else, as far as I'm concerned...and, and, so, by being in the club, the question of how inclusive—and here's my line, cause I've got a couple of them that, are in the club, but I don't let in the decision-making processes, and the reason is that they're so rabid, that they will take the information and they will use the information against the industry. And, and that's my rule. I have a simple rule with people like that and that is if you want to fight inside the corral, you can fight all you want, come on in, it's the red ant theory, you know, that Jim Low used to have with ASAE twenty-five years ago...you either stamp 'em out or you bring 'em in. I have no problem with them being in the system, as long as they understand that there's a participatory system, it's a vote and I got 17,000 members, but when they take the information and they use it against the industry and the organization, in a collective manner, by going to the Attorney General or others and using it in a divisive and a destructive way, that's when they don't come in the club. That's my, that, for the folks that are listening in, that's my rule that I use in public policy, because I think that's not fair, and I don't think that's what the members would expect.