

REALTORS® Association of Northeast Wisconsin and Central Wisconsin Board of REALTORS® Announce Decision to Explore a Merger to Strengthen Services, Advocacy, and Regional Collaboration



The REALTORS® Association of Northeast Wisconsin (RANW) and the Central Wisconsin Board of REALTORS® (CWBR) are pleased to announce their decision to explore merging, to create a stronger and more sustainable organization dedicated to serving REALTORS®, property owners, and communities throughout Central and Northeast Wisconsin.

The exploration represents a forward-looking investment in the future of the real estate profession. By combining resources, expertise, and operational strengths, the unified organization will deliver enhanced value to members while preserving a strong local presence and commitment to the communities both associations serve.

KEY BENEFITS OF THE MERGER



STRONGER MEMBER SERVICES

By combining staff expertise and organizational resources, the merged association will be able to offer expanded professional development opportunities, enhanced member support, improved technology solutions, and additional networking opportunities for REALTORS® throughout the region.



IMPROVED MLS AND MARKET DATA RESOURCES

The merger creates opportunities to streamline operations, improve data consistency, and enhance access to market information. REALTORS® will benefit from greater data coherence across regional markets, resulting in better tools to serve buyers and sellers.



GREATER FINANCIAL STABILITY

Together, RANW and CWBR will create a larger, more resilient organization with enhanced financial strength. Consolidating administrative functions and leveraging shared resources will allow the association to invest more effectively in member programs, education, technology, and advocacy initiatives.



INCREASED ADVOCACY AND INDUSTRY INFLUENCE

A larger membership base will strengthen the association's ability to advocate for property rights, homeownership, housing affordability, and issues affecting REALTORS® at the local state, and national levels. The merger will amplify the voice of real estate professionals throughout the region.



ENHANCED OPERATIONAL EFFICIENCY

The combined organization will benefit from shared leadership, coordinated planning, and improved economies of scale. These efficiencies will help ensure long-term sustainability while allowing staff and volunteer leaders to focus on delivering exceptional value to members.



A MORE UNIFIED REGIONAL PRESENCE

A merger recognizes the increasing economic and market connections among communities across Wisconsin. REALTORS® frequently serve clients across multiple counties and market areas, and a unified association will better reflect how business is conducted today.



Additional information regarding the merger, governance structure, transition plans, and implementation timeline will be shared with members as the process moves forward.

ABOUT THE REALTORS® ASSOCIATION OF NORTHEAST WISCONSIN

The REALTORS® Association of Northeast Wisconsin is a professional trade association serving REALTORS® and affiliated professionals across Northeast Wisconsin, providing advocacy, education, MLS services, and resources that support a strong real estate industry.

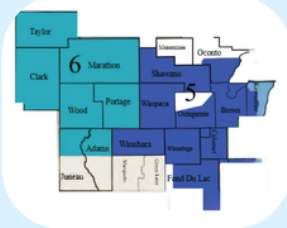
ABOUT THE CENTRAL WISCONSIN BOARD OF REALTORS®

The Central Wisconsin Board of REALTORS® is dedicated to supporting real estate professionals through education, advocacy, professional standards, and member services while promoting homeownership and private property rights throughout Central Wisconsin.

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Today's REALTORS® increasingly work across traditional geographic boundaries. This merger reflects the reality of today's marketplace and positions us to provide members with stronger services, greater resources, and a unified voice to support homeownership and private property rights.”

— Jill Dickson-Kesler
RANW President



RESPECTING LOCAL IDENTITY WHILE BUILDING FOR THE FUTURE

Association leaders emphasize that the merger is about strengthening opportunities, not losing local connections. The new organization will continue to support members with local networking, education, professional standards, and community engagement opportunities while benefiting from the resources and capabilities of a larger regional association.

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This merger would allow us to honor the histories and accomplishments of both organizations while building an even stronger future together. Our members, our communities, and the consumers we serve will benefit from a more connected, efficient, and influential REALTOR® organization.”

— Brian Slinkman
CWBR President



STRONGER TOGETHER. GREATER IMPACT. BRIGHTER FUTURE.

Building a unified future for REALTORS, property owners, and communities across Central and Northeast Wisconsin.