



# The Northwoods REALTOR®

Northwoods Association  
of REALTORS®, Inc.

Volume 1 Issue 1

January 2009



## President's Message Rick Zoerb

### Welcome to 2009!

As we say "good bye" to 2008, we can look forward to 2009 as a year of opportunities, optimism and the hope of an improved housing market. With the 111<sup>th</sup> Congress having reconvened and a new Presidential administration about to take office, we are poised to witness what may be the most comprehensive and ambitious series of economic reform programs enacted since the Great Depression. NAR is lobbying assertively, and with success apparently, for Congress and the Obama Administration to adopt some, if not all, of the provisions in NAR's 4 point economic stimulus plan.

I am attending the Federal Political Coordinators (FPC) training conference to be held in Washington D.C. February 1-3. As an FPC volunteer, my responsibilities will include communicating with Congressman Dave Obey's office (7<sup>th</sup> Congressional District) about issues related to real estate and the potential impact they might have on our communities and our industry. Watch for more updates on this program in future newsletters.

And now for some local headlines:

For the year 2009, we have 458 renewing members in NWAR vs. 522 memberships in 2008, a 12% membership reduction.

Your NWAR Board had forecasted (as did the WRA) more than a 20% drop in membership renewals.

The Board appreciates each and every member who sees the value in their membership with NWAR and chooses to renew their commitment to their industry.

Your office will be contacted soon, if not already, to ask for your input about the possibility of combining the NWAR & GNMLS Boards together as one board. As there are a number of financial & administrative benefits to merging the boards, the Board of Directors would like your input and feedback as a part of their evaluation of this proposal.

We will also be addressing the issue of the vacancy in the Association Executive position in the not too distant future.

Another topic I would like to re-explore during my tenure as President: electronic lock boxes. While we have experienced a temporary reprieve from higher fuel prices, electronic lock boxes will help to save time and money. Yes, there will probably be a reasonable monthly expense to each agent, but considering the cost of time spent chasing after keys and gas burned driving farther than necessary, I have no doubt this will put money back into the pockets of all of us.

Best wishes for a prosperous and healthy 2009!

Rick Zoerb

NWAR President, 2008 - 2009

### Inside this Edition

|                             |   |
|-----------------------------|---|
| President's Message         | 1 |
| Membership Information      | 2 |
| GNMLS President's Message   | 3 |
| Sales Stats by County       | 4 |
| Joint Board Meeting Minutes | 5 |
| Designation Week            | 6 |

### BOARD OF DIRECTORS MEETINGS

**The next regularly scheduled Board of Directors Meetings will be held on Thursday, January 15, 2009**

**GNMLS—8:30am**

**NWAR—9:30am**

**Board meeting are generally held the third Thursday of each month.**

**Members are always welcome!**



**2008/2009  
NWAR Board of Directors  
Officers**

Rick Zoerb – President-365-3028  
Kathy Dolch – Pres-Elect 365-6008  
Denise Goldsworthy – Sec/Treas-479-4431  
Cheryl Kelsey – Past President -356-9897

**Directors**

Adam Redman- 356-3207  
Kim Brixius-453-1188  
Jim Klaric – 356-4457  
Jake Nelson – 369-1223  
Cathy Hillyer -356-9521  
Dennis Hurst -356-9521

**Ex Officios**

Joan Seramur – 356-3207  
Mike Mulleady – 356-4457

**MEMBERSHIP UPDATE**

**First Notice of Orientation**

**Cindy Rydzic, Jim Tait, Minocqua  
Jessica Johnson, Realty Matrix, Rhinelander**

**First Notice of Installation**

**None**

**Installation is the final step to becoming  
a REALTOR®.**

**Applicants have two consecutive oppor-  
tunities to attend a General Member-  
ship meeting and complete installation.**

**The next new member installation will  
be Spring 2009. Watch for details here.**

The Northwoods REALTOR® is a monthly publication intended to inform members of events and REALTOR® requirements, educate members as to important issues, and provide a forum for communication. If you would like to submit an article or purchase advertising to be published in the newsletter please contact us at [nwarae@verizon.net](mailto:nwarae@verizon.net) or at 715-356-3400.

**Editorial Staff**

**Membership Changes**

| NAME                          | FROM                               | TO                                |
|-------------------------------|------------------------------------|-----------------------------------|
| Karl Pippenger                | Re/Max New Horizons, Phillips      |                                   |
| Gene Polkowski                | Century 21 Burkett, Eagle River    |                                   |
| James Kelsey                  | Coldwell Banker Mulleady, Woodruff |                                   |
| Barbara Steponik              | Century 21 Northside, Elcho        |                                   |
| Nancy Hoyer                   | Birchland Realty, Phillips         |                                   |
| Wayne Krueger                 | Vacationland Properties, Minocqua  |                                   |
| Debra Ament                   | Lakeshore Realty, Eagle River      |                                   |
| Melissa Schultz               | High Point Realty, Ogema           |                                   |
| Bob McCormick                 | Coldwell Banker Larson, Phillips   |                                   |
| Denise Terbeest               | First Weber Group, Rhinelander     |                                   |
| Mary Roy                      | Jim Tait Real Estate, Minocqua     |                                   |
| Steve Pavlow                  | Realty Matrix, Rhinelander         |                                   |
| John Rao                      | Eliason Realty, Land O Lakes       |                                   |
| Bob Kern                      | Vacationland Properties, Minocqua  |                                   |
| Julie Sexton                  | Gregory Realty, Lake Tomahawk      |                                   |
| Ellen Gessler                 | C21 Greater Northwoods, Minocqua   | Vacationland Prop/Tomahawk        |
| Dolores Paulsen               | C21 Greater Northwoods             |                                   |
| Ted Thomas                    | Re/Max First/ Minocqua             | Jim Tait Real Estate/ Boulder Jct |
| Angela Clothier-Kozickzkowski | Re?Max First, Minocqua             |                                   |
| Sherri Braasch                | Lakeshore Realty, Eagle River      | First Weber Group/ER              |
| Dave Scott                    | Lakeshore Realty, Eagle River      | First Weber Group/LOL             |
| Clyde Scott                   | Lakeshore Realty, Eagle River      | First Weber Group/LOL             |
| John McGraw                   | Lakeshore Realty, Eagle River      | First Weber Group/LOL             |
| Jerry Katch                   | Land North, Pickerel               |                                   |



### GNMLS President's Message Jerry Burkett

2009 has arrived with needed snow, and a new attitude. I, for one am glad 2008 has finally come to a close, and look forward to a new year, a new beginning, and the end of the slump in real estate sales.

We must maintain a positive attitude to our clients, customers, and other professionals in the business. Interest rates are dropping again, prompting interest in purchasing, and homes are being shown at a near record pace for January in my office, and YES! An occasional offer or two! Put a smile on your face before you answer the phone; the caller can actually feel your smile! Raise the standard of professionalism to your fellow agent and broker. Let's be united in our cause to be the very best we can be.

Our new MLS system is soon upon us. The learning curve sounds far more difficult than it will really be. PATIENCE, PLEASE. The end of this month will be a trying time for some, but we will get through it.

Kudos to Pat, Debby, and Kevin in our board office. Nice job!

To all of you, the very best in 2009.

Jerry Burkett



**Government Affairs Director  
Kevin Jenkins**

Kevin has spent the past two weeks on a mission to Africa through the Rhinelander Rotary Club. Hopefully he will provide us with interesting information about his trip in next months newsletter!

|   |
|---|
| <b>2008-2009</b>                              |
| <b>GNMLS Officers &amp; Directors</b>         |
| <b>OFFICERS</b>                               |
| <b>Jerry Burkett, President -479-3090</b>     |
| <b>Jim Mulleady, Jr. Pres-Elect- 479-1774</b> |
| <b>Carolyn Cwik, Sec/Treas. 453-1188</b>      |
| <b>Kathy Dolch, Past President 365-6008</b>   |
| <br>  |
| <b>DIRECTORS</b>                              |
| <b>Erik Johnson-356-3207</b>                  |
| <b>Mark Wagner-762-3291</b>                   |
| <b>Michael Denis-362-3944</b>                 |
| <b>Pete Morgan-356-2121</b>                   |
| <b>Andrea Krueger-453-3365</b>                |

|   |                 |                 |
|---|-----------------|-----------------|
| <b>2007-2008 YEAR END</b>               |                 |                 |
| <b>TREASURER'S REPORT</b>               |                 |                 |
| Fiscal year runs October thru September |                 |                 |
|   | <b>NWAR</b>     | <b>MLS</b>      |
| <b>Income</b>                           | \$212,335       | \$229,010       |
| <b>Expense</b>                          | \$252,804       | \$263,240       |
| <b>Loss</b>                             | <b>\$40,469</b> | <b>\$34,230</b> |

**Dec 2008 Oneida County Sales–  
All Offices**

Average Sale Price: \$179,702

Average Days On Market: 171

Total Cash Value (Residential): \$8,580,723

Total Cash Value  
(Commercial): \$45,000

Total Cash Value (Overall): \$8,625,723

Units Sold 48

**Dec 2008 Vilas County Sales–  
All Offices**

Average Sale Price: \$283,805

Average Days On Market: 192

Total Cash Value  
(Residential): \$6,247,520Total Cash Value  
(Commercial): \$280,000

Total Cash Value (Overall): \$6,527,520

Units Sold 23

**Dec 2008 Price County  
Sales– All Offices**

Average Sale Price: \$67,481

Average Days On Market: 244

Total Cash Value  
(Residential): \$807,265Total Cash Value  
(Commercial): \$70,000

Total Cash Value (Overall): \$877,265

Units Sold 13

**Dec 2008 Forest County Sales–  
All Offices**

Average Sale Price: \$145,825

Average Days On Market: 144

Total Cash Value  
(Residential): \$583,300

Total Cash Value (Commercial): \$0

Total Cash Value (Overall): \$583,300

Units Sold 4

**Dec 2008 Lincoln County  
Sales—All Offices**

Average Sale Price: \$180,113

Average Days On Market: 329

Total Cash Value  
(Residential): \$1,176,020Total Cash Value  
(Commercial): \$445,000

Total Cash Value (Overall): \$1,621,020

Units Sold 9

**Dec 2008 Iron County  
Sales– All Offices**

Average Sale Price: \$182,600

Average Days On Market: 199

Total Cash Value  
(Residential): \$913,000

Total Cash Value (Commercial): \$0

Total Cash Value (Overall): \$913,000

Units Sold 5

**December 2008 Langlade County Sales– All Offices**

Average Sale Price: \$90,569

Average Days On Market: 215

Total Cash Value (Residential): \$1,177,400

Total Cash Value (Commercial): \$0

Total Cash Value (Overall): \$1,177,400

Units Sold 13

**December 2008****All Sales– All Counties– All Offices****December 2007**

Average Sale Price: \$176,741

Average Days On Market: 201

Total Cash Value (Residential): \$19,485,228

Total Cash Value (Commercial): \$840,000

Total Cash Value (Overall): \$20,325,228

Units Sold 115

Average Sale Price: \$148,361

Average Days On Market: 191

Total Cash Value (Residential): \$20,000,890

Total Cash Value (Commercial): \$1,066,500

Total Cash Value (Overall): \$21,067,390

Units Sold 142

NWAR Meeting Minutes  
December 18, 2008  
Board Offices, Woodruff, WI 8:30am

Call to Order – NWAR President – Rick Zoerb– Roll Call. Meeting was called to order by President Rick Zoerb at 8:34 AM.

Board Members Present – Rick Zoerb, Kim Brixius, Jim Klaric, Cheryl Kelsey, Jake Nelson, Cathy Hillyer, Denise Goldsworthy, Joan Seramur, Adam Redman (in at 8:41 AM) Board Members excused – Mike Mulleady, Kathy Dolch  
Other present – Kevin Jenkins (staff), Pat Fried (staff), Dennis Hurst

A moment of silence was observed in honor of Frank Michel.

Installation of NWAR President-Elect Kathy Dolch was postponed until January due to Kathy's inability to attend the meeting

Consent Agenda

1. Approval December agenda – M/S/C to approve the December agenda

Secretary Report

1. Approval of November joint minutes – M/S/C to approve the November meeting minutes

Associates Forum – No associates requested to appear before the board

Treasurers Report

1. Approval of November treasurer's report – M/S/C to approve the November treasurer's report

Communication - None

Committee Reports

**Finance** – Goldsworthy - See attached – presentation was given on financial committee with recommendations to alleviate NWAR budget problems. Items will be further investigated to lower cost and consideration of raising the monthly MLS dues to a level to have NWAR and MLS break even will be further discussed at the next board meeting.  
M/S/C to approve the reimbursement of expenses by Rick Zoerb for NAR convention (the expenses exceeded the budgeted amount for said convention)

**Professional Standards**- Flanders -No Report

**Strategic/Long Range Planning** – Kelsey- No Report

**Public Relations**-Looking for volunteers

**Events** –Thompson-Christmas was a success. Thank you for work done to Mary Thompson. Looking for affiliates and ideas for a spring event.

**Fair Housing** – Looking for a committee chair

**Membership/Communication** – Looking for committee chair

**RPAC/Legislative** – Jenkins- see GAD report

**Personnel** – Hurst - working on Employee Manual Reviews update – This will be reviewed in January

**Education** – Kelsey-No Report

**Board Merger Research** – Seramur- research is still in progress

Old Business

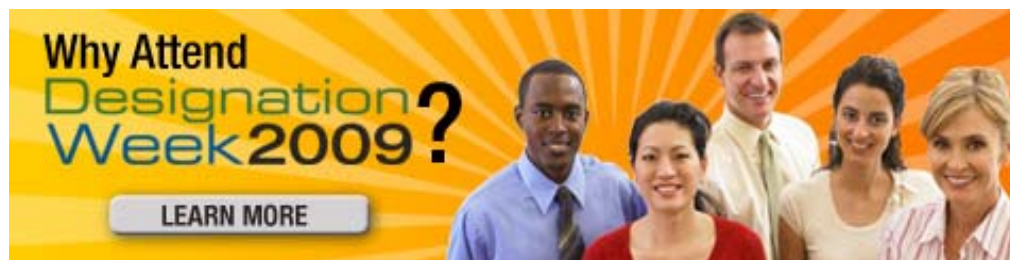
1. Secret Election was held for board Vacancy– results were Dennis Hurst – 5 votes, Brenda S. Thompson – 3 votes, Timi Lussow – 1 vote. Dennis Hurst will be installed to his position at the January meeting.
2. Realty Server gave an initial data transfer and working with MLS to have a smooth transition. Still looking at February 1<sup>st</sup> as start up date for Innovia.

New Business

1. M&I will be contacted by Burkett and Morgan to negotiate a free Deposit Box.
2. M/S/C to table discussion on hiring an Executive Officer. Financial status will be determined prior to committing to determining the status of the position. M/S/C to have a separate meeting of select individuals to meet and discuss the AE hiring process. This group will consist of the Personnel Committee and ant NWAR/GNMLS board members that are interested.
3. Place on record electronic vote regarding Oneida County camping ordinance amendment – M/S/C to place on record the results of the electronic vote, which was to take “no position”. 6 No Position, 3 For.

M/S/C to adjourn meeting at 11:45 AM

For more information and  
the registration form  
go to [wra.org](http://wra.org).



## Designation Week 2009

Many Designations, One Location!

**February 2-5 | Radisson Hotel | Green Bay**

### Conference Overview:

In a tough economy, sharpening your skills is essential for remaining competitive in your local market. According to the National Association of REALTORS®, designations can almost double your income in real estate. Whether you earn one or more designations, this conference offers you an opportunity to take multiple designation courses in one week - all in one location. Designation Week will be held at the Radisson Hotel and Conference Center in Green Bay on February 2-5, 2009. Get yourself on track to success and put your education dollars to work now. Designation Week is a great opportunity to enhance your career, network with others and gain knowledge on how to improve your bottom line.

Looking for ways to jump-start your business in 2009? Take a look at the 8 different designation courses that will be offered during Designation Week on February 2-5, 2009 at the Radisson Hotel in Green Bay.

GRI Course 2 (which includes CRS 201 - Listing Strategies - 4-day class)

GRI Course 3 (which includes CRS 202 Effective Sales Strategies - 4-day class)

Ninja Selling III Business Systems (submitted as CRS 1-day Elective)

Positioning Properties to Compete in the Market - Staging (1-day CRS Elective) plus CHMS designation

ABR - Buyer Agency (2-day class)

Short Sales and Foreclosures (ABR 1-day Elective)

Green Designation Course (2-day ABR Elective)

Intro to Commercial Investment - 2-day class

Why should I go?

1. Designation classes will never be this inexpensive again. Three tiered pricing  
i.e. 1 person attending GRI \$345; two persons attending \$335; 3 persons attending \$310  
Limit 3 persons per application  
It doesn't have to be the same class; one can be GRI 2, second: ABR and third: Green course or whatever mix.
2. Love It or Leave it by Noon - Money Back Guarantee: Register for GRI Course 2 or GRI Course 3 at Designation Week, and if you aren't satisfied with the class by noon on the first day, simply let us know, return your materials and you will receive a full refund.
3. Reap Extra Benefits with the Designation Week Plus Program  
sign up for a course at Designation Week and benefit from our DW Plus Program.  
Take the speakers home with you in the form of four 30 to 40 minute On Demand videos, including:  
LeRoy Houser - Listing Tips;  
Chuck Bode - Selling Tips;  
Dave Sayas - Short Sales and Foreclosures  
Rob Uhrina - Tech Tools 2.0
4. Room Rates at the Radisson are only \$79 per night single/double/triple/quad
5. One referral from someone you meet at Designation Week will more than pay for your class.
6. NAR states that those with designations earn \$37,000 more per year than those without designations.
7. GRI Scholarship deadline has been extended until January 14.
8. Attendees can register and take the GRI Course 1 Equivalency exam at Designation Week for only \$20.
9. The ABR and Intro to Commercial Investment have been submitted for 3 hours and 9 hours of the 2009/10 CE.
10. Attendees have the opportunity to win a \$300 cash prize by finding and exchanging cards with the Secret Networker.
11. Free evening workshop sponsored by M & I Institutional Trust Service on the endorsed WRA PROFIT retirement program
12. You just might learn something and have a good time while you're learning.