



The Realty Review

Volume 6, Issue 4

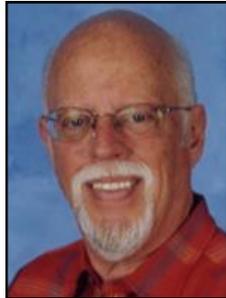
April 2016



Northwoods Association of Realtors® & Greater Northwoods MLS®

President's Message

John Morris, NWAR



We still have some great educational opportunities for you to take advantage of before the summer season comes, in the form of either designation or continuing education classes. Contact Matt or Lon to see if there's a class that fits your educational needs.

Our annual golf outing is June 2nd at Inshalla in Tomahawk, and it includes the annual elections during dinner that evening. Make certain that you either show up for the election that night or get an absentee ballot to vote before then - your vote is important.

2016 NWAR Family Scholarships are available

for next school year, and the deadline is May 1st. This can be for most any kind of advanced education including tech or trade schools. If you have a teenager who will be enrolling in post-secondary school later this year, make sure to get your application in to NWAR by the May 1st deadline.

April is Fair Housing Month. Time for all of us to take

stock not only because it is the law, but because it is just good business. As a reminder, it is against federal law to discriminate against people in housing based upon color, sex, national origin, religion, disability and family status. In Wisconsin, it is also illegal to discriminate based on ancestry, marital status, sexual orientation, age and lawful source of income. Let's all pay special attention to treating all our customers and clients as equals.

John

The Buzz:

- **NWAR Family Scholarship - Apply by 5/1**
- **2016 Golf Outing & Election Dinner - Tomahawk 6/2**
- **2016 Video CE - Discounts for NWAR-Hosted CE**

Affiliate Spotlight



The Cayo Group
at Inland Mortgage

Creating Raving Fans! A truly different lending experience for you and your buyers! We care as much about closing on time, every time, as you do. Our TEAM takes great pride in going above and beyond...for YOU, our Realtor Partner, as well as the clients you refer to us. Your buyers will experience our outstanding TEAM approach to lending...this means excellent and consistent communication and ultimately delighted buyers, sellers and Realtors at an ON TIME CLOSING. We work hard to make YOU look GREAT! Call us today to see how we can help you.

Dee Cayo, Branch Manager
NMLS #244888

8580 Huber Lane • Minocqua
Phone: (715) 358-9700

TheCayoGroup.com

2016 Golf Outing, Election Dinner & RPAC Auction

Golf Outing: Scrub your clubs and mark your calendars for Thursday 6/2 to attend the 2016 NWAR/GNMLS Golf Scramble. Once again, several hundred in prizes will be handed out to golfers courtesy of our hole sponsors! Register a foursome, a twosome or just yourself and we'll group you up so you can take a shot at joining the names on the Jim Tait Memorial Cup!

Affiliates & Sponsors: Hole sponsorships are available for \$100 each for which we will place a full-color 18x24" sign with your company logo and info at a tee box. Sponsorships are first-come-first-served, so return your registration ASAP if you plan to sit and greet golfers at your sponsored hole and want to be near the clubhouse. You may also donate door prizes or freebies, but we ask that you please inform us of your plans in advance.

Election Dinner & RPAC Auction: Golfers and non-golfers alike took home a nice bounty last year by picking up some great items in our RPAC Auction, winning a \$50 Visa gift card door prize (5 total) or winning an **iPAD AIR 2!** Please help spread the word about this fun and potentially very lucrative member event which last year was just shy of 150 attendees!

RPAC Fundraiser Auction: Please view the RPAC section on page 2 and contact Cheryl or the board office if you can help, whether by donating a gift basket yourself or by recruiting donations from REALTORS, Affiliates or local business owners. Details on the **iPAD AIR 2** drawing are there as well - the cost is just \$25 per ticket and only 100 tickets will be sold!



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**** CLICK HERE OR VIEW PAGE 6 -- PLEASE REGISTER BY 5/20 ****

President's Message

Bonnie Byrnes, GNMLS

"No Winter lasts forever, no Spring skips its return." – Hal Borland

What a wonderful truth! Even though Spring seemed to sputter out and stall a few times, I think it's safe to say it's finally here. I've been getting the same vibe from the uptick in the real estate market as well. When asked for my predictions over the past few years, I've said more than once that at times, the market has felt like it's "sputtering and stalling" in its effort to lift-off again. But something in the air this spring seems to be pointing to a more consistent increase in activity, and in fact, the Wisconsin Realtors Association has reported a healthy increases in sales for Northern Wisconsin.



As you prepare for your business to skyrocket this summer, it might be a good time to visit our website and review MLS policies and procedures. Each month we seem to make tweaks and adjustments to better define how the MLS works for us all, and a quick brush-up will help you to hit the ground running. As always Lon is available for scheduled office visits, but those in need of learning the basics can

attend our MLS Basics class on May 16th from 1pm-4:30pm at the board office.

Another seasonally appropriate quote comes from the late Robin Williams, who said "Spring is nature's way of saying LET'S PARTY!" I agree wholeheartedly and hope that many of you will join us for our annual Golf Outing at Inshallah Country Club in Tomahawk on June 2, 2016! This promises to be a fun event, with the popular RPAC Auction providing a lot of goodies to bid on. Please consider getting your office mates together to contribute to an office basket to be included in the bidding. Cheryl Eskridge is collecting many fabulous items for auction this year and will be happy to help coordinate your donation. I look forward to seeing many of you there – FORE!

Bonnie

April is Fair Housing Month

In April 1968, the Fair Housing Act was passed as Title VIII of the Civil Rights Act to protect Americans from discrimination when seeking housing. If terms like "blockbusting" and "steering" are somewhat vague to you, the Fair Housing Act is why.

Now is a good time to refresh your memory of the Fair Housing Act, reaffirm your commitment to uphold it and to reprint posters and publications to show your customers that you take equal housing opportunity to heart. Please visit the REALTOR and state resources below:

WRA Fair Housing Quiz: goo.gl/zAIBjX

NAR Fair Housing Program: goo.gl/mLRA7

Wisconsin Fair Housing Resources: goo.gl/6Ainuc



2016 NWAR Family Scholarships

Last year, the **NWAR Family Scholarship** program was expanded to encourage students to stay in school by offering a recurring annual award from **\$250-\$1000** for up to four years as long as the student stays enrolled in post-secondary education. Children or legal wards of NWAR Members with 1+ years of active membership may apply.

See full details on the application at goo.gl/ykjtbf and **apply by the May 1st deadline** as late applications will not be considered. Scholarship recipients will be notified in mid-May and can attend our golf outing on June 2nd to be recognized and enjoy a free meal!

If you are the parent of a 2015 NWAR Family Scholarship recipient, please make sure your student sends NWAR proof of enrollment in fall 2016 by August 1st and we will renew his/her scholarship. Please contact NWAR if you have any questions.



RPAC Fundraiser Auction & iPad Air 2 Drawing

by RPAC Chair Cheryl Eskridge

Now that spring has sprung, it's time to plan for the annual RPAC fundraiser auction at our golf outing and election dinner. **We need volunteers** to help gather donations of gift baskets and other items or services from REALTORS, Affiliates and local business partners. Remember that all donations must be made using *personal* funds, but your agents could all pitch in a small amount to put together a nice gift basket from your office - volunteers and donors will be recognized! Please contact the board office or me at cheryleskridge@nmex.net or 715-891-7446 to let us know if you can help by donating, recruiting and/or picking up donations in your area.

iPad Air 2 Drawing: This year we are offering a gold **iPad Air 2 Wi-Fi 64gb** with a 10" Retina display, 8MP iSight camera & 10 hour battery life - a **\$500 value!** The cost to enter the drawing is just \$25 per entry with a max of 4 entries per Member through 5/25, after which the limit will be removed until all 100 entries are sold. The drawing will be held after the auction and you need not be present to win. All RPAC donors who give \$99+ can also attend the RPAC Recognition Breakfast at the WRA Annual Convention. Please **register by May 25th** at the following link and we will contact you with instructions to make your RPAC or Direct Giver investment and confirm your entries: goo.gl/8ZpKnB



NWAR Affiliates

| Affiliate Company | Location | Affiliate Name | Phone |
|---|-------------|-------------------------------------|--------------|
| Associated Title & Closing Services | Ironwood MI | Roy D'Antonio | 906-932-6340 |
| Big Moose Home Inspections | Bessemer MI | Tom Ruemenapp | 906-663-2221 |
| BMO Harris Bank | Wausau | Deb Duncan | 715-721-0721 |
| Community Financial Bank | Minocqua | Jan Santarius | 715-614-2778 |
| CoVantage Credit Union | Antigo | Michelle Brettingen | 715-627-4336 |
| CoVantage Credit Union | Crandon | Angela Retzlaff | 715-478-5100 |
| First National Bank of Eagle River | Eagle River | Theresa Sullivan | 715-479-4406 |
| Gowey Abstract & Title | Minocqua | Mike Brandner | 715-356-3000 |
| Knight Barry Title Service | Minocqua | Patrick Hugunin | 715-439-4114 |
| Northern Title & Abstract | Rhineland | Al Mancl | 715-365-5000 |
| Northwoods Title & Closing | Eagle River | Maryann Fath | 715-479-6459 |
| People's State Bank | Eagle River | Val Dreger | 715-479-1794 |
| People's State Bank | Minocqua | Tim Sanderson | 715-358-7070 |
| River Valley Bank | Minocqua | LeAnn Hayden | 715-358-9319 |
| Shoreline Title Services | Rhineland | Greg Peckels | 715-369-3934 |
| The Cayo Group at Inlanta Mortgage | Minocqua | Dee Cayo | 715-358-9700 |
| Tomahawk Community Bank SSB | Tomahawk | Shelly Cole | 715-453-5354 |
| VanDyk Mortgage Corp | Arbor Vitae | Lee Simanek | 715-439-4052 |
| Vilas Title Service | Eagle River | Rick Ernst | 715-479-4070 |

Local Professionals*

ENV Property Solutions

Fifield
Ph: 715-661-0561
ENVPropertySolutions.com
Mold/lead/asbestos investigations,
soil/groundwater testing & more

VS Home Inspections

Minocqua
Ph: 715-356-6343
VS.Senkev.com
Protect your family and
your investment

* These are non-member paid advertisements that are not specifically endorsed or promoted by NWAR.



Details & Registration: goo.gl/MQZEsq



Details & Registration: goo.gl/N0Q2u0

MLS Memo



Lon Fisk - NWARLonF@gmail.com

The 2015 county tax data is now available for Interface (download via 'Resources' tab in Express), which makes it very easy to look up tax data for an address in Interface. In Data Entry, the 'Get Tax Data' button may also be able to fill in some information for you. Be aware that counties vary in their road naming conventions and may not match the broader MLS conventions.

Since the MLS purchases this tax data from 7 counties, you may also be interested in using this great source of contact info for homeowners. You would use Interface with exports to Excel for the streets you were interested in (or find by section/township/range) and then a few minutes in Excel using Text-to-Columns to clean up the name fields and you would be ready to create labels with the owner's hometown mailing address.

New products allow giving remote open house tours for broker open houses or individually for customers. Choices include [Realync](#) and [SmartShow](#) either with or without [smart glasses](#).

MLS Tip: We declare snow season done - please remember to replace those MLS pictures that have white lawns!

Local CE Schedule 2016

\$25 discount if you take all 6 required CE courses through NWAR (live or video)

| Town & Type | Location | Dates |
|---|-------------------------|--|
| Antigo - DVD | NTC & CoVantage | 4/12 (NTC), 4/19, 4/26 (CV) - 9:00-5:00 |
| Rhineland - DVD | Days Inn | 5/3, 5/10, 5/17 - 8:30-4:30 |
| Manitowish Waters - DVD | Koller Library | 6/6, 6/20, 7/18, 8/1, 8/15, 8/29 - 9:30-1:00 |
| Woodruff - DVD | NWAR Office | 9/6, 9/13, 9/20, 9/27 - 8:30-12:00 10/4, 10/11 - 2/day 8:30/1:00 Restarting: 10/25, 11/1, 11/8, 11/15 - 8:30-12:00 11/22, 11/29 - 2/day 8:30/1:00 |
| Tomahawk - DVD | Tomahawk Community Bank | 9/13, 9/20, 9/27 - 8:30 - 4:30 |
| Eagle River - DVD | Northland Pines HS | 10/27, 11/3, 11/10 - 8:30-4:30 |



AE Corner

Matt Seegert - NWARMatt@gmail.com

WRA Legislative Session Wrap-up: With nearly 50 priorities passed into law, this was one of WRA's best sessions ever. Read all about it at goo.gl/Esm8ya and thank you everyone who participated in Calls to Action and/or made RPAC investments. As you can see in the WRA article, your efforts paid off big time!

Broker Involvement Program: If you are a managing broker, we encourage you to enroll in NAR's Broker Involvement Program which will provide a simple tool for rallying your team on important legislative issues. To learn more and enroll, visit goo.gl/xlt60g

Hwy 47 & J Kiosk: The Minocqua Chamber has an open kiosk by Hoggie Doggies at the corner of highways 47 & J, and they asked us to invite real estate offices to add racks and/or brochures to the kiosk. Contact the chamber at 356-5266 if you have any questions.

AE Tip: Beware of scamsters targeting REALTORS for wire fraud using fake email addresses that appear to be legitimate. Read the NAR alert and tips to avoid getting scammed at: goo.gl/Py4plb

REALTOR Anniversaries

Congratulations to the following NWAR Members celebrating a quinquennial anniversary this month:

30 Years:

Ray Weber - Eliason Realty of the North, St. Germain

20 Years:

Victor Bruss - The Real Estate Brokers, Hazelhurst

Pete Tenderholt - Coldwell Banker Mulleady, Rhinelander

15 Years:

Sutten Stephan - Coldwell Banker Mulleady, Eagle River

10 Years:

Jason Bredemann - Re/Max New Horizons Realty, Phillips

Tony Frisch - Woodland Lakes Realty, Tomahawk

Jeremy McCone - Coldwell Banker Mulleady, Rhinelander

Note: Members must attend a general meeting within 1 year to receive a free anniversary REALTOR pin.

In Memoriam

NWAR extends our respects to the following former REALTORS who recently passed:

Leonard Ciskowski (3/21/60 - 1/5/16)

Ernest Gay (3/28/30 - 2/2/16)

Delhart Buss (1/3/47 - 2/15/16)

Fran Bushman (5/30/58 - 4/3/16)

Lockbox Leaders

| Office & Percent Assigned | |
|---------------------------|------|
| Lake Country Realty | 100% |
| Eskridge Real Estate | 100% |
| Compass Land Consultants | 100% |
| Gregory Realty | 90% |
| Key Insight | 86% |
| Adventure Realty | 83% |
| Lakeland Realty | 80% |
| Redman Realty Group | 76% |
| Flanders Realty Group | 70% |
| Re/Max Property Pros | 69% |



Need a refresher? View SentiLock lockbox training guides, tip sheets and more at: www.goo.gl/kN7F3

NWAR Committees 2015-16

| Committee | Chairperson |
|--------------------|----------------------|
| By-Laws Review | John Morris |
| Christmas Party | Linda Long Wohlleber |
| Education | Andy Harris |
| Fair Housing | Adam Redman |
| Finance | Denise Goldsworthy |
| Golf Outing | Erik Johnson |
| Legislative | Ron Welnetz |
| Strategic Planning | Shelly Cole |
| Member Orientation | Cheryl Eskridge |
| Personnel | John Morris |
| Prof. Standards | Rick Zoerb |
| Public Relations | Bonnie Byrnes |
| RPAC | Cheryl Eskridge |
| Scholarship | Marcia Pluess |

5/11 Lunch & Learn - Inspection Contingencies

We have one last Lunch & Learn scheduled before the summer sales blitz kicks into high gear. On May 11th, Tom Ruemenapp and Rich Quade from Big Moose Home Inspections will stop by to answer your questions about inspections and to point out some common problems to look for during walkthroughs. Inspections are becoming increasingly important to buyers and lenders, so we encourage you to seize this opportunity to feed your mind and body, perhaps including a dessert of their famous moose track cookies!?!?

Lunch & Learn is the 2nd Wednesday of each month from 11:45am-1:00pm and is free for all NWAR Members (\$5 for others). Please fill out our L&L interest poll at goo.gl/cEXX90 and we will contact you the week before any courses that interest you to confirm if you plan to attend. We also welcome ideas for future classes!



Lunch & Learn Schedule

| Date | Course Name | Details |
|--|--------------------------|--|
| May 11 | Inspection Contingencies | Tom & Rich from Big Moose Inspections will discuss what to look for during a walkthrough and when to order an inspection |
| L&L on summer break in June thru September - next L&L on 10/12/16 | | |

REALTORS® on the Move

New GNMLS Subscribers:

| Name | Office |
|--------------------------------|-------------------------------------|
| Nicole Erickson | Re/Max Excel - Weston |
| Candace Schneider ¹ | Coldwell Banker Mulleady - Minocqua |
| Daniel Schummer ¹ | Compass Land Consultants - Minocqua |
| Amber Turk ¹ | First Weber - Rhinelander |

Transfers & Releases:

| Name | From | To |
|----------------|-----------------------------------|----------------------------------|
| Larry Jacobsen | Town & Country - Tomahawk | Woodland Lakes Realty - Tomahawk |
| Jess Morgan | C21 Greater Northwoods - Minocqua | |
| Peter Walls | Walls Appraisal Services Group | |

¹ New NWAR REALTOR
[^] Closed MLS Office
^{*} New MLS Office



"I have been very happy with my homes, but homes really are no more than the people who live in them."

- Nancy Reagan (1921-2016)

Board of Directors 2015-16

(Area code 715 unless otherwise noted)

Northwoods Association of REALTORS®

Officers (Term[^]):

John Morris, President 356-2121
 Judi Schmidt-Arnold, President-Elect 543-2300
 Denise Goldsworthy, Treasurer (1) 356-3207
 Patty Werner, Past President (623) 696-5942

Directors (Term-Year - limit 2-2):

Sheri Benson (1-1) 892-2972
 Jerry Burkett (1-2) 479-3090
 Shelly Cole (1-1) 453-5354
 George Gunderson (2-1) 358-0450
 Jonathan Long (1-1) 453-2637
 Julie Manthei (1-2) 358-7873
 Jim Olsen (1-2) 356-3207
 Ron Welnetz (1-1)* 627-4885
 Rick Zoerb (2-2) 365-3028

Greater Northwoods MLS®

Officers (Term[^]):

Bonnie Byrnes, President 686-2481
 Mark Wagner, President-Elect 762-3291
 Adam Redman, Treasurer (1) 358-0450
 John Misina, Past President 479-4431

Directors (Term-Year - limit 2-2):

Ed Choinski (1-2) 493-7827
 Cheryl Eskridge (1-1) 891-7446
 Joe Flanders (2-1) 420-1110
 Scott Freimuth (1-2) 282-7130
 Dan Pudlo (1-1) 547-3033
 Julie Winter-Paez (2-1) 480-4333

[^] President, President-Elect and Past President terms are 1 year each; Treasurers may serve up to two 1-year terms.
 * Merger-related appointment to 2-year term

Next Board Meetings:
 Thursday, April 21
 NWAR / GNMLS Board Office
 GNMLS: 8:30am | NWAR: 10:00am
Meetings are the third Thursday of each month - Members welcome!



The National Association of REALTORS® created the MVP Program to encourage members to take Actions that will benefit NAR and its members, as well as to reward members for being an active participant in their Association.

If you register for the free 2016 Legislative Meetings & Trade Expo by 4/30, you'll receive a free "Video in Real Estate" webinar download (\$30) and a chance to win a \$100 gift card!

Claim your reward today at:
MVP.REALTOR.ORG

Northwoods Association of REALTORS® & Greater Northwoods MLS®

PO Box 377 Phone: 715-356-3400
 320 Oak St, Suite B Fax: 888-399-2118
 Woodruff, WI 54521 Staff@NorthwoodsRealtors.org

Office hours are 8am-5pm Monday through Friday

Board Office Location: www.goo.gl/qRzxH
 Use East entrance (double doors by drive-up window)



About Us

The Northwoods Association of REALTORS® was founded in 1953 as a non-profit organization dedicated to serving real estate brokers and agents in the Northwoods area. NWAR provides a central hub for our 400+ Members to communicate, establish policy, receive training and implement new solutions to better serve their clients.

Greater Northwoods Multiple Listing Service®, a wholly-owned subsidiary of NWAR, is dedicated to providing our Members with first-rate service and support in listing and viewing properties and conducting business in accordance with the ethical standards of the industry. GNMLS currently serves more than 170 member offices comprised of over 450 brokers, agents and appraisers.

NWAR & GNMLS on the Web:

NWAR Homepage: NorthwoodsRealtors.org
 NWAR Group Page: Facebook.com/Groups/NorthwoodsRealtors

www.goo.gl/2pnHM

www.goo.gl/2fjJs

www.goo.gl/6aOAZ

www.goo.gl/KI9MI



2016 NWAR/GNMLS GOLF OUTING & ELECTION DINNER

**Thursday June 2nd, 2016
Inshalla Country Club - Tomahawk**

Price: \$69 golf & dinner, \$25 dinner only



**Hole Sponsorships
Available - see below**



Jim Tait Memorial Cup Golf Tourney

- 4-person scramble, shotgun start
- Free bucket of range balls
- 18 Holes w/cart – freebies & prizes
- No foursome, no problem - we'll team you up!
- Putting Contest – win CASH!

Schedule of Events

- 11:00 - Golfer check-in – golfers vote now
- 12:15** - Tee-off & putting contest begins
- 4:30 - Dinner check-in – vote by 6pm
- RPAC Silent Auction – bidding closes @ 7:15pm**
- 6:00** - **Call to Order**, New Member Induction, Member Awards & Recognition, NWAR Family Scholarship
- 6:30 - Smorgasbord Dinner
- 7:00 - Golf Awards & Door Prizes
- 7:45 - Silent Auction & Election Results
- 8:00 - RPAC Contributor Awards



**Roast Beef, Baked
Chicken & Pork
Tenderloin
w/all the fixins & dessert!**

**Invest in RPAC
& you may win an
iPad Air 2 64gb!**



**Register by 5/25 at:
goo.gl/8ZpKnB**

Please return the form below with payment by May 23rd - THANK YOU!

2016 NWAR/GNMLS Golf Outing & Election Dinner Registration

| <i>Attendee Names:</i> | <i>Dinner/Golf/Both? (check one)</i> | <i>Avg. 18 Hole Score</i> |
|------------------------|--------------------------------------|---------------------------|
| 1. | D ___ G ___ B ___ | |
| 2. | D ___ G ___ B ___ | |
| 3. | D ___ G ___ B ___ | |
| 4. | D ___ G ___ B ___ | |

___ for Golf & Dinner x **\$69.00** = _____
 ___ for Golf Only x **\$45.00** = _____
 ___ for Dinner Only x **\$25.00** = _____
Total Amount Enclosed: \$ _____

Make checks (sorry, no credit cards) payable to:

**NWAR
P.O. Box 377
Woodruff, WI 54568**

Hole Sponsorships - \$100: Sponsors will have a sign posted at a hole with your info and logo and you will receive special recognition in our monthly newsletter. Sponsors may also meet golfers and host skills contests at your hole!

Company Name: _____ Top 3 Hole Preferences: ___ ___ ___ (1st come 1st served)

Contact Name: _____ Email or Phone: _____