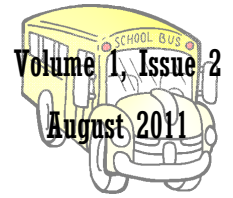




The Realty Review



Northwoods Association of Realtors & Greater Northwoods MLS

President's Message

Jerry Burkett, NWAR

A wise man once said "If it's broke, fix it." Obviously, he wasn't a congressman.

Several times recently, I have received calls from brokers asking if and when we will have a standardized lockbox system that protects both the safety of the owners' homes as well as the wallets of our agents while doing walkthroughs. The cost in terms of time and money to drive 30+ miles each way to pick up and return a key is unacceptable in this market; there needs to be a solution that satisfies both owners' and agents' concerns.

Enter: the SentiLock.

SentiLock is the National Association of REALTORS® premier solution for meeting the needs of our agents and sellers, is currently in use by over 200 boards and 250,000 agent in North America, and was voted the #1 lockbox provider in the US for three



consecutive years. What sets SentiLock apart from the competition is that each agent has a unique access card that is used to activate the lockbox. This allows each lockbox to record the agent, date and time that access to the property was granted.

In our upcoming board meeting, we will be determining a date when our members will vote to hopefully approve the

purchase of SentiLock lockboxes, as I strongly feel this will solve our members' concerns and satisfy our customers that we are providing them a secure and trackable system for granting access to their properties.

More details on the benefits of SentiLock can be found at sentrilock.com/services.

Please vote with me to fix this long-standing problem.

Until then,
Jerry



SentiLock, 2009 winner - Best Overall in Industry

The Buzz:

- Digital Ink Now Available in ZipForms
- ABR Training September 26-27
- Malkasian Leaving WRA for NAR

Affiliate Spotlight

Gowey Abstract & Title - Minocqua

Why Choose Gowey Abstract & Title?

- Quality** - Full searches on all transactions with no prior title work. Claim Free History.
- Speed** - Title work delivered when needed. Final policies within 30 days after closing.
- Rates** - Low Price Guarantee.
- Service** - Close anywhere in the counties we serve; your office, our office, your customer's home.
- Convenient** - One source for all title needs, regardless of property location.
- Independent** - Not owned by a competing real estate broker, mortgage company, bank, or law firm.
- Efficient** - Online and E-Mail title orders. Title work delivered by E-Mail upon request.
- Stable** - Proven track record since 1931.

Now searching 24 counties!

www.goweytitle.com

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Electronic Signatures Now in ZipForms

The WRA is proud to announce a new agreement with zipLogix to deliver seamless electronic signature integration within zipForms for free, available August 10, 2011. Powered by the SIGNiX electronic signature software, WRA members will have exclusive and unlimited access to zipLogix Digital Ink, which is now integrated into zipForm 6. zipLogix Digital Ink will help over 12,000 agents and brokers throughout Wisconsin to the eliminate delays associated with collecting signatures and getting clients to the closing table. For more details, visit www.wra.org/digitalink/

President's Message

Erik Johnson, GNMLS



Wow... summer is winding down and the acorns are already dropping from the trees! Curiously, for year to date with waterfront homes, we are identical to last year at this time. It will be an interesting fall to say the least, and we will see if we can bring the numbers up and at least we have a story to tell. It is very easy to retrieve your sales numbers in our MLS system, and if you need help we can set up a training on how to do that. If you have the numbers, it is much easier to talk with your sellers and buyers.

We are pushing forward on lock boxes, and will have more information out to you so everyone can see the benefit and cost savings moving forward if we initiate a program. We will not put those into effect without a majority on board.

Enjoy the rest of the summer; the best part of the year is just around the corner.

Erik

Malkasian Leaving WRA

The Wisconsin REALTORS Association recently announced the departure of their long time president Bill Malkasian, who has accepted a vice president position with the National Association of REALTORS®. Malkasian will be leading a nationwide initiative to enhance organizational and member political and legislative engagement at the federal, state and local levels of government.

Michael Theo, who has served as Senior Vice President for Legal and Public Affairs for the WRA since 1985, will take over as president of the WRA office on October 18, 2011.

Thank you Bill for your 30+ years of dedicated service, and NWAR wishes you and Michael all the best in your new endeavors!

ABR Training September 26-27



NAR & WRA are offering Accredited Buyer's Representative training at the board office in Woodruff on September 26-27 (Mon/Tues). This 2-day course will be facilitated by Cheryl Eskridge and is required to obtain ABR designation, the benchmark of excellence in buyer representation.

Attendees must be paid in advance. Please visit wra.org/abrcourses or contact Della at 800-279-1972 for details and registration.

RPAC Auction Update

The NWAR website has been updated to include details and a donation form for the RPAC fundraiser auction that begins later this month. Please visit northwoodsrealtors.org for more details and donation instructions. Thank you!

Realtors® on the Move

August 2011



Welcome New Members

Name	Office
Adam Karcz	Advantage Realty, LLC - Antigo
Mary Jake Pelkola	Coldwell Banker - Rhinelander
Faye Witulski	RE/Max Properties North - Tomahawk

Transfers & Releases

Name	From	To
Michael Beals	Town and Country - Tomahawk	RE/Max Properties North - Tomahawk
Lori Vecchio	Town and Country - Tomahawk	RE/Max Properties North - Tomahawk
William Wendorf	Eliason Realty of St Germain / ER	
Joseph Mudgett	Miller & Associates Realty, LLC	

What lies behind you and what lies in front of you, pales in comparison to what lies inside of you. - Ralph Waldo Emerson

Affiliates

NWAR thanks all of our affiliate members for their continued support!

Affiliate	Location	Contact	Phone
Vilas Title Services	Eagle River	Rick Ernst	715-479-4070
M & I Bank	Woodruff	Deb Duncan	715-356-9511
Time Federal Savings	Phillips	Colleen Guzinski	715-339-2128
Northwoods Title & Closing	Eagle River	Carol Olsen	715-479-6459
People's State Bank	Eagle River	Val Dreger	715-479-1794
Gowey Abstract & Title	Minocqua	Rob Arent	715-356-3000
Shoreline Title Services	Rhineland	John Kratz	715-369-3934
Cornerstone Custom Builders	Eagle River	David Cox	715-479-0001
Northern Title & Abstract	Rhineland	Al Mancl	715-365-5000
First National Bank of Eagle River	Eagle River	Theresa Sullivan	715-479-4406
Appraisal Professionals	Ironwood	Jeffrey Hautala	906-932-1200
Metropulos Appraisal	Rhineland	Robert Metropulos	715-365-6065
Wilderness Surveying Inc	Minocqua	James Rein	715-356-5846

Contact a Local Professional

Kelk Land Improvement
Land Clearing, Excavation, Septic Systems & Design
Demolition, Firewood, Topsoil and Road Gravel
715-356-6112 • www.kelklandimprovement.com

A to Z Home Inspection Services, LLC
Office 715-358-5809 • Cell 715-499-1029
Email: PBa2z@hughes.net
www.atozhomeinspectserv.com

Baas Inspection Agency LLC
Office 715-545-3292 • Cell 715-891-0323
Indoor Air Quality, Radon, Mold, Lead, Asbestos
www.BAASINSPECTIONAGENCYLLC.com

Preferred Home Inspection, Inc.
Toll Free 877-999-8084 • Fax 715-762-1773
Serving Northern Wisconsin since 1999
Park Falls, WI 54552

Rustic Manor Motor Lodge
Pool, Free Breakfast • St Germain, WI
Up to 20% off with Realtor®/builder referral!
800-272-9776 • www.rusticmanor.com

Please contact nwarmatt@gmail.com to request more information about advertising opportunities on our newsletter and website.

Thank you!

These are non-member paid advertisements. It is not to be implied that these services are specifically endorsed or promoted by the Northwoods Association of Realtors®.

MLS Memo



Lon Fisk - NWARLonF@gmail.com

Just like mass email, you can send the same text message to multiple people through a group text. This may let you stay in touch with your office or other select group when schedule changes occur or you have an important news item to share. A couple of group messaging apps and services to review are:

GroupMe

This free app gives you the ability to send group texts and participate in conference calls with multiple people in your contacts – even from Twitter and Facebook. Plus, you can add your location or photos to any message you send.

Beluga

Recently acquired by Facebook, Beluga offers free group text messages to iPhone and Android users. Create your group from people you know and keep them completely private, and share your location and photos with them, or just send them all a note to coordinate them as a group.

WRA Continuing Education

9/13/2011	CE - Elective C 8:30-12 P.M.	Wisconsin Dells	
9/13/2011	CE - Elective D 1:30-5 PM	Wisconsin Dells	
9/14/2011	CE - CE1 8:30-12 P.M.	Wisconsin Dells	
9/14/2011	CE - CE2 1-4:30 P.M.	Wisconsin Dells	
9/15/2011	CE - CE3 8:30-12 P.M.	Wisconsin Dells	
9/15/2011	CE - CE4 1-4:30 P.M.	Wisconsin Dells	
9/21/2011	CE - CE1 8:30 A.M. - 12 P.M.	Madison	\$35.00
9/21/2011	CE - CE2 1 P.M. - 4:30 P.M.	Madison	\$35.00
9/22/2011	CE - CE3 8:30 A.M. - 12 P.M.	Madison	\$35.00
9/22/2011	CE - CE4 1-4:30 P.M.	Madison	\$35.00
9/28/2011	CE - Elective C Other Approved Forms 8:30-12 PM	Madison	\$35.00
9/28/2011	CE - Elective D Financing 1-4:30 PM	Madison	\$35.00



AE Corner

Matt Seegert - NWARMatt@gmail.com

If you haven't already, please consider registering for the ABR course taught here in Woodruff next month. If this class is a success, it will bode well for future on-site CE classes presented by WRA.

RPAC needs our support to help them support our needs... please donate to our RPAC online auction by visiting our homepage at northwoodsrealtors.org for details and while you're there, check out our updated monthly sales stats and our new Events Calendar. Let us know if you have any suggestions for website enhancements; we're here to serve you!

Enhancements to the MLS online and offline forms to better match each and to meet new federal regulations are coming soon... stay tuned for more.

Thanks and enjoy the last few weeks of summer!

MLS Tip: Interface Desktop

Columns can be rearranged to meet your preferences and saved with: File > Save Column Arrangement. Give it a name, like Lon's Listings. Then you can quickly display your searched data in just the format you like with only the information you want. You can overwrite the default if you want to, but good idea first to rename the default master if you want to save it.

AE Tip: Visit goo.gl/kdMgV to learn how to create virtual neighborhood tours for your customers with Google Earth. It's free, easy and awesome!

Board of Directors 2011

*All phone numbers in area code 715

Northwoods Association of Realtors

Officers:

Jerry Burkett, President 479-3090
 Peggy Johnson-Weissner, Pres-Elect 686-2481
 Joan Seramur, Sec/Treas 356-0005
 Adam Redman, Past President 358-0450

Directors:

Joan Beil 356-4457
 Diana Chopin 479-3090
 Jake Nelson 369-1223
 Marcia Pluess 477-0777
 Sonny Reeder 477-2510
 Brenda Thompson 356-3207

Greater Northwoods MLS

Officers:

Erik Johnson, President 356-3207
 Pete Morgan, Pres-Elect 356-2121
 Mark Wagner, Sec/Treas 762-3291
 Jim Mulleady Jr., Past President 479-1774

Directors:

Bonnie Byrnes 686-2481
 Michael Denis 362-3944
 Lynette Jacobson 453-4503
 Andrea Krueger 453-3365
 John Misina 479-4431

Next Board Meeting:

Thursday, August 18th 2011
 NWAR / GNMLS Board Office

GNMLS: 8:30am
 NWAR: 10:00am

Meetings are the third Thursday of each month and members are welcome to attend.



For WRA 2011 Convention details, visit tinyurl.com/3olj895

Northwoods Association of Realtors & Greater Northwoods MLS

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 320 Oak St. Fax: 715-358-2338
 Woodruff, WI 54521 Staff@NorthwoodsRealtors.org

Visit our homepage at www.NorthwoodsRealtors.org

Office hours are 8am to 5pm Monday through Friday.

Board Office Location (for directions visit tinyurl.com/4xqvvk9)



About Us

The Northwoods Association of Realtors® was founded in 1958 as a non-profit organization dedicated to serving real estate brokers and agents in the Northwoods area. NWAR provides a central hub for our 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 over 120 member offices with over 450 brokers, agents and appraisers.

Follow us on the Web:

tinyurl.com/3shxt66

tinyurl.com/3lm6jms

tinyurl.com/43jgfyv