



The Realty Review

Volume 6, Issue 2

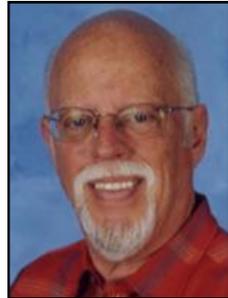
February 2016



Northwoods Association of Realtors® & Greater Northwoods MLS®

President's Message

John Morris, NWAR



Well it's February. The shortest month of the year, except this year we get an extra day - how are you going to use it? I hope you will be planning for the next summer season, and I hope that a part of your planning is to take one or more of the classes that NWAR is putting on for you between now and the end of April. I firmly believe that if we want to do better, we need to be smarter. These are only one or two day classes that in some cases carry a NAR designation. Look at the list on the NWAR homepage and register for one or more of them today.

The WRA Winter Convention was superb. A number of great speakers,

some time to get together with our fellow REALTORS at the mixer, and of course a great opportunity to get our CE classes out of the way. I was informed by WRA that the attendance was up from the last time. I have listened to other Members complain that there is nothing for us up here in the north and that everything is always "down there". Next time around, I hope even more NWAR Members take advantage of this fine opportunity. See

what is offered and/or tell the WRA staff and leadership what you want. Speaking of CE classes, NWAR has scheduled a full series of live classes on the 1st, 4th & 5th of April with Tracy Rucka as our instructor. Here is another good opportunity to get all six of your CE classes haggled in just three days. I hear that the groundhog didn't see his shadow which means spring is hopefully just around the corner. I am ready to take off my winter coat, put the snowthrower away, and to sit on the back porch with a cool one. And to get ready for a profitable summer for all of us!

John

The Buzz:

- Seeking Candidates for NWAR or GNMLS Board of Directors
- Live Continuing Ed 4/1, 4/5 & 4/5 - Waters of Minocqua
- REALTOR & Government Day 3/2 - Madison

New Affiliate Spotlight



Offering:

- Low mortgage rates
- Easy application process
- No application fees

Contact:
Michele Brettingen
NMLS #478294

800-398-2667
www.covantagecu.org

REALTOR Designation/Certification Webcast Courses

NWAR recently began providing a new benefit to Members that we hope catches on: designation and certification webinars. These live video-based courses are fully interactive so you can ask the instructor questions and hosted right here at the board office so your time and travel costs are minimal. Most importantly, they offer you opportunity to stand out by gaining important skills that will help you better serve your customers.

Here are upcoming designation/certification webinars available at the NWAR office - click the acronyms for more info about each. Please note that each class has a minimum of 5 for us to host it and our max seating is 10 - please register promptly if interested at: <https://www.wra.org/NorthwoodsDesignations/>

- **SRS** - Seller Representative Specialist Designation – March 3-4 (Thu-Fri) Instructor: Adorna Carroll
- **CRS 201: Listing Strategies for the Residential Specialist** – March 29-30 (Tue-Wed) Instructor: Mike Parker
- **RENE: Power Negotiator's Playbook and Advanced Field Negotiations** – April 20-21 (Wed-Thu) Instructor: Darren Kittleson
- **RENE: Pricing Strategies: Mastering the CMA** – May 6 (Fri) Instructor: Lynn Madison

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President's Message

Bonnie Byrnes, GNMLS

Greetings from the GNMLS board! Despite the cold temps I hope that mid-February finds your real estate business heating up. Thank you to all who attended the Winter Convention earlier this month, it was great to see so many of you and touch base. I really enjoyed convention this year, and was glad that I decided to step outside of my "CE Comfort Zone" and instead take advantage of some of the workshops this year. Whether you are new to real estate or an old hat that already knows it all (I'm talking to you Mom, lol!) there are always opportunities for us to motivate, organize and plan ahead for the direction we want our business to take. Henry Ford said "Anyone who stops learning is old, whether at twenty or eighty. Anyone who keeps learning



stays eternally young." I especially enjoyed Rich Levin's Time Management workshop, and have found that implementing even a few new tips has made a difference in my daily production as well as my planning for the future.

If you're like me and still have Continuing Education to complete, do not fear! WRA Attorney & Professional Standards Director Tracy Rucka will be Up North to teach live real estate CE this

April at the Waters of Minocqua. Visit the NWAR website for more information.

In other news, the GNMLS board has been working hard to ensure that we stay abreast of technology and the new ways our information is received and distributed. We signed a 1-year agreement with Zillow, and also licensed data to CoreLogic for non-consumer use by lenders and underwriters. This will help to ensure that those involved with the lending process have the most accurate statistical information possible, which should translate to fewer bumps on the road to closing - something we can all get behind!

Thanks all for your continued support and input, and as always don't hesitate to contact me, the board or Lon at the board office with your questions or concerns.

Bonnie

Live CE - Waters of Minocqua

All licensed salespersons and brokers (including those just recently licensed) must complete 18 credit hours - six 3-hour courses - of Continuing Education in 2016 to renew your license before expiration on 12/14/2016.



NWAR is helping bring CE to our Members with Live CE classes at The Waters of Minocqua on April 1st, 4th and 5th. WRA attorney Tracy Rucka will head back home to teach all four required courses plus Electives B - Risk Reduction & C - Inspections & Testing. The cost is \$27 per class and you can **register online at: goo.gl/uAqfj3**

Affiliates interested in sponsoring these classes can contact Matt at the NWAR board office to inquire - first come first served so act fast!

We will also have DVD-based CE classes throughout 2016 in the following towns w/ start date: Antigo 4/12, Rhinelander 5/3, Manitowish Waters 6/6, Woodruff 9/6 & restarting 10/25, Tomahawk 9/13, and Eagle River 10/27. Video CE is \$25/class and registration info for these classes will be released to members soon.

Seeking NWAR/GNMLS Director Nominees

The NWAR and GNMLS Nominating Committees are seeking candidates interested in serving on either Board of Directors. Directors serve two-year terms starting each October and must attend a one-day Professional Standards training class in addition to monthly board meetings on the 3rd Thursday (8:30am - GNMLS, 10:00am - NWAR).

To serve on the NWAR board, you must be a NWAR Member (REALTOR or Affiliate) in good standing. For GNMLS, you must be a Participant (usually broker-owner or appraiser-owner) in good standing to qualify.

For more information or if you have questions about serving as a Director, please contact Matt at the board office. If you would like the NWAR Nominating Committee to consider you, please contact Chair [Judi Schmidt-Arnold](#) or for GNMLS contact Chair [Bonnie Byrnes](#) - see page 5 for phone contact info for each.

NWAR Events at WRA Convention

Congrats to NWAR Chili Cook-Off winner **Joan Stuckenberg**, whose "Direct From Italy" chili won her a new Fitbit! 2nd place winner **Dennis Hurst** snagged a fire bowl, **Tim Freudenthal** took home a crock pot and **Sheri**



Benson scored a cheese board. Thank you to the seven competitors for some terrific chili, and a very special thanks to our prize sponsors **Redman Realty** (Fitbit), **River Valley Bank** (crock pot), **Schmidt-Haus Realty** (fire bowl) and **Tomahawk Community Bank** (cheese board)!

14 teams entered our inaugural Cornhole Contest, and in the end it was the dynamic duo of **Ron Garrison** and **Jon Long** who came out on top. They split the \$180 top prize and definitely earned it since they also did a fine job hosting the tournament. Thank you to everyone who competed and we hope this becomes a new tradition!



REALTOR & GOVERNMENT DAY

Madison - March 2

www.wra.org/RGDay

Please contact NWAR by 2/26 with any concerns you would like ambassadors Adam Redman & Ron Welnetz to discuss with legislators!

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.



Appraisal Conference 2/23-24
Ho-Chunk - WI Dells
Register at: goo.gl/R8mHSA

Appraisal CE
Online Courses:
goo.gl/K6M2Or

MLS Memo



Lon Fisk - NWARLonF@gmail.com

We now have in place an agreement to send listings to Zillow Group for the next year. Beyond that, IDX agreements send listings to other brokers' and agents' websites and to numerous websites through ListHub. As we provide this service to you, it is very important that we receive updated agent forms from every GNMLS subscriber who might submit a listing giving us the copyright authority to include your listings. To date we have received back forms from about half of you. You should have received an email concerning this - please return the form before the end of February.

We are also making changes to improve communication and regulation of outgoing data feeds. At the direction of the MLS Board and NAR's recommendation we need to have new agreements on file for every data feed sent. Only a handful have been returned at this time. If you received an email with the new agreement, please fill it out and return it to us asap. If you know you have a feed for your website and were not contacted by us, please download an IDX agreement from our website and submit it or access will be lost in the future.

MLS Tip: Please use caution that you do not give property access to unlicensed assistants who cannot show property by Wisconsin rules.

Local CE Schedule 2016

Town & Type	Location	Dates
Minocqua- LIVE w/Tracy Rucka	The Waters	4/1, 4/4, 4/5 - 8:30-4:30
Antigo - DVD	NTC & Co-Vantage	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 10/4, 10/11 - 2/day 8:30/1:00
Tomahawk - DVD	T'hawk Comm. Bank	9/13, 9/20, 9/27 - 8:30 - 4:30
Eagle River - DVD	Vilas Biz Incubator	10/27, 11/3, 11/10 - 8:30-4:30
Woodruff - DVD	NWAR Office	10/25, 11/1, 11/8, 11/15 - 8:30-12 11/22, 11/29 - 2/day 8:30/1:00



AE Corner

Matt Seegert - NWARMatt@gmail.com

We have some leftover hats from our REALTOR Ring Day promotion, so the NWAR board decided to give a **free REALTOR beanie hat** to any REALTOR Member who emails us a photo of yourself volunteering in your community. Send a photo, get a stylish hat for free - it's that simple!



Our **Scholarship Committee** meets on March 9th to review and revise the NWAR REALTOR Family Scholarship application that will open for applications during the month of April. Please let me know if you have comments to share and/or would like to serve on the committee.

Thank you to everyone who responded to the recent **Call to Action** on the **Real Estate Practice Modernization Bill**. We reached 35% participation in only 4 days - a great response rate that surely helped it pass by a 63-35 vote in the Assembly!

AE Tip: If you bought a new PC recently with Windows 8 installed, here's a way to hide the annoying and useless "tiles" layout when you boot up: goo.gl/AhVeK8
To get your Start button to work like it used to, check out Classic Shell: www.classicshell.net

REALTOR Anniversaries

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

40 Years!

Patty Werner - Century 21 Pierce Realty, Manitowish Waters

35 Years:

Bernard Kazda - Eliason Realty, St Germain

Patricia Reischl - Century 21 Northwoods Team, Crandon

25 Years:

Timi Lussow - Re/Max Property Pros, Tomahawk

20 Years:

Frederick Heizler - Birchland Realty, Phillips

Debra Weinberger - Birchland Realty, Park Falls

15 Years:

Susan Carr - Century 21 Burkett & Assoc., Eagle River

Bob Coulman - Re/Max Property Pros, Minocqua

Neil Pluister - Re/Max Property Pros, Minocqua

10 Years:

Thomas Martens - Eliason Realty of the North - St Germain

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

Lockbox Leaders



Office & Percent Assigned	
Eskridge Real Estate	100%
Lakeland Realty	100%
Compass Land Consultants	100%
Lake Country Realty	91%
Gregory Realty	90%
Redman Realty Group	76%
Re/Max Northern Lakes	74%
Key Insight	71%
Flanders Realty Group	70%
Schmidt-Haus Realty	68%

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

3/9 Lunch & Learn - Getting Listings 101

Many thanks to the 14 REALTORS who attended this month's Lunch & Learn where we learned about the Oneida County online GIS system and learned that it will be upgraded sometime later this year (we're already planning a L&L for that!). Coming up in March is a class that will be of great help to many of our newer REALTORS, as broker-owner Micki Pierce of C21 Pierce Realty will share some of her secrets to getting sellers to "Pick Mick" when looking to list their homes for sale. Whether you're new to the biz or a vet whose just looking to refresh your game, here's a chance to stuff your belly and brain at just the right time as sellers awaken from winter hibernation!

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
Mar 9	Getting Listings 101	Broker-owner Micki Pierce will teach some of her tips & tricks to attract new sellers
Apr 13	ZipForm Plus	Education Committee Chair Andy Harris will walk you through completing a transaction with Zipform Plus online
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

REALTORS® on the Move

New GNMLS Subscribers:

1 - New NWAR REALTOR

Name	Office
Jessica Gavin ¹	Century 21 Best Way - Tomahawk
Heidi Grether ¹	Coldwell Banker Mulleady - Rhinelander

Transfers & Releases:



Name	From	To
Brian Hoppe	Kitslaar Real Estate - Suamico	
Heather Pace	Coldwell Banker Mulleady - Eagle River	
Allen Siems ¹	Re/Max of Wausau	Re/Max Property Pros - Eagle River

"If everything seems under control, you're not going fast enough." - Mario Andretti

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, February 18
 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.

Sign up between 2/16-2/29 for a Tech Edge event in 2016 and you'll earn a brand new tech tools webinar download! Claim your MVP reward at:

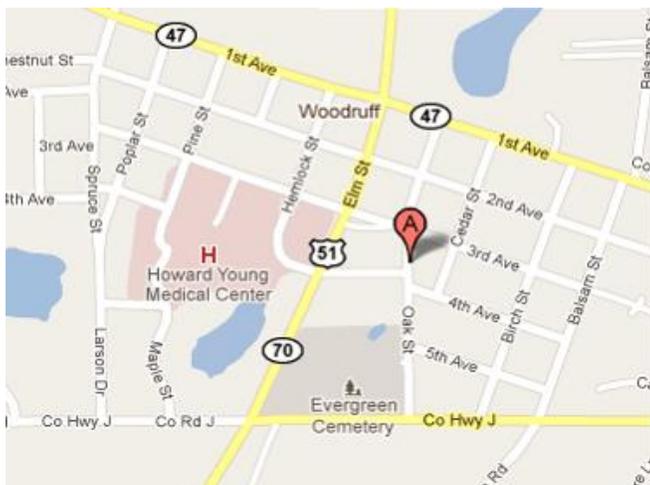
MVP.REALTOR.ORG

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