



# The Realty Review



*Northwoods Association of Realtors & Greater Northwoods MLS*

## President's Message

**Peggy Johnson-Wiessner, NWAR**

What a year we have ahead of us! In so many venues, including professional, personal and political, 2012 holds the prospect of great change.

Coming up this month we have the opportunity to sharpen the performance of our profession by attending our Winter Convention. The opening session highlights more changes in the last 3 years than in the past 30 for Realtors. You'll have the opportunity to hone basic people skills used in prospecting and "outside the box" marketing strategies that utilize new technologies customized for your own style and level of ability. Jump right in and take advantage of the broad range of expertise offered in workshops that will leave you pumped up to meet the improving spring market. Our own Education Committee will offer lots of opportunities to take your CE locally later this year. Take advantage of the workshops at the Convention now.



The prospect of using the latest in lockbox technology throughout our MLS is also before us this month. Both Boards and the Lockbox Committee have devoted countless hours to give you detailed information with which to make an informed decision. Consider well what advantages there are for you, your sellers and your fellow agents before exercising your vote.

Informed thought should also be given to the many local, state and national voting opportunities we have this spring and fall. WRA and NAR need our support through RPAC especially this year to present the issues crucial to Realtors to our elected officials. More about that later this spring as our RPAC Committee gears up to challenge each of us to do our part.

Change is, as we know, inevitable. Let us be sure we do everything we can to profit from it and shape it to work for us personally and professionally this year.

Peggy

### **WRA Convention & NWAR/GNMLS Christmas Party - LAST CHANCE!**

The WRA Winter Convention runs from January 25-27 at Lake of the Torches in Lac Du Flambeau, so please register today for a convenient way to complete all four required CE courses while having time left over for other seminars, speaking events, the NWAR Chili Cook-Off or just to meet up with colleagues from around the state. If you'd like to attend or be a sponsor, please visit [www.wra.org/winterconvention](http://www.wra.org/winterconvention) for more details.

Shortly after the WRA convention on the Friday the 27th, the annual NWAR/GNMLS Christmas Party will begin at Lake of the Torches as well. Please join us for a delicious meal (prime rib, chicken or salmon), participate in a 50/50 drawing benefitting Frederick Place homeless shelter and find out the results of the lockbox referendum. Register online today at [www.tinyurl.com/42umuv4](http://www.tinyurl.com/42umuv4)

### *The Buzz:*

- **WRA Convention Jan 25-27 - Attendees and Sponsors Needed**
- **Lockbox Agent Poll Results**
- **Chili Cook-Off Jan 25th - Cool Prizes!**
- **Christmas Party Jan 27th - Register ASAP Please!**

### *Affiliate Spotlight*



Northwoods Title & Closing Services has been serving title insurance needs since 1972 and is dedicated to delivering the best title service available to Oneida and Vilas County.

- Title Insurance (Owners policies and Lenders Policies)
- Preliminary Title Searches for Realtors (Search and Hold)
- Title Searches (Letter Reports)
- Construction Disbursing Services
- Closing Services

Eagle River: (715) 479-6459  
Rhineland: (715) 362-8780  
Email: [ntacer@newnorth.net](mailto:ntacer@newnorth.net)  
[www.northwoodstitleandclosing.com](http://www.northwoodstitleandclosing.com)

We invite you to experience the commitment of Northwoods Title & Closing Services.

### *Inside this issue:*

GNMLS President's Message	2
Realtors on the Move	2
Affiliates & Sponsors	3
MLS Memo	3
AE Corner	3
Board of Directors	4
About NWAR/GNMLS	4

# President's Message

**Pete Morgan, GNMLS**

Happy New Year!

Thank you to the over 150 agents who cast ballots in the recent online lockbox poll. The results of the poll showed a slight majority of about 57% favor the measure, which is not surprising given that there has been much debate over the past decade on the pros and cons of electronic lockboxes.

If you are a MLS broker-owner or NWAR member, please take an opportunity now and when the final proposal is sent to you at the end of this week to look over the information, evaluate whether or not this can improve or deter your business activities, weigh the differences and cast your vote when the ballot boxes open next week. We really would like everyone to participate in this very important vote.



I hope to see everyone at the Winter Convention and then at the Christmas Party on the 27th starting at 5:00 pm, during which the binding lockbox vote results will be announced.

Pete

## CRS Sales Strategies - Eau Claire

Cindy Ulsrud, 2012 President of the Wisconsin Council of Residential Specialists (CRS), wishes to invite you to a sales class in Eau Claire on February 6-7. This class is not just for CRS members but for any Realtors, Brokers or sales associates that want to improve their business in 2012!

**CRS 202: Sales Strategies**, hosted by instructor Jackie Leavenworth, gives you the inside track to win over prospective buyers by teaching them the necessary strategies that make their sales quick and efficient. You'll learn to work with today's new buyers through counseling, salesmanship and negotiation. These effective strategies will earn you a client for life. Course content includes: Understanding buyer motivation Eliminating sales resistance Creating trust and loyalty from buyers Learning effective negotiating skills.

If interested, please visit [www.wisconsincrs.com](http://www.wisconsincrs.com) for more details. Discount registration ends January 23rd.

## Red Hot Alert: Chili Cook-Off!

This is a reminder that NWAR Annual Chili Cook-Off is scheduled for January 25th, opening day of the WRA Winter Convention, from 4:30 to 6:30 pm. This is after the conclusion of classes that day, so you will have time to prep your chili and taste others' after the rest of the day's events.

Prizes include a Blu-ray player, digital camera and gift basket, and NWAR extends our gratitude to Redman Realty, Headwaters Real Estate, and the Minocqua Chamber of Commerce for their generous gift donations!

Register online now at [www.tinyurl.com/76duqeg](http://www.tinyurl.com/76duqeg) or call the board office for more info.

## CE Classes in Woodruff March 1st, 2nd and 5th

If you can't make it to the WRA Convention next week, fear not because NWAR has you covered! Live CE classes will be available in Woodruff beginning Thursday March 1st and will be instructed by former NWAR Association Executive and WRA Attorney Tracy Rucka.

NWAR members receive discounted registration for only \$27 per class, and Elective A - Short Sales/Foreclosures and C - Other Approved Forms will also be offered. To register, please visit [www.tinyurl.com/Woodruff-CE](http://www.tinyurl.com/Woodruff-CE).

## REALTORS® on the Move

January 2012

## Releases - 2011 Year End

### Welcome New Members

<sup>1</sup> New NWAR Member  
\* New MLS Office

Name	Office
Chris Thomas <sup>1</sup>	Sullivan Appraisal Group*
Sandy Ebben <sup>1</sup>	First Weber Group - Rhinelander
Gerry Riopel <sup>1</sup>	First Weber Group - Rhinelander
Michele Riopel <sup>1</sup>	First Weber Group - Rhinelander
Dan Huhnstock <sup>1</sup>	First Weber Group - Rhinelander
Todd Johnson <sup>1</sup>	First Weber Group - Rhinelander
Linda Moore <sup>1</sup>	First Weber Group - Rhinelander
Danielle Zoerb <sup>1</sup>	First Weber Group - Rhinelander

### Transfers

Name	From	To
Ellen Gessler	Vacationland Properties of Tomahawk	The Real Estate Brokers - Hazelhurst
Jackie Leonhard	Century 21 Best Way - Tomahawk	Northwoods Community Realty - Tomahawk*

Name	Name
Patricia Urban	Jeff Bolander
Scott Cisney	Jeffrey Gruber
Damon Phalin	James Carey
Shelby Meinke	Francis Bushman
Joanna Pepin	Lynn Nolan
Len Larsen	Kent Collett
Mike Redmond	Mark Hiller
Frederick Fowle	Bernice Wundrow
Sabrina Spets	Jackie Kotora
Kim Debels	Joanne Mitchell
Sarah Alberg	

*"The greatest accomplishment is not in never falling, but in rising again after you fall." - Vince Lombardi*

## Affiliates

**NWAR thanks all our affiliates and sponsors for their 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	Greg Peckels	715-369-3934
Northern Title & Abstract	Rhineland	Al Mancl	715-365-5000
First National Bank of Eagle River	Eagle River	Theresa Sullivan	715-479-4406
River Valley Bank	Minocqua	LeeAnn Hayden	715-358-9313
Homeview Inspections	Minocqua	Jim Carlson	715-439-3037

## Contact a Local Professional:

<p><b>A to Z Home Inspection Services, LLC</b> Office 715-358-5809 Cell 715-499-1029 Email: <a href="mailto:pba2z1954@gmail.com">pba2z1954@gmail.com</a> <a href="http://www.atozhomeinspectors.com">www.atozhomeinspectors.com</a></p>	<p><b>Mid Wisconsin Bank</b> Member FDIC Supporting Our Community since 1890 Ph: 715-479-8484 <a href="http://www.midwisc.com">www.midwisc.com</a></p>
<p><b>Baas Inspection Agency LLC</b> Office 715-545-3292 Cell 715-891-0323 Indoor Air Quality, Radon, Mold, Lead, Asbestos <a href="http://www.baasinspectionagencyllc.com">www.baasinspectionagencyllc.com</a></p>	<p><b>Preferred Home Inspection, Inc.</b> Toll Free 877-999-8084 Fax 715-762-1773 Serving Northern Wisconsin since 1999 Park Falls, WI 54552</p>
<p><b>Kelk Land Improvement LLC</b> Office 715-356-6112 Email: <a href="mailto:kelklandimp@frontier.com">kelklandimp@frontier.com</a> Septic Systems, Land Clearing, Demolition, Road Building <a href="http://www.kelklandimprovement.com">www.kelklandimprovement.com</a></p>	<p><b>Rustic Manor Motor Lodge</b> St Germain • Pool, Free Breakfast Up to 20% off with Realtor®/builder referral! Toll Free 800-272-9776 <a href="http://www.rusticmanor.com">www.rusticmanor.com</a></p>

Please contact [nwarmatt@gmail.com](mailto:nwarmatt@gmail.com) to request more information about advertising opportunities on our newsletter and website. Thanks!

\*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](mailto:NWARLonF@gmail.com)

**Multiple listings in GNMLS:** The MLS rules allow for up to 3 different residential listings for the same property address if all 3 are for different configurations and prices. Listings may not be duplicated to get them under multiple property types; for instance residential and Lots/Acreage (residential). For example an address may be listed as a home plus 5 acres, a home plus 40 acres, and a home plus cottage plus 40.5 acres. Since the system allows only one address sometimes people manipulate the address to allow the multiples. I would suggest that the unit field be utilized for this purpose by placing a 1,2,3, or A,B,C, etc. there even though this may look a bit weird. This preserves the true address for various needs, such as matching tax records or allowing searches by address. Someone driving by your listing and noting that it is at 1234 Any Rd will not be able to look up the listing if it has been entered as ".1234 Any Rd", or "1234- Any Rd".

The other instance when a listing may be in the system twice is if it qualifies as both residential and commercial property. In that case at the time of sale one listing will be sold and the other canceled, or the selling price may be equally divided between the 2 listings and both marked sold. The second method can create some confusion as it may look like the property sold for less than one-half the list price.

**MLS Tip:** By using Interface Express you can harness the power of RealtyServer's computers for large searches rather than your desktop or laptop. Do more data mining and less waiting for your computer.

## WRA Continuing Education

\* Visit [WRA.org](http://WRA.org) for pricing details  
^ \$35 each for non-NWAR members

1/25	Resort and Second Home Markets 8:30 - 4:30 pm	Lac Du Flambeau	*
1/25	CE Elective A - Short Sales and Foreclosures - 8:30 - 12:00 pm	Lac Du Flambeau	*
1/25	CE Elective C - Other Approved Forms - 1:00 - 4:30 pm	Lac Du Flambeau	*
1/26	CE Course 1 - Listing Contracts - 8:30 - 12:00 pm	Lac Du Flambeau	*
1/26	CE Course 2 - Offer to Purchase - 1:00 - 4:30 pm	Lac Du Flambeau	*
1/27	CE Course 3 - New Developments - 8:30 - 11:30 pm	Lac Du Flambeau	*
1/27	CE Course 4 - Business Ethics - 1:00 - 4:30 pm	Lac Du Flambeau	*
3/1-3/5	3-Day live CE Classes 1-4 & Electives A (Short Sales/Foreclosures) & C (Other Forms)	Woodruff	\$27 ea^

For details and registration for WRA Winter Convention Live CE classes, visit [www.wra.org/winterconvention](http://www.wra.org/winterconvention)  
For the March CE classes in Woodruff, visit [www.tinyurl.com/Woodruff-CE](http://www.tinyurl.com/Woodruff-CE)

To view upcoming new member orientation or MLS training courses, check the **NWAR/GNMLS events calendar** at: [www.tinyurl.com/3dmc4qb](http://www.tinyurl.com/3dmc4qb)



## AE Corner

Matt Seegert - [NWARMatt@gmail.com](mailto:NWARMatt@gmail.com)

The totals are in for the 2012 NWAR membership renewals, and we're ecstatic to report that over 90% of NWAR members chose to stay with us in 2012! Compared to nationwide projections in the 70-80% range, it shows our members are dug in and committed to helping unite sellers with buyers and turn the corner in 2012!

Thanks to the over half of MLS agents who voted in our lockbox poll. Your feedback has helped us greatly in ensuring that the proposal terms were amenable for as many of you as possible regardless of whether your office chooses to participate in the lockbox program should the motion pass. The binding vote results will be announced at the end of the Christmas Party Jan 27th - please join us for a night to remember!

If you haven't yet, please consider registering for the Chili Cook-Off next week (see page 1) since we currently have only 2 registrants and 3 prizes to give out, so if you register now and nobody else does, you're guaranteed a prize!

Stay safe out on the trails!

**AE Tip:** Dwolla is an online money transfer service that gives you the ease and security of online payments without the hefty fees of credit cards or PayPal. At only \$0.25 per transfer, it's cheaper than mailing a check! Visit [www.dwolla.com](http://www.dwolla.com) to learn more.

## Board of Directors 2011-12

\*Area code 715 unless otherwise noted

### Northwoods Association of Realtors

*Officers:*

Peggy Johnson-Wiessner, President 686-2481  
 Mark Wagner, President-Elect 762-3291  
 Denise Goldsworthy, Treasurer 479-4431  
 Jerry Burkett, Past President 479-3090

*Directors:*

Joan Beil ..... 356-4457  
 Jean Butler ..... 892-7518  
 Ed Choinski ..... 493-7827  
 Diana Chopin ..... 479-3090  
 Jake Nelson ..... 369-1223  
 Marcia Pluess ..... 477-0777  
 Sonny Reeder ..... 477-2510  
 Brenda Thompson ..... 356-3207  
 Patty Werner ..... 623-696-5942

### Greater Northwoods MLS

*Officers:*

Pete Morgan, President 356-2121  
 Andrea Krueger, President-Elect 453-3365  
 Mark Wagner, Treasurer 762-3291  
 Erik Johnson, Past President 356-3207

*Directors:*

Bonnie Byrnes ..... 686-2481  
 Michael Denis ..... 362-3944  
 Lynette Jacobson ..... 453-4503  
 John Misina ..... 479-4431  
 Adam Redman ..... 358-0450

**Next Board Meeting:**

Thursday, January 19th 2012  
 NWAR / GNMLS Board Office

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

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



[www.wra.org/winterconvention](http://www.wra.org/winterconvention)

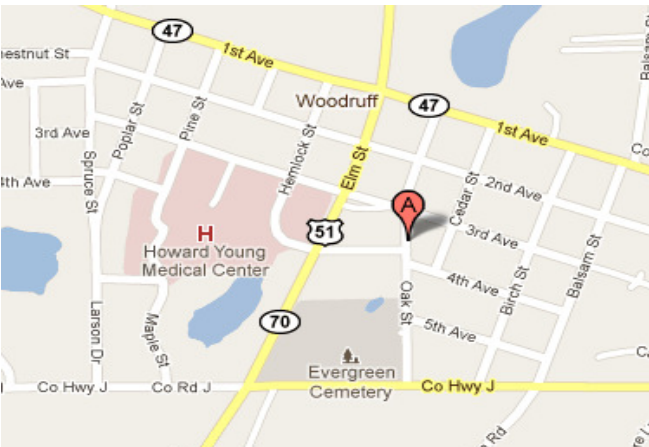
## Northwoods Association of Realtors & Greater Northwoods MLS

PO Box 377 Phone: 715-356-3400  
 320 Oak St. Fax: 715-358-2338  
 Woodruff, WI 54521 [Staff@NorthwoodsRealtors.org](mailto:Staff@NorthwoodsRealtors.org)

Visit our homepage at [www.NorthwoodsRealtors.org](http://www.NorthwoodsRealtors.org)

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

Board Office Location: [www.tinyurl.com/4xqvvk9](http://www.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 more than 120 member offices with over 430 brokers, agents and appraisers.

### Follow us on the Web:

[www.tinyurl.com/3shxt66](http://www.tinyurl.com/3shxt66) [www.tinyurl.com/3lm6jms](http://www.tinyurl.com/3lm6jms)  
[www.tinyurl.com/43jgfyv](http://www.tinyurl.com/43jgfyv)