



The Realty Review

Volume 6, Issue 3

March 2016

Northwoods Association of Realtors® & Greater Northwoods MLS®

President's Message

John Morris, NWAR



As I write this it is sunny and in the 50's. The snow is melting and I am ready for spring; I just hope that spring is ready for me.

As REALTORS, we need to be ready for our spring season. I have lots of things to do, among them getting around and making sure that my signs have survived the winter. I also need to speak with owners and counsel them about cleaning up their yards. I also look around for some FSBOs who may have lost patience with the DIY sales effort and may want to list their properties with me.

Along with the entire spring cleanup, I need to

remember that I need to be a better agent. I believe that I need to get some education every year. Two online webinar courses that are available very soon at the NWAR board office are CRS201 - Listing Strategies on March 29-30 and RENE: Real Estate Negotiation Expert on April 20-21. I strongly encourage you to seize this great learning opportunity.

Also, please do not forget that we are providing a full set of the required Continuing Education classes that all salespersons and brokers must complete for license renewal by this December. Live classes with Tracy Rucka from WRA are coming up on April 1st, 4th & 5th. If you missed some/all of the CE classes at the WRA Winter Convention, this will be your last chance to attend *live* CE here in the Northwoods.

Get ready, then go have a great year!

John

The Buzz:

- **Live Continuing Ed 4/1, 4/4 & 4/5 - Waters of Minocqua**
- **Spring 2016 Designation & Certification Webinars**
- **2016 Golf Outing & Election Dinner - Tomahawk 6/2**

Affiliate Spotlight

Northern Title
— And Abstract Corp.

For over half a century, Northern Title & Abstract in Rhinelander has provided the Northwoods with fast, accurate and competitively-priced title services including:

- **Complimentary Property Information Packets**
- **Search & Holds on New Listings**
- **Title Insurance**
- **Letter Reports**
- **Real Estate Closing Services**
- **Loan Closing Services**
- **Construction Disbursing**
- **1031 Exchanges**

Our computerized in-house title plant and professional team gives you the most up-to-date data possible.

Al Mancl, President

Ph: 715-365-5000

www.Northern-Title.com

NWAR 2016 CE Rebates & Sponsorship Opportunities

ALL licensed real estate salespersons and brokers (including those recently licensed) must complete 18 credit hours (via six 3-hour courses) of Continuing Education in 2016 to renew your license before it expires on 12/14/2016. Fortunately for NWAR Members, you can save \$25 or more by attending NWAR-hosted CE classes starting in April in locations across the Northwoods.

NWAR's 2016 CE schedule kicks off at **The Waters of Minocqua** on **April 1st, 4th & 5th** with **WRA attorney Tracy Rucka** teaching courses 1-4, Elective B - Risk Reduction and Elective C - Inspections & Testing. Please register and pay for all six live CE courses through WRA in advance at goo.gl/uAqfj3 and NWAR will mail a \$27 rebate after the classes to Members who attend all six.

DVD-based classes are \$25 each and start locations/dates are as follows: Antigo 4/12, Rhinelander 5/3, Manitowish Waters 6/6, Woodruff 9/6 & restarting 10/25, Tomahawk 9/13, and Eagle River 10/27. See the video CE schedule and register at: goo.gl/7eLBwL, and Members can register for 6 and send payment for only 5 since you are registering/paying NWAR directly.

NWAR Affiliates or Sponsors interested in sponsoring snacks for any of the live or video CE events may contact Matt at the NWAR board office for more information.



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President's Message

Bonnie Byrnes, GNMLS



Has spring sprung in the Northwoods? Here's a quick quiz to help you decide. Have you: A) pulled a fish from the ice in the past three days, B) gotten your first sunburn because you stayed outside all day in 70 degree weather, or C) memorized the location of the ruts in your driveway only to have them later covered with another foot of snow? If you answered yes to all of the above, it's definitely spring!

It is also the time of year when we are looking for MLS Participants to run for office. We'd love to have some fresh volunteers for the slate of candidates for 2016-2017. Perks include working with a great group of people to help shape the future of the MLS, excellent support from Lon at the helm, and free doughnuts every third Thursday of the

month! Please let me know if you are willing to serve.

The board has also made some recent policy decisions that you might like to be aware of, one being that agents who have been out of the MLS for more than 90 days will need to attend the MLS basics class, something to be aware of when considering membership. Second, in the MLS public data, only a single price (the list price) may be shown. Other considerations are limited

to the special REALTOR remarks, such as starting bid information on properties that have potential to go to auction. Please call the MLS office if you have any questions.

If you have other technical concerns, need additional training, or just an office brush up on Interface features, Lon and Matt are ready and willing to make office visits! If you'd like them to attend a staff meeting or run a tutorial, call the Board office to set up a visit.

That's it for now, I've got to go dig out my bikini so I can have something appropriate to wear for canoeing down my driveway. What are you lookin' at, mailman!?

Bonnie

REALTOR Designation Live Webinars

Below are upcoming designation/certification webinars at the NWAR office that will allow you to see, hear and speak to the instructor just as if they were in the room. Please note that each course requires at least 5 students for NWAR to host it, and our boardroom max seating is 10. Click course titles below for info & register promptly if interested at: www.wra.org/NorthwoodsDesignations/

- ♦ **CRS 201: Listing Strategies for the Residential Specialist**
March 29-30 (Tue-Wed) Instructor: Mike Parker
- ♦ **RENE: Power Negotiator's Playbook & Advanced Field Negotiations**
April 20-21 (Wed-Thu) Instructor: Darren Kittleson
- ♦ **PSA: Pricing Strategies: Mastering the CMA**
May 6 (Fri) Instructor: Lynn Madison

Spring Election & Primary 4/5

Coming up soon on 4/5 is the WI Spring Primary, where you can tell your party's leaders which person you'd prefer that the other party blame for everything wrong with America for the next 4 or 8 years. Voters may also vote on district court judges (no contested races in our area) and one state Supreme Court Justice. WRA endorses incumbent **Rebecca Bradley for WI Supreme Court Justice** over challenger Joanne Kloppenburg.

Please remember that you must present photo ID now to receive your ballot per bringit.wi.gov, and if you need to register you should do so *immediately* - see <http://www.gab.wi.gov/voters/first-time> for voter registration instructions.

RPAC Auction 6/2 - Volunteers Needed

By RPAC Chair Cheryl Eskridge



We are seeking volunteers to help with our silent auction on June 2nd at Inshalla CC in Tomahawk. We will work out the details via phone or email so no meetings are needed. We are seeking donations from REALTORS, Affiliates and area business owners of items such as: themed gift baskets or cards, free/discounted services, event tickets, spas or getaways, new items or whatever else they can donate. We need volunteers throughout our 7-county membership area. This is the perfect opportunity for a new member to get involved in a very important and fun part of our business. Please contact me through email: cheryleskridge@nnex.net or call me at 512-749-6833. Since donations must come from individuals, we rely heavily on the involvement of NWAR Members. It can be as simple as having everyone at your firm chip in \$10-20 to buy Badgers or Packers tickets. If you have someone creative at the office, a very nice themed gift basket (housewarming or landscaping, sports, coffee, cheese, wine, picnic or outdoors, kids' activities, home repair, etc) can be put together easily for under \$100. I will update everyone as the date approaches, and we hope you will attend and bring your personal checkbook!

Remember as well that we are unique since we have the **Direct Giver Program** which gives you control of how your donation of \$100+ is spent. This will allow you to invest in candidates you support regardless of who RPAC formally endorses. Contact the board office to learn more about this great program. Together we will beat our goal if each of you just give a little bit of your money and/or time. Thank you in advance for helping us start our 2016 fundraising campaign on a high note!

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.



REALTOR & Government Day 3/3: Ron & Laurie Welnetz, Joe Dube, Adam Redman, Rep. Rob Swearingen, Connie Brayton, Sen. Tom Tiffany, Renee Irish, Amy Paikowski, and Rep. Jeffrey Mursau are all smiles for a group photo showcasing the office copier. Many thanks to those who went to meet our legislators and share your and your customers' concerns!

View the R&G Day program: goo.gl/lkjjWv

MLS Memo



Lon Fisk - NWARLonF@gmail.com

The **SentriSmart phone app** recently had a new feature added that allows you to get a code directly from the app to release the shackle on your boxes. Please remember that if you used Func 2 to borrow the box, you will need to insert your card later and use Func 6+5 to unborrow the box so another agent can use it. Here is a link to the video demonstrating how to use SentriSmart:

goo.gl/glmaEf

With this app you can: open key compartments, get one-day codes and text them to an agent, view access logs, select boxes near your location, assign a box to a listing, remove the shackle from your boxes, remove lockbox from a listing assignment, instant showing / access notices to the box owner, or get a mobile renewal code for your card if out of cell coverage.

If you do not have your phone set to auto update your apps, remember to update it to get the new features.

MLS Tip: Please remember you can enter a listing only once in MLS. ie. Choose either land or a home, but not both. The town needs to match the legal location, "display city" may be used to include a nearby municipality.

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 Restarting: 10/25, 11/1, 11/8, 11/15 - 8:30-12 11/22, 11/29 - 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	Northland Pines HS	10/27, 11/3, 11/10 - 8:30-4:30



AE Corner

Matt Seegert - NWARMatt@gmail.com

SAVE THE DATE of Thursday 6/2 for the 2016 **NWAR/GNMLS Golf Outing, Election Dinner & RPAC Auction** at Inshalla Country Club in Tomahawk. More details and registration info will be released in April, but Affiliates interested in sponsoring a hole for \$100 may contact us at any time to stake out your preferred hole - first come first served!

ZipForm Webinars - I encourage anyone wanting to familiarize yourself with ZipForm Plus to attend our April Lunch & Learn (details next page), but those who cannot make it might instead try registering for a live webinar at goo.gl/1gZyEI or watch recorded training videos on their YouTube page at goo.gl/8vOXFm

Community Investments - We are seeking your suggestions for local charities & non-profits that could use REALTORS' help, as we have budgeted \$1000 in community investments for each of the 7 counties in our territory. Please contact me if you have a charity to recommend!

AE Tip: NAR just released a 2016 **Buyer and Seller Generational Trends** report with positive news that Millennials are on the move from urban rentals toward the suburbs to find and buy their first home.
View the full report at: goo.gl/CEs8Gi

REALTOR Anniversaries

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

20 Years:

Christina Duckett - Re/Max Property Pros, Tomahawk

15 Years:

Tom Kuczmarzski - Flanders Realty Group, Rhinelander

Susie Vehrs - Re/Max Property Pros, Minocqua

10 Years:

Michelle Bird - First Weber, Minocqua

John Morris - Century 21 Greater Northwoods, Minocqua


Brad Thacker - The Real Estate Brokers, Hazelhurst

5 Years:

Mark Geis - Coldwell Banker Mulleady, Eagle River

Jonathan Long - Northwoods Community Realty, Tomahawk

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



TechHelpline
Your personal tech support team

A great NWAR Member Benefit!
Learn more at: goo.gl/P0Mx8g

Lockbox Leaders



Office & Percent Assigned	
Eskridge Real Estate	100%
Lakeland Realty	100%
Lake Country Realty	91%
Gregory Realty	90%
Redman Realty Group	78%
Key Insight	71%
Re/Max Northern Lakes	71%
Flanders Realty Group	70%
Schmidt-Haus Realty	68%
N'woods Community Realty	66%

Need a refresher? View SentiLock lockbox training guides, tip sheets and more at: www.goo.gl/kNZF3

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

4/13 Lunch & Learn - ZipForm Plus

Unless you just spent winter on the dark side of the moon, you probably got the memo that ZipForm Standard (desktop) is now \$30 a year and only ZipForm Plus (online) is still included with your REALTOR membership. Even if you bit the bullet and spent the \$30, we still encourage you to learn how ZipForm Plus can allow you to do everything the desktop app can do and some neat things it cannot. Want to learn how to have an email attachment or fax from a customer upload *straight* to a ZipForm transaction? Well here's your chance to learn courtesy of **NWAR Education Chair Andy Harris**, who has for years been solely using ZipForm Plus online for all his customers' contracts and other forms.

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
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

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
Brendalee Baker ¹	Key Insight - Rhinelander
Cala Feranec ¹	Re/Max New Horizons - Phillips
Diane Geniesse	RLT Real Estate, LLC - DePere*
Casey Ladowski	RLT Real Estate, LLC - DePere*
Max Rea	Re/Max Excel - Weston
Sarah Royer	RLT Real Estate, LLC - DePere*
Jay Schmidt	Re/Max Excel - Weston

Transfers & Releases:

Name	From	To
LaVon Jensen	Re/Max Excel - Weston	
Scott Maloney	Hilgart Realty - Park Falls	First Weber - Park Falls
Mandy Markusen	Kitslaar Real Estate - Suamico	
Christopher Stevens	RealHome Services & Solutions (OH)	
Melanie West	Integrity Realtors - Antigo	
Diane Woodward	Re/Max Excel - Weston	
Lori Writz	Coldwell Banker Mulleady - RHL	Pine Point Realty - RHL

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



"The one thing that doesn't abide by majority rule is a person's conscience." - Harper Lee (1926-2016)

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, March 17
 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 get your free .REALTOR web address by March 31st, you will get a "Market Yourself with Social Media" bundle download (a \$12 value) PLUS be entered into a drawing for an iPad Air 2!

Claim your reward today at:

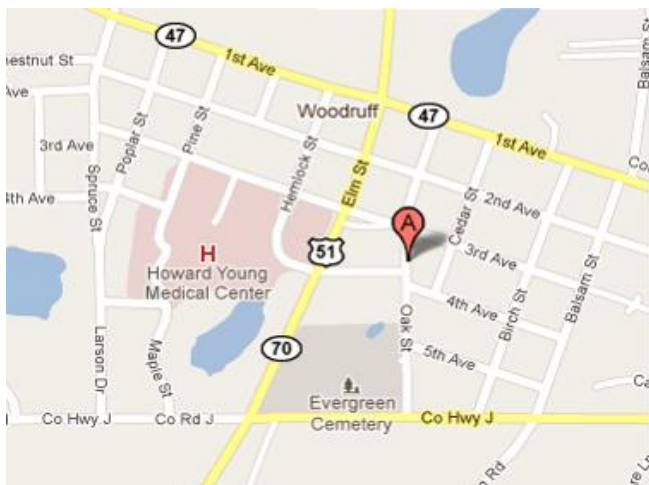
MVP.REALTOR.ORG

Northwoods Association of REALTORS® & Greater Northwoods MLS®

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 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