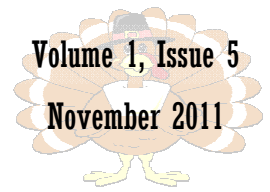




The Realty Review

Volume 1, Issue 5
November 2011



Northwoods Association of Realtors & Greater Northwoods MLS

President's Message

Peggy Johnson-Wiessner, NWAR

NOW IS THE HOUR

Traditionally a "down time" in the real estate market, this year's onset of winter has seen a surprising surge in sold properties. Agents who are in touch with the market, their customers and clients are doing well. It's a fast moving world with price changes, new listings and foreclosures popping up daily. In order to stay on top of it all even the "seasoned" agents (read my contemporaries!) need to spruce up their game plan and stay connected using tools that did not even exist a few years ago. As the flyer for the Winter Convention notes about the keynote session, "The real estate industry has changed more in the last three years than the last thirty."

You can consider this a plug for the Winter Convention and for the training our professional organizations



like NWAR provide. More about that later. But at the heart of it all is the simple basic need to communicate constantly with buyers and sellers letting them know how you are working on their behalf. We need the electronic gadgets to do this efficiently but the heart of the matter is the time and effort you take to stay connected.

This is a great time to do just that. As the Northwoods

blankets itself in the cold and snow, use these quieter hours to personally reconnect with every customer you have met this year and every current client whose property you are trying to sell. Update them on where this market is going and focus on the successful sales that have occurred. Make it your priority to thank them for the trust they have placed in you. Use the Thanksgiving season as it was meant to be and don't forget all those whose lives intersect with ours daily to support and sustain us.

Happy Thanksgiving!



WRA Live CE Classes in Woodruff - March 2012

WRA will be hosting a live three-day continuing education event at the Woodruff Community Center from March 1st thru 5th (Thu-Fri-Mon). The instructor will be WRA Director of Professional Standards and Practices and former NWAR Executive Officer Tracy Rucka. All four required CE courses (Listing Contracts, Offer to Purchase, New Developments, and Business Ethics), Elective A - Short Sales & Foreclosures and Elective C - Other Approved Forms will be instructed.

The cost to REALTORS for this three-day training is \$162, which is only \$27 per CE class. Additional details and registration will appear on the NWAR/GNMLS calendar of events in the near future. To view the calendar, visit www.northwoodsrealtors.org and click on "Events".

The Buzz:

- Live CE Classes Coming to Woodruff
- Governor Walker Job/Economy Summit in Minocqua Dec 13-14
- Annual NWAR Christmas Party January 27th at LDF Resort
- New NWAR Website Features

Affiliate Spotlight

Metropulos Appraisal Group



Established in 1993

Commercial & Residential Appraisals in the Northwoods

Our Dedicated Team:

Bob Metropulos - Commercial
Kathy Brich - Commercial & Residential
William Morris - Residential

Phone - 715-365-6065
Fax - 715-365-6066
Email - appraisals@newnorth.net

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President's Message

Pete Morgan, GNMLS



First things first: I wanted to give you a quick update on what has been going on in my life. I unfortunately have had the shingles for the past 3 months, something I don't wish on anyone (that is why I was unable to attend the Installation meeting). If you are over 60 and had chickenpox as a child, I strongly recommend getting vaccinated. Okay, back to business.

I would like to discuss the upcoming issue of Lock Boxes, which will be discussed in detail at our next meeting on November 17. This has been an ongoing topic for nearly a decade. The Board has said they would like to have people voice their opinions of lockboxes, and we understand the importance of giving you the information you need to make an informed decision. We have narrowed it down to one company, SentiLock, which is owned by NAR and whose lockboxes have been rated tops in the industry for three consecutive years. We believe they offer the best combination of benefits and costs, and our inquiries with

other MLSs who use SentiLock support that assessment.

Before having a binding vote by broker-owners on obtaining lockboxes, the Board wishes to once more poll all GNMLS users. The interest poll conducted previously showed a sizable majority would like to use electronic lockboxes, but their support was contingent upon more details about the costs and usage terms. The upcoming

poll will occur after a proposal detailing the costs and usage has been provided to all GNMLS users so each of you can cast a fully-informed vote. We thank those of you who provided feedback during the interest poll, as that has helped us to ensure we address your questions in the upcoming proposal. I invite you to email the board office or attend our meeting on November 17th if you have any particular concerns that you would like us to address.

A binding vote by our broker-owners is planned to conclude at our Christmas Party in late January (details coming soon), but we intend to involve all GNMLS users in this important decision. Therefore, when you receive the upcoming proposal, we strongly urge you to read it and cast your online ballot to let your electoral college of broker-owners hear your voice. As always, feel free to contact the board office if you have any questions.

Happy Thanksgiving to all!

Governor's Jobs/Economy Summit in Minocqua Dec 13-14



Wisconsin Governor Scott Walker and cabinet members will talk jobs and economic development with community leaders at the fifth annual Governor's Northern Wisconsin Economic Development summit on December 13th and 14th at the Waters of Minocqua. The summit will include briefings on issues such as economic growth, job creation, renewable energy, transportation and technology. Lt. Gov. Rebecca Kleefisch will deliver a keynote address. Attendance is \$75; visit www.northwoodssummit.com for more information.

Annual Christmas Party Jan 27

The annual NWAR/GNMLS Christmas Party Dinner will be at Lake of the Torches Resort following the conclusion of the WRA Winter Convention - feed your mind, body and wallet all in one place! After dinner and a tally of online & live ballots, the results of the broker-owner lockbox vote will be revealed.

Registration details will be sent shortly. Mark your calendars today!

REALTORS® on the Move

November 2011



Welcome New Members

*New MLS Office

Transfers & Releases

Name	Office
Sheri Benson	Headwaters Real Estate - Presque Isle
Linda Verbecken	Appraisal Compliance Review Inc* - Sheboygan

Name	From	To
Catherine Schaefer	Coldwell-Banker Mulleady - Minocqua	
Tom Bird	First Weber Group - Minocqua	
Tom Ferguson	Northwoods Land and Lakes - Minocqua	
James Klaric	Coldwell-Banker Mulleady - Minocqua	

"We are what we repeatedly do. Excellence, therefore, is not an act but a habit." - Aristotle

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
River Valley Bank	Minocqua	LeeAnn Hayden	715-358-9313

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.atozhomeinspecterv.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
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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

This month I'd like to encourage you to look at our website and go to the **MLS Guidelines** tab at the left: tinyurl.com/7tkcps7

Many common questions regarding policies and various rules can be found in this condensed summary. Do you need to know why a listing still displays as expired when you changed the expiration to a future date? Do you need to know how to enter a Limited Service listing or if photos are required? When should status changes be entered? How much information do you need to enter? What if you co-list with a broker out of the area? Answers to all these and more can be found in one convenient place. Some links to waiver forms can be found right here but you may use the "Forms and Applications" tab on the left to get additional forms. We hope you find this a useful tool in your work.

MLS Tip: Enter all the information you can get into your listing. Not only is this a requirement but it will help searching agents find your listing and present it to the most interested clients.

WRA Continuing Education

* Visit WRA.org for pricing details

11/15	CEAP - 7 Hour National USPAP 2012-2013 Update	Appleton	\$182*
11/16	CEAP - Technology for Mobile Professionals	Brookfield	\$70*
11/16	CEAP - Principles & Procedures of Residential Review	Brookfield	\$70*
11/16	CE - 11/16/2011 Elective C 8:30-12 P.M.	Madison	\$27
11/16	CE - 11/2011 Elective D 1-4:30 P.M.	Madison	\$27
11/17	CEAP - Using Excel in Your Appraisal Practice	Madison	\$130*
11/17	CE - CE3 New Developments 9 A.M.-12:30 P.M.	Lake Geneva	*
11/17	CE - CE4 Business Ethics (fulfills NAR's QET) 1-4:30 P.M.	Lake Geneva	*
1/27/12	WRA Winter Convention - CE1-CE4 and Elective A & C	Lac Du Flambeau	*

WRA live CE classes will resume in February 2012

To view upcoming new member orientation or MLS training courses, check the **NWAR/GNMLS events calendar** at tinyurl.com/3dmc4qb



AE Corner

Matt Seegert - NWARMatt@gmail.com

We recently added a form to our homepage to allow users to report **MLS entry errors** and system bugs. Please visit our homepage at www.northwoodsrealtors.org to explore this new form that will allow you to help us keep the **MLS** running smoothly and fairly for all.

While you're on our website, click the "Events" link in the menu to view our calendar of events including the **WRA Convention**, **Chili Cook-Off** and **NWAR Christmas Party** set to follow the conclusion of the convention. The events calendar includes links to details and registration for all **NWAR/GNMLS**-related events and **CE** classes.

Last but not least, I'd like to thank the many of you who have chosen to renew with or join **NWAR** in 2012; we intend to show you big returns on your investment in the upcoming year!

AE Tip: If you like to text message, check out **Google Talk** - an online instant messaging & file sharing application. Add nwarlonf@gmail.com or nwarmatt@gmail.com to chat with us and tell us what you think! www.google.com/talk

Board of Directors 2011-12

*All phone numbers in area code 715

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, November 17th 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.



If you are a managing broker, team leader, manager or just someone looking to provide your office with an easy, secure, and complete way to get contracts signed faster, DocuSign provides you with the right combination of powerful tools to handle any real estate transaction workflow. DocuSign is also official and exclusive electronic signature provider for the 1.1 million members of the National Association of REALTORS®, under the REALTOR Benefits® Program.

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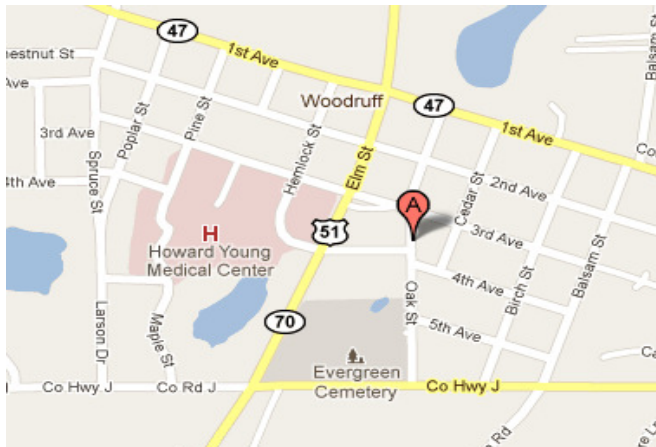
Northwoods Association of Realtors & Greater Northwoods MLS

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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 more than 120 member offices with over 450 brokers, agents and appraisers.

Follow us on the Web:

tinyurl.com/3shxt66

tinyurl.com/3lm6jms

tinyurl.com/43jgfyv