



# The Realty Review



*Northwoods Association of Realtors & Greater Northwoods MLS*

## President's Message

**Peggy Johnson-Wiessner, NWAR**

Greetings!

Despite the fact that my term as NWAR President began in the utter darkness of a stormy blackout, I was pleased to make my first official act the conferring of "Realtor of the Year" on my predecessor, Jerry Burkett. Jerry labored mightily over the past three years serving both the MLS and NWAR Boards to make way a smooth path for me to follow. I, and we, owe him much.

The addition of a very capable staff in Matt Seegert as our Executive Officer and Lon Fisk as MLS Coordinator, assures each of us excellent support as we struggle with the many challenges facing Northwoods Realtors. Many of you know that I began selling real estate in the difficult days before an MLS and in the late 70's era of



18% mortgages for which few could qualify. We survived, matured, and came together as a profession bringing new people and resources to an area we are all privileged to call home.

As the housing market settles and leads our economy out of these dark days, Realtors will be instrumental in making it happen. Stormy it may be for a bit, but I will pledge my

personal best efforts, and the resources of our organization, to give you what you need to be effective in this market. We will need your input though. Just as the many feeble flashlight beams got us through our last general meeting, each of you can contribute your enlightening ideas, suggestions and efforts. I have great backup in our staff, our Committees and our Board and I am eager to begin. You will be hearing more in the coming weeks about our specific plans.

Peggy



## WRA Winter Convention January 25-27

WRA and NWAR are pleased to announce that this year's winter convention will be held at Lake of the Torches Resort and Casino in Lac du Flambeau. This convention will feature keynote speakers explaining exciting topics that impact the real estate industry. Several workshops and continuing education classes will also be available, and of course the famous "Chili Cook-Off". The cost for REALTORS® is only \$145 if you register prior to 1/10/12. Please visit [www.wra.org/WinterConv](http://www.wra.org/WinterConv) for details and registration.

Additionally, the annual NWAR Christmas Party will occur the evening of the 27th after the conclusion of the convention. More details will be provided soon, and we hope to see you there!

### *The Buzz:*

- WRA Winter convention January 25-27 at Lake of the Torches
- Burkett Named NWAR REALTOR® of the Year
- NWAR Installation (Non) Dinner Recap & Photos

### *Affiliate Spotlight*

#### First National Bank of Eagle River

*Building Dreams in the Northwoods Since 1922*



Each of our offices is staffed with a member of our Lending Team to provide a complete line of full-service Commercial, Mortgage and Installment loans.

### *Inside this issue:*

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## President's Message

### Pete Morgan, GNMLS

Hello again everyone, and welcome to all our new members whom I haven't yet met. Many of you know me as Pete Morgan of Century 21 Greater Northwoods in Minocqua, but others of you know me as "that guy with the huge hands". As your 2012 President, my mission is to ensure that you're also in good hands.

We all know real estate is less than booming these days, but I believe better days will be here again soon. We may not see a run-up like the past decade ever again, but that is probably for the best given that booms like that necessitate busts like this. The good thing about hitting the bottom is that's where the foundation is, and now that we're there we have a chance to rebuild it with concrete instead of sand.



It's as important now as ever to invest in our most important asset: our people. With a well-trained and motivated work force, we will lay a foundation that can withstand any downturn and return us to prosperity ahead of the curve. On that note, I invite each of you to explore our Continuing Education opportunities

for 2012, and I hope to see you in the classroom.

As these blustery autumn days draw white-capped waves over our waters, let us consider how our industry too waxes and wanes with the changing economic seasons. Whereas we may be enduring a particularly bitter economic winter, this is a great time to be preparing for the next spring. Invest in your staff training and morale, embrace new marketing techniques and technologies and most importantly, take time to get to know your customers. If you do that, you will weather the waves in any season.

Thank you for your continued membership, and I look forward to making waves with you in 2012!

Pete

### Burkett Named 2011 NWAR REALTOR® of the Year



Smile for the camera!  
Not that way - over here!

Congratulations to Jerry Burkett, the 2011 NWAR REALTOR® of the Year! In addition to managing a challenging transitional period at the board office as past NWAR President while running four offices of his own, Jerry also carries a listing load of over 150 properties! In addition to a receiving a plaque, Sonny Reeder of Abacus Appraisals also presented Jerry with a 1:1 scale cake guitar, which Jerry was stunned to find was standard tuned when Sonny should know that Jerry prefers D#. The frosting, however, received Jerry's full approval.



MMMM, guitar cake.... agghhh!

## REALTORS® on the Move

October 2011



### Welcome New Members

\*New MLS Office

Name	Office
Andrea Dolch	Century 21 Pine Point - Rhinelander
Candice Krouze	Key Insight* - Rhinelander
Kris Pecha	Integrity Realtors, LLC* - Antigo
Stephanie Huhta	Century 21 Pine Point - Rhinelander

*"A successful man is one who can lay a firm foundation with the bricks others have thrown at him." - David Brinkley*

### Transfers & Releases

Name	From	To
Marla Malone	ReMax Invest - Rhinelander	Key Insight* - Rhinelander
Toni Schneider	Weichert Realtors Pinnacle Grp - Antigo	Integrity Realtors, LLC* - Antigo
Edward Duda	C21 Greater Northwoods - Minocqua	Compass Land Consultants - Mnj
Brian Eliason	Eliason & Eliason / 29 North - St Germain	
David Eliason	Eliason & Eliason / 29 North - St Germain	
Mary Jane Pelkola	Coldwell Banker - Rhinelander	
Joseph Bejcek	Hilgart Realty - Park Falls	
Andrea Schmoltd	First Weber Group - Rhinelander	
Dare Broomell	Broomell Appraisals - Minocqua	Broomell Data Service - Minocqua

## 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](http://www.kelklandimprovement.com)

**A to Z Home Inspection Services, LLC**  
Office 715-358-5809 • Cell 715-499-1029  
Email: [PBa2z@hughes.net](mailto:PBa2z@hughes.net)  
[www.atozhomeinspecterv.com](http://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](http://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

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Please contact [nwarmatt@gmail.com](mailto: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](mailto:NWARLonF@gmail.com)

When entering residential data entry sheets you may have noticed a new required field called Above Grade Sqft. Just to make sure interpretation is correctly applied, this refers to the square footage of any floors that are completely above the ground level. Any floors that are even partially below grade, including walkouts or where the floor may be only inches below the highest ground at one end of the building is considered below grade and the square footage for that floor cannot be included in the above grade number.

Did you know you can build reports with Interface for your clients or your own analysis by adding rows to your search results? You can insert a row with a right click – inserts below the highlighted row. Heading, space, average, median and subtotal rows may be added. Use these features to build a report for the client and save the report with the disk icon.

**MLS Tip:** Interface Express now includes a thumbnail view available for your search lists and hot sheets. It provides a nice summary view of each listing. Try it out!

## WRA Continuing Education

\*Course price changes based on date

11/1	CE1 8:30-12 P.M.	Brookfield	\$27
11/1	CE2 1-4:30 P.M.	Brookfield	\$27
11/2	AP - 7 Hour National USPAP 2012-2013 Update	Brookfield	\$172*
11/3	AP - The Value of Green	Madison	\$120*
11/3	Elective A- 8:30-12 P.M. Short Sales & Foreclosures	Sturgeon Bay	
11/3	CED Financing 1-4:30 P.M.	Sturgeon Bay	
11/9	CE3 8:30-12 P.M.	Madison	\$27
11/9	CE4 1-4:30 P.M.	Madison	\$27
11/9	Course 3 8:30 - 12 P.M.	Manitowoc	
11/9	Course 4 1:00-4:30 P.M.	Manitowoc	
11/9	CE3 8:30-12 P.M.	Brookfield	\$27
11/9	CE4 1-4:30 P.M.	Brookfield	\$27
11/10	AP - Vacant Land Appraisal	Rice Lake	\$65*
11/10	AP - Appraising Unique and Complex Properties	Rice Lake	\$65*
11/11	Elective C 8:30-12 P.M.	Brookfield	\$27
11/11	Elective D 1-4:30 P.M.	Brookfield	\$27
11/15	AP - 7 Hour National USPAP 2012-2013 Update	Appleton	\$172*
11/16	AP - Technology for Mobile Professionals	Brookfield	\$65*
11/16	AP - Principles & Procedures of Residential Review	Brookfield	\$65*
11/16	Elective C 8:30-12 P.M.	Madison	\$27
11/16	Elective D 1-4:30 P.M.	Madison	\$27
11/17	AP - Using Excel in Your Appraisal Practice	Madison	\$120*

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



## AE Corner

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

Welcome aboard Peggy and Pete... I look forward to working with both of you and the rest of our new board members!

As we begin a new fiscal year, I'd like to let everyone know how we're progressing on providing you great service and responsible stewardship. At present, we're planning an ambitious training schedule for 2012 CE courses including several on-site classes at various locations in the NWAR area. Additionally, many changes have been implemented in the MLS to enhance your productivity whether as a broker, agent or appraiser, and we stand ready to answer all questions and enhancement requests.

On the financial front, we have made changes with vendors that will save NWAR over \$100 monthly. We will continue to find ways to reduce costs while providing you a high level of service, because we understand that times are tough and we promise to handle the dues we receive from you with great care. Thank you!

**AE Tip:** Need an easy way to convert files to PDF? Then check out [www.primopdf.com](http://www.primopdf.com)! PrimoPDF is 100% free and lets you convert all MS Office and many other formats to PDF with a simple drag-and-drop!

## 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, October 20th 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.



You would rather spend your time working than fixing your computer problems, right? The Tech Helpline is a member benefit for Northwoods REALTORS® offering support for hardware, software, networking and digital devices. Our analysts are friendly technology experts and can assist you via phone, fax, email or online chat. They troubleshoot problems and offer solutions, often by remoting in to your computer while you relax. Call Tech Helpline for all your desktop support needs!

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 Saturdays 8 a.m. to 4 p.m.

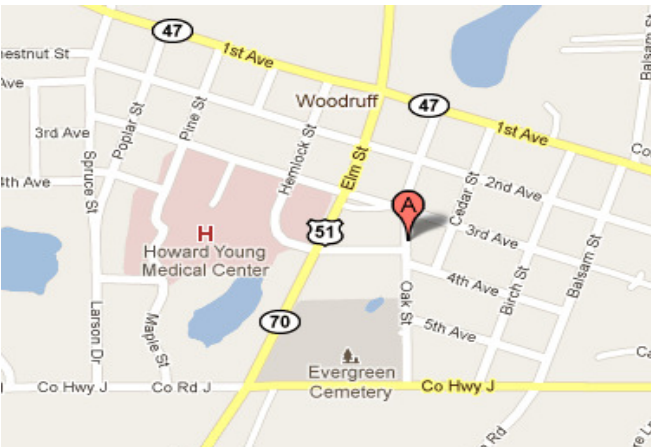
## Northwoods Association of Realtors & Greater Northwoods MLS

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 (for directions visit [tinyurl.com/4xqvvk9](http://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](http://tinyurl.com/3shxt66)

[tinyurl.com/3lm6jms](http://tinyurl.com/3lm6jms)

[tinyurl.com/43jgfyv](http://tinyurl.com/43jgfyv)

# NWAR 2012 Installation Dinner Recap

The NWAR 2012 Installation Dinner held this year at Little Bohemia in Manitowish Waters went off without a hitch as usual, aside from the minor issue of a power outage resulting from high winds. Whereas members had to forego the dinner itself due to the outage, we were able to huddle together in a back room that still had power to perform the ceremonies.

Prior to the ceremonies, a meeting of both boards voted unanimously in favor of ratifying Matt Seeger as NWAR Administrative Executive and Lon Fisk as full-time GNMLS MLS Coordinator. Thanks everybody!

Emcee, mixologist and WRA President Michael Theo performed the installation and delivered a memorable speech comprised of a perfect blend of wit and wisdom with a splash of vermouth and an olive on top! New officers sworn in at the meeting for NWAR were President Peggy Johnson-Wiessner, President-Elect Mark Wagner and Treasurer Denise Goldsworthy. New NWAR Directors sworn in for 2012 were Jean Butler, Ed Choinski and Patty Werner. New GNMLS President Pete Morgan was unable to attend, but President-Elect Andrea Krueger and returning Treasurer Mark Wagner were each sworn in, as well as new GNMLS Director Adam Redman. New NWAR member Jeff Visner of Visner Realty in Eagle River made his REALTOR® pledge. Welcome to NWAR Jeff and all our new members over the past year!

Outgoing NWAR President Jerry Burkett and GNMLS President Erik Johnson were presented with gavels in gratitude for their dutiful service, and Joan Seramur presented Jerry and Peggy with a lovely bouquet. Jerry was also named NWAR REALTOR® of the year (see page 2 article for details). Congrats also to Ed Choinski of 4 Star Realty who won \$57 dollars in the RPAC 50/50 fundraiser!

Thanks to everyone who braved the elements to come out, and we hope you had fun despite the weather and empty bellies. I will make sure to bring my Smokey Joe grill to next year's dinner just in case!

Matt



New WRA President Michael Theo delivers a rousing speech while Joan Seramur waits patiently for her club soda.



Peggy Johnson-Wiessner and sister Bonnie Byrnes both claim to have the winning ticket for the 50/50 drawing.



New member Jeff Visner receives his REALTOR® pin while John Misina of Eliason-Eagle River takes another sip upon learning there's a new competitor in town.



Outgoing GNMLS President Erik Johnson receives his gavel and breathes a sigh of relief that he won't have to write for the newsletter again next month.



Sonny Reeder took a turn behind the bar to do his "Cocktail" impression. Unfortunately, the bottle did not survive the attempt.