



The Realty Review

Volume 1, Issue 3
September 2011

Northwoods Association of Realtors & Greater Northwoods MLS

President's Message

Jerry Burkett, NWAR

My message to you is very simple: Thank You.

Thank you for allowing me to be your President this past year. Thank you to all of the board members and the committee chairpersons that step up and serve.

Thank you to all of the members who have been so helpful with suggestions and comments, and who have stayed the course and continued to sell during these trying times, continued to serve their sellers and buyers to the best of their ability, and bring honor to the word REALTOR.

Thank you to Matt and Lon, who were placed in a very difficult position and turned that position into a wonderfully responsive office.

Thank you Peter and Peggy for stepping up and assuming the role of



President for both boards.

Thank you, Joan, for guarding the treasury like the true soldier you are. Your service to the board and our organization is unparalleled.

Thank you, Mark and Andrea, for being our President-Elects for this coming year.

Thank you to Bill Malkasian and to Tracy Rucka for their never ending support for this

board, and for always returning my calls.

Thank you to our affiliates and advertisers for supporting our organization.

Thank you to my office and wife for allowing me to serve, and handling our business when board duty calls and I am missing from our firm.

Thank you for participating in our first internet RPAC auction, and our lockbox poll this past week.

Thank you.



The Buzz:

- Installation Dinner Sept 29th at Little Bohemia
- ABR Training - Last Chance to Earn CE Credit Right Here in Woodruff!
- Thumbnail View Now Available in InterfaceExpress

Affiliate Spotlight

NORTHERN TITLE & ABSTRACT CORP.

Locally owned and operated, proudly serving the greater Northwoods area for more than a half century.

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NWAR/GNMLS Installation Dinner Sept. 29th

Please join us at the annual NWAR/GNMLS Board Installation Dinner, being held this year at Little Bohemia Lodge in Manitowish Waters, site of the Dillinger shootout featured in "Public Enemies". Our guest speaker and installation officer will be new WRA President Michael Theo.

The event will begin with cocktails at 6pm followed by the installation and dinner at 7pm, and the cost is \$25 per person. For details and registration, click the event link on our homepage or go to tinyurl.com/3tzqtoa. Time is short, so please register by September 25th. We hope to see you there!

President's Message

Erik Johnson, GNMLS

As the fishing and golf seasons draw to a close, so does my presidency. It's been a pleasure serving our members this past year, and I leave you all in the very capable (and large) hands of Pete Morgan.

Thank you to all our members for your continued support of GNMLS as our board and office staff transition to new leadership, and I am very confident that Lon and Matt will provide you with excellent service in the future.

As a reminder, the board installation dinner is next week at Little Bohemia in Manitowish Waters. It is a historic site with great food, so I hope you'll join us for one last hurrah before going into winter hibernation.



I wish you all a beautiful autumn, a joyous holiday and Packers football season and a prosperous 2012!

Thanks again and happy hunting!

Thumbnail View Added to MLS

A new thumbnail view feature has been enabled for all our users in InterfaceExpress. All you have to do to use it is run a search as normal, then click the dropdown on the top right to view details and thumbnail images of your searched listings. For more details, check the thumbnail view information guide in the Resource tab in InterfaceExpress.

This feature will also be available in the near future for clients in Private Client Services (PCS), so please try it out yourself and we'll let you know when it's enabled for your customers as well.

Many more MLS enhancements are in the pipeline, so please let us know if you have any questions or enhancement requests. We'll do our best to make sure our MLS meets all our members' needs!

ABR Training - Last Chance!



WRA is offering Accredited Buyer's Representative training at the board office in Woodruff on September 26-27 (Mon/Tues). This 2-day course will be facilitated by Cheryl Eskridge and is required to obtain ABR designation, the benchmark of excellence in buyer representation. The ABR course fulfills continuing education credit for courses 1, 2 and 4.

Attendees must be paid in advance. Please visit tinyurl.com/5s52ndf or contact Della at 800-279-1972 for details and registration.

RPAC Auction Results

The RPAC auction ended September 20th and the total raised was nearly \$4000!

Thanks to all our members for your generous bids, and we hope you enjoy the items you won! Please visit board office M-F between 8 and 5 for payment and pickup.

Realtors® on the Move

September 2011



Welcome New Members

| Name | Office |
|----------------|---------------------------------|
| Jeffrey Visner | Visner Realty Inc - Eagle River |

Transfers & Releases

| Name | From | To |
|--------------------|-----------------------------------|-------------------------------|
| Bruce McDowell | C21 Greater Northwoods - Minocqua | Vacationland Props - Minocqua |
| Rachel Rudolph | Signature Realty, Inc - Lakewood | Up North Realty - Mountain |
| James T. Carey III | Vacationland Props - Eagle River | |
| Rodney Fleischman | Weichert-Pinnacle Group - Antigo | |
| Kelly Kazda-Roach | Eliason Realty of St Germain | |
| William Howard | CB-Mulleady, Minocqua | |

You miss 100% of the shots you don't take. - Wayne Gretzky

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 |

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.atozhomeinspectserv.com

Baas Inspection Agency LLC
Office 715-545-3292 • Cell 715-891-0323
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www.BAASINSPECTIONAGENCYLLC.com

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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

Selling bonuses: At the end of your MLS entry form you will find a field for showing selling bonuses. This field also now appears as a column in the hot sheets so you may easily let everyone know about selling bonuses. Place additional information, such as deadlines, in your SPAL Realtor remarks section.

We are planning a BASIC introduction to Realty Server Interface class on October 6th for agents and staff new to our MLS systems. This class will be taught by Patty Werner from 10:00 to 11:30 a.m. in the Woodruff board offices at 320 Oak St. We look forward to meeting more of you.

Many thanks to our current GNMLS board members for all of their hard work. I look forward to continuing to work with them and incoming officers in an exciting year to come.

MLS Tip: Prospecting? You can add the "relisted" column to find properties that have expired and not been relisted. Enter an expired date range in your search criteria, perhaps save the search and run it often to look for potential clients in your neighborhood.

WRA Continuing Education

| | | | |
|----------|--------------------------------|------------|------|
| 10/4/11 | CE - Course 1 - 8:30-12 P.M. | Green Bay | |
| 10/4/11 | CE - Course 2 - 1-4:30 P.M. | Green Bay | |
| 10/6/11 | CE - Course 1 - 8:30-12 P.M. | Appleton | |
| 10/6/11 | CE - Course 2 - 1-4:30 P.M. | Appleton | |
| 10/6/11 | CE - Course 1 - 8:30-12 Noon | Ripon | |
| 10/6/11 | CE - Course 2 - 1:00-4:30 P.M. | Ripon | |
| 10/11/11 | CE - Course 3 - 8:30-12 P.M. | Green Bay | |
| 10/11/11 | CE - Course 4 - 1 - 4:30 P.M. | Green Bay | |
| 10/13/11 | CE - Course 3 - 8:30-12 P.M. | Appleton | |
| 10/13/11 | CE - Course 4 - 1 - 4:30 P.M. | Appleton | |
| 10/13/11 | CE - Course 3 - 8:30 - 12 P.M. | Ripon | |
| 10/13/11 | CE - Course 4 - 1:00-4:30 P.M. | Ripon | |
| 10/13/11 | CE - Course 3 - 8:30-12 P.M. | Janesville | |
| 10/13/11 | CE - Course 4 - 1-4:30 P.M. | Janesville | |
| 10/19/11 | CE - CE1 - 8:30-12 P.M. | Madison | \$27 |
| 10/19/11 | CE - CE2 - 1-4:30 P.M. | Madison | \$27 |

*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

Thanks to everyone who participated in our lockbox poll and RPAC fundraiser auction. We hope you found them easy to use and perhaps even enjoyable!

I'd also like to extend my gratitude to our outgoing board members including Presidents Jerry Burkett and Erik Johnson. Each of you provided invaluable guidance in helping familiarize us with the NWAR/GNMLS culture and policies, and we greatly appreciate the opportunity to have worked and to continue working with you!

Lastly, a special thanks to Treasurer Joan Seramur and Professional Standards Chair Rick Zoerb, both of whom have volunteered a considerable amount of time helping me fit into the many hats an AE must wear. We will strive to provide a level of service to our members that mirrors your exceptional efforts!

AE Tip: Are you a copious note-taker? Then check Evernote at www.evernote.com for a tool that lets you store and access your notes on the web!

Board of Directors 2011

*All phone numbers in area code 715

Northwoods Association of Realtors

Officers:

Jerry Burkett, President 479-3090
 Peggy Johnson-Weissner, Pres-Elect 686-2481
 Joan Seramur, Sec/Treas 356-0005
 Adam Redman, Past President 358-0450

Directors:

Joan Beil 356-4457
 Diana Chopin 479-3090
 Jake Nelson 369-1223
 Marcia Pluess 477-0777
 Sonny Reeder 477-2510
 Brenda Thompson 356-3207

Greater Northwoods MLS

Officers:

Erik Johnson, President 356-3207
 Pete Morgan, Pres-Elect 356-2121
 Mark Wagner, Sec/Treas 762-3291
 Jim Mulleady Jr., Past President 479-1774

Directors:

Bonnie Byrnes 686-2481
 Michael Denis 362-3944
 Lynette Jacobson 453-4503
 Andrea Krueger 453-3365
 John Misina 479-4431

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.

Retirement Announcement

After 35 years as Broomell Appraisals, Dare and Mary Broomell have retired. They plan to continue their involvement in real estate by measuring and photographing house listings as Broomell Data Service. Please send regards and/or inquiries to broomell@newnorth.net.

NWAR and GNMLS thank Dare and Mary for their generation plus of membership, and we wish them all the best in their future endeavors!

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

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