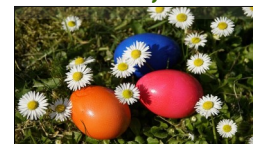


# The Realty Review

Volume 10, Issue 4



April 2020

Northwoods Association of REALTORS® & Greater Northwoods MLS®

## President's Message

Jon Long, NWAR

Hard to believe all the changes we are going through since the last newsletter I wrote over a month ago. Almost all of our lives have been turned upside down. However, the interest rates remain as low as they have been at almost any point in history and that seems to have kept the real estate market active!

At the board office, Matt and Lon are doing their part to be safe by working from home. Rest assured they are able to perform their normal job tasks just as effectively and can be reached (Lon 356-9189/Matt 356-3400). Please use the resources we have at hand for [COVID-19 related topics](#) that can be found on our FB pages as well as the pop-ups. Matt and Lon have done a fantastic job of making those readily available.

We are planning on keeping our election date of June 4th but sadly we are choosing to postpone our annual golf outing, meeting, and dinner to sometime in late August or early September so keep an eye out for that. Our election will happen electronically and should be easy



to do. Our live CE has also been postponed to October, but feel free to go online to [WRA.org](http://WRA.org) to do it from the safety of your desk as well. Remember your CE must be completed by early December so don't delay too long!

April is [Fair Housing Month](#) and even at times like these, it's important for REALTORS to enact policies (especially concerning live showings) that are consistent with state and federal Fair Housing laws.

As we continue to navigate these trying times, please use this as an opportunity to add more tools to your selling toolboxes such as videos, remote showings via many different platforms, video walk throughs and even remote closings using a notary that can work through a video platform. Who knows what the future may hold but one thing is for sure, for those willing to adjust how they do business, business will continue to happen!

Stay safe out there!

### The Buzz:

- **Congressional District 7 Election - May 12th**
- **"Taking Good MLS Photos" L&L (Webinar) - May 13th**
- **NWAR/GNMLS Election Info & Event/Class Reschedulings**

### \*New\* Sponsor Spotlight

**loanDepot**

At loanDepot, we understand that purchasing a home is one of the biggest purchases in a lifetime. We've streamlined our processes to ensure that the experience of obtaining your mortgage is as smooth and stress-free as possible, especially during these times. loanDepot is now doing Hybrid Closings (where most docs can be e-signed) significantly reducing the amount of time at closing. We are also now approved to do some appraisals as drive by or desk review so the appraiser doesn't have to enter your home. loanDepot is constantly innovating to make the borrower our number one priority.

Team Potesman - [Larry Potesman](#)

Loan Consultant, NMLS #293783

Ph: (847) 262-3266

[LoanDepot.com](http://LoanDepot.com)

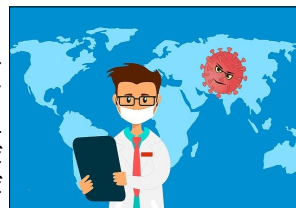


## COVID-19 Resources

In times such as these, it is no small feat to continue practicing real estate given such difficult circumstances. We at NWAR/GNMLS express our gratitude to each of you for the initiative you have taken to continue operating in a manner that is respectful of health safety concerns while continuing to meet the needs of buyers and sellers. To help in that regard, we are doing all we can to keep you informed of rapidly-changing regulations and relief programs and will continue to do so until we can safely say this woeful moment in history is behind us.

NWAR has a resource page on our website blog at [northwoodsrealtors.org/covid-19-resources](http://northwoodsrealtors.org/covid-19-resources) with several NAR, WRA and government resources to help you navigate these troubled waters. We are updating that page regularly as well as posting new developments to our [Member Facebook Group](#). GNMLS also has a blog post up at [northwoodsrealtors.org/showings-during-covid-19](http://northwoodsrealtors.org/showings-during-covid-19) with tips on how to inform fellow REALTORS about showing options and restrictions as well as other best practices.

Stay safe and we are here to help however we can. Better days will return before long.



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## President's Message

Jackie Leonhard, GNMLS

Greetings! It seems buyers continue to line up with suitcases of cash, or at least call and email looking for a safe home UP North. Sellers are a bit more hesitant.

Regarding showings:

- Mind fair housing rules regarding showing restrictions. It is safer to say "tours may involve qualified buyer only" or "maximum 2 persons plus agent" rather than "nobody under age 18" for example.
- If the seller requests showing restrictions, get an amendment putting the sellers wishes in writing.
- Use the special REALTOR Remarks field to clearly communicate any showing restrictions, such as



electronic showings only or no in-person showings prior to an accepted offer.

- Be careful not to misrepresent the availability of showings and cooperation per the REALTOR Code of Ethics. If there are no showings allowed, put the listing On Hold until they are allowed.

The Northwoods may become one of the hottest markets in the country as people exit high density population centers. Telephone and online contacts

seem to be keeping many REALTORS busy now. Low inventory has buyers looking at listings that have been on all winter and new listings are getting offers fast. Keep a positive outlook on the market! Listings are up 3.5% from this time last year. Stress to sellers that now is the time to list and buyers should be reminded to buy before interest rates go up in the future.

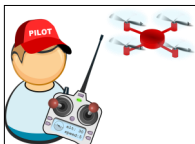
Remember NAR Policy 8.0 requires that as of May 1<sup>st</sup>, listings MUST be entered in the MLS in ONE business day if a sign is posted or any other public marketing is done. NAR is not delaying this for COVID-19. Fines will be enforced with no warnings.

Keep an eye out for communications for the annual golf outing, RPAC auction and dinner, hopefully later in the summer.

Jackie

## FAA Drone Rules for REALTORS

While many in the Northwoods have a "can do" attitude toward finding any way feasible to get something done, we must nonetheless ensure our efforts are consistent with the law.



In order to use small (<55lb) drones for commercial photography, [FAA regulations under Section 107](#) require drone pilots for commercial purposes to possess either a [Section 333](#) exemption or a [Remote Pilot Certificate](#) after passing an exam on rules relating to location, time of day, drone size and speed, altitude and more.

Please visit [www.nar.realtor/drones](http://www.nar.realtor/drones) and click the Legal or References tabs for more info to ensure you are following the rules and avoiding a potentially hefty FAA fine (avg fine \$1100-\$2200).

## NWAR Scholarship - Due May 1<sup>st</sup>

**LAST CALL** for NWAR Family Scholarship applications that are due May 1<sup>st</sup>.

This is open to students graduating from high school or the equivalent in 2020 whose parent or legal guardian is a NWAR Member (REALTOR or Affiliate) in good standing since April 1<sup>st</sup> 2019 or earlier. Those selected will receive a one-time scholarship from \$500-\$1000.



**Details & Application:** [bit.ly/NWARFS20](http://bit.ly/NWARFS20)

## April is Fair Housing Month

Earlier this month, NAR released information and tools to help you observe "**Fair Housing Month at Home**". Resources include recommended books, videos ranging from a few minutes to an entire feature film, podcasts and the [Fair Housing Month Poster](#) that you can display in your office - be it physical or virtual.

We remind everyone during Fair Housing Month to continue to follow federal and [Wisconsin Fair Housing Law](#) - particularly when it comes to showing restrictions. For example, setting restrictions on total persons touring a home is more consistent with Fair Housing Law than restrictions based upon age which is a protected class. Taking care for the safety of all involved is very important of course, but even pandemics don't nullify the Fair Housing Act.

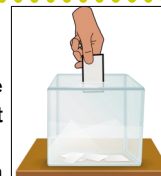
WRA also posted a new **Fair Housing Quiz** you can use to test your Fair Housing knowledge at: [bit.ly/WRA-FHQuiz20](http://bit.ly/WRA-FHQuiz20)



## NWAR & GNMLS Elections Going Online

While on the subject of elections, don't forget to vote in the **May 12th election for the Congressional District 7** seat vacated by Sean Duffy - details at [myvote.wi.gov](http://myvote.wi.gov).

As for our elections, an online ballot will happen soon asking GNMLS Participants to approve a bylaw change allowing elections via online ballot. This is necessary since while current GNMLS bylaws do allow bylaws revisions to be voted upon online, it does not do the same for elections. Approving that will allow GNMLS to join NWAR (which already allows for it) to hold both elections online in June. More coming soon and if approved, voters will get an email from ElectionRunner in June to vote in either/both elections depending upon your Membership type(s).





Affiliate Company	Location	Affiliate Name	Phone
<a href="#">AmeriSpec Inspection Services</a>	Rhineland	<a href="#">Brad Francis</a>	715-493-0185
<a href="#">Associated Title &amp; Closing Services</a>	Ironwood MI	<a href="#">Roy D'Antonio</a>	906-932-6340
<a href="#">Big Moose Home Inspections</a>	Bessemer MI	<a href="#">Tom Ruemenapp</a>	906-663-2221
<a href="#">CoVantage Credit Union</a>	Antigo	<a href="#">Michelle Brettingen</a>	715-627-4336
<a href="#">CoVantage Credit Union</a>	Antigo	<a href="#">Pam Jansen</a>	715-627-4336
<a href="#">CoVantage Credit Union</a>	Crandon	<a href="#">Angela Retzlaff</a>	715-478-5100
<a href="#">Gowey Abstract &amp; Title</a>	Minocqua	<a href="#">Mike Brandner</a>	715-356-3000
<a href="#">Home Warranty Inc.</a>	Rock Rapids IA	<a href="#">Jason Probst</a>	877-977-4949
<a href="#">IncredibleBank</a>	Minocqua	<a href="#">LeAnn Hayden</a>	715-358-9319
<a href="#">JP Home Inspections</a>	Rhineland	<a href="#">James Pueschner</a>	715-360-7228
<a href="#">Knight Barry Title Service</a>	Minocqua	<a href="#">Patrick Hugunin</a>	715-439-4114
<a href="#">mBank</a>	Eagle River	<a href="#">John Hletko</a>	715-477-3841
<a href="#">mBank</a>	Eagle River	<a href="#">Cathy Humbaugh</a>	715-477-3885
<a href="#">Northern Title &amp; Abstract</a>	Rhineland	<a href="#">Al Mancl</a>	715-365-5000
<a href="#">Northwoods Property Inspections</a>	Park Falls	<a href="#">Michael Weidman</a>	715-934-9105
<a href="#">Northwoods Title &amp; Closing Svcs</a>	Eagle River	<a href="#">Maryann Fath</a>	715-479-6459
<a href="#">Oneida Title &amp; Abstract</a>	Rhineland	<a href="#">Jeanne Smith</a>	715-362-3348
<a href="#">People's State Bank</a>	Eagle River	<a href="#">Val Dreger</a>	715-479-1794
<a href="#">People's State Bank</a>	Minocqua	<a href="#">Tim Sanderson</a>	715-358-7070
<a href="#">Shoreline Title Services</a>	Rhineland	<a href="#">Greg Peckels</a>	715-369-3934
<a href="#">The Cayo Group at Inlanta Mortgage</a>	Minocqua	<a href="#">Dee Cayo</a>	715-358-9700
<a href="#">Tomahawk Community Bank SSB</a>	Tomahawk	<a href="#">Shelly Cole</a>	715-453-5354
<a href="#">Tomahawk Community Bank SSB</a>	Tomahawk	<a href="#">Deb Duncan</a>	715-453-5354
<a href="#">Tomahawk Community Bank SSB</a>	Tomahawk	<a href="#">Jennifer Nerva</a>	715-453-5354
<a href="#">Vilas Title Services</a>	Eagle River	<a href="#">Rick Ernst</a>	715-479-4070

## NWAR Sponsors\*

### ENV Property Solutions

Fifield  
Barbara Flietner  
Ph: 715-661-0561

[ENVPropertySolutions.com](#)

Mold/lead/asbestos investigations,  
soil/groundwater testing & more



[loanDepot.com](#)  
Schaumburg, IL

Larry Potesman

Ph: 847-668-1441

[loanDepot.com](#)

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Minocqua

Shelly Huske

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103 N Railroad St,  
Eagle River

\* These are non-member paid advertisements not specifically endorsed or promoted by NWAR.

## MLS Memo



Lon Fisk - [NWARLonF@gmail.com](mailto:NWARLonF@gmail.com)

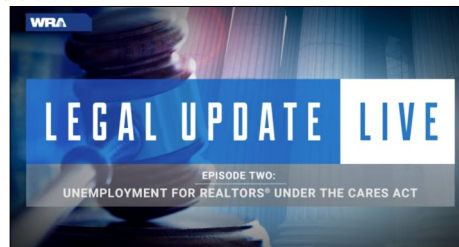
Please remember not to misrepresent the availability of a home for showings and cooperation by leaving it Active if the seller is not allowing any access. If there is no ability for a showing, the listing needs to be ON HOLD, until they are ready.

You can be creative in how you show Active listings.

- The listing agent or seller with their agent's guidance could do a live showing via phone/tablet video cameras, pointing the camera at whatever the buyer wished to view.
- The seller may restrict showings to only the potential buyers, a limited number of people, to those with preapproval from their lender, or only following an accepted offer, etc. Just guard against Fair Housing violations.

See more details and options at the NWAR website here: [bit.ly/GNMLS-ShowingTips](http://bit.ly/GNMLS-ShowingTips)

**MLS Tip:** Xposure now saves a recent search history if you need to return to a search.



To help you stay informed on rapidly-evolving changes to regulations and relief efforts, WRA is hosting weekly 30-minute "Legal Update Live" sessions where Members can learn the latest and ask questions of WRA's Legal and Government Affairs teams. Replays can be viewed on the WRA website at: [www.wra.org/LEGALTALKS](http://www.wra.org/LEGALTALKS)



NAR started a new "Right Tools Right Now" program that offers several free or deeply-discounted webinars, online education courses and digital tools to help REALTORS. They currently have a free e-Pro Certification course, a free Pricing Strategies: Mastering the CMA course and even [free telehealth access thru May 31st](#). Check it out at:

[www.nar.realtor/right-tools-right-now](http://www.nar.realtor/right-tools-right-now)



## AE Corner

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

We welcome new Affiliate **Jason Probst** at **Home Warranty Inc** and new Sponsor **Lori Collins** at **SonicNet**. See their info in highlights above and please consider them among our many other fine Affiliates and Sponsors when referring clients and customers. We also extend congrats to **Lee Chaney** and **Jake Flohr** who both earned their WI Broker license recently!

If you missed our "USDA-WHEDA-FHA" Panel Discussion on March 12th, you can access the handouts in our Dropbox at: [bit.ly/NWAR\\_Panel\\_Mar2020](http://bit.ly/NWAR_Panel_Mar2020). Special thanks to NWAR Director **Ashlei Smith** for the idea and a great job hosting the discussion and Appraiser Member **Chris Seeliger** for sharing tips on how REALTORS can help facilitate swift loan approval.

The **NWAR/GNMLS Golf Outing/TPAC Auction/Dinner** will be postponed until a TBD date in late August or early September - watch for more info in future newsletters.

**Live Real Estate CE** scheduled in Minocqua in May has been postponed until 10/30-11/2-11/3, and **video CE** has also been moved to September thru November. WRA emailed those registered with options to either reschedule or request a refund.

**AE Tip:** WRA is offering Members a free 14-day trial of **Taxbot** - a mobile app that does automatic mileage and expense tracking.  
[CLICK HERE](#) to start your free trial.

## REALTOR Anniversaries

Congratulations to the following NWAR Members celebrating a quinquennial anniversary in March or April:

### 30 Years:

**John Ariola** - Century 21 Burkett & Assoc., Eagle River

### 25 Years:

**Peggy Houle** - The Appraisal Shoppe, Crandon

### 20 Years:

**Colleen Swanson** - Re/Max Property Pros, Minocqua

### 15 Years:

**Kelly Ferg** - Re/Max Property Pros, Minocqua

**Ryan Hanson** - Lakeland Realty, Minocqua

**Denise Hervey** - Redman Realty Group, Minocqua

**Jennifer Vozka** - Re/Max Invest, Rhinelander

**Linda Long Wohlleber** - Redman Realty Group, Minocqua

### 10 Years:

**Marc McCallum** - Re/Max Woodlands & Water, Hazelhurst

### 5 Years:

**Charity Boldebuck** - C21 Burkett & Assoc., Eagle River

**Tarah Rappley** - First Weber, Rhinelander

**William Wendorf** - Eliason Realty of the North, St Germain

Members who attend a general meeting within 1 year of anniversary will receive a free anniversary pin. Those who do not attend may order a pin (cost \$10) by contacting NWAR.

## YTD Sales Update

On/Off Water	Median Price		Units	
	2019	2020	2019	2020
SFH Off	120,450	116,000	160	219
SFH On	220,000	269,500	137	133
Land Off	21,000	40,000	85	83
Land On	60,000	79,000	57	56

Sales through March kept pace with 2019, though off-water SFHs showed big gains in volume and on-water SFH and lots (on and off) saw impressive price gains.

While it's hard to expect that trend to continue into spring for obvious reasons, there are currently over 300 pending sales in GNMLS that will hopefully make it to closing soon. Keep your head high and be ready to adapt to buyers' and sellers' needs. Most of all, stay safe and make sure to get your Z's. Better days aren't far off.

More stats at: [bit.ly/NWAR-Stats](http://bit.ly/NWAR-Stats)

## Lockbox Leaders

% Active Listings w/LBs	
4 Star Realty	100%
Century 21 Ace Realty	100%
Dollhouse Elite Realty	100%
Esckridge Real Estate	100%
Woodland Lakes Realty	89%
Northwoods Community Realty	83%
Bolen Realty	80%
Key Insight	75%
Schmidt-Haus Realty	71%
Redman Realty Group	67%

Active Listings (exc land/comm): 1527  
LB Participants Active List: 1345 (88%)  
Eligible Listings w/LBs: 614 (46%)

View SentiLock lockbox training guides, tip sheets and more at: [bit.ly/NWAR-LBS](http://bit.ly/NWAR-LBS)

## "Taking Good MLS Photos" L&L - May 13

Our final Lunch & Learn (BYOL) of the season titled "Taking Good MLS Photos" is **Wednesday May 13<sup>th</sup>** from **11:45a-1:00p**. (via videoconference). NWAR Director and Education Committee Chair **Andy Harris** will share tips on how to bring out the best in your listings. He will also cover drone photography and important rules to heed regarding commercial drone photography. **Lon Fisk** will join Andy to answer questions on GNMLS policy matters with photos.

Visit [bit.ly/NWAR-LNL](http://bit.ly/NWAR-LNL) to fill out a quick poll to let us know if this class interests you. We will contact you as the date approaches with a link to join via Google Meet, and we suggest using Google Chrome browser for the best user experience.

## Upcoming Lunch & Learns (11:45a-1:00p)

Date	Course Name & Location	Instructor
May 13	Taking Good MLS Photos Videoconference	Andy Harris NWAR Education Committee Chair

**L&L Schedule & Registration:** [bit.ly/NWAR-LNL](http://bit.ly/NWAR-LNL)

See several years of past L&L docs at:  
[bit.ly/NWAR-L-L-Docs](http://bit.ly/NWAR-L-L-Docs)

## REALTORS® on the Move:

### New GNMLS Subscribers:

Name	Office
Kevin DeHaan <sup>1</sup>	Re/Max Property Pros - Eagle River
Long Doan	Realty Group* - Coon Rapids, MN
Hunter Flannery <sup>1</sup>	Homeland Realty - Crandon
Donald Grundy <sup>1</sup>	EXP Realty - Minocqua
Jeffrey Gunther	Realty Group* - Coon Rapids, MN
Zachary Hicks	EXP Realty - Minocqua
Kimberlee Holbrook <sup>1</sup>	C21 Northwoods Team - Crandon
Ann Knezic	Elite Premier Properties* - Irvine, CA
Andrew MacIntyre <sup>1</sup>	Coldwell Banker Mulleady - Rhinelander
Ransey Osness <sup>1</sup>	First Weber - Rhinelander
Robert Panter	SCS Real Estate - Mosinee
Alissa Prentice	Exit Midstate Realty - Weston
Kylie Schneider <sup>1</sup>	First Weber - Rhinelander
Jodi Spangberg	NextHome Leading Edge - Rothschild
Nate Stiegler <sup>1</sup>	Redman Realty Group - Minocqua
Brenda Stiegman <sup>1</sup>	Northwoods Community Realty - Tomahawk
Matt Wallmow <sup>1</sup>	Redman Realty Group - Rhinelander

### Transfers & Releases:

Name	From	To
Christopher Burke	Steigerwaldt Land Sales - Tomahawk	
Matt Jorgensen	Keller Williams - Green Bay	
Elena Levin	RealHome Services & Solutions - Chicago	
John Nedden	Absolute REALTORS - Antigo	Integrity Realtors - Antigo
Joe Peters	Peters Real Estate* - Lake Tomahawk	
Steven Peters	Peters Real Estate* - Lake Tomahawk	
Ashlei Smith	Re/Max Property Pros - Tomahawk	
Robert Vandermeer	Roberts Appraisal Service - Athens	
Doug Wiesbrock	First Weber - Minocqua	

<sup>1</sup> = New NWAR Member  
\* = New GNMLS Office  
^ = Closed MLS Office



"I feel that it is healthier to look out at the world through a window than through a mirror. Otherwise, all you see is yourself and whatever is behind you."  
- Bill Withers (RIP 1938-2020)

## Board of Directors 2019-20

(Area code 715 unless otherwise noted)

### Northwoods Association of REALTORS®

#### Officers (Term^):

Jon Long, President	453-4910
Andrea Krueger, President-Elect	453-3365
Joyce Nykolayko, Treasurer (1)	546-3900
(Vacant), Past President	

#### Directors (Term-Year - limit 2-2):

Tom Bird	(1-1)	356-9521
Kim Brixius	(1-1)	453-1188
Andy Harris	(2-1)	543-8900
Erik Johnson	(1-1)	892-1234
Ed Raasch	(1-2)	224-3800
Cassi Rupnow	(1-1)*	356-4457
Pete Rondello	(1-2)	358-0450
Ashlei Smith	(1-1)	453-1188

^ President, President-Elect and Past President terms are 1 year each; Treasurers may serve up to two 1-year terms.

\* - Appointed to 1-year (or shorter) term to fill vacancy

### Greater Northwoods MLS®

#### Officers (Term^):

Jackie Leonhard, President	453-2673
Jerry Burkett, President-Elect	479-3090
Dan Pudlo, Treasurer (1)	547-3033
John Misina, Past President	479-4431

#### Directors (Term-Year - limit 2-2):

(Vacant)		
Ed Choinski	(2-1)	493-7827
Sandy Ebben	(2-1)	365-3000
Joe Flanders	(1-1)	420-1100
Brenda Thompson	(2-2)	358-0494
Julie Winter-Paez	(1-2)	480-4333

#### Next Board Meetings:

Thursday, May 21st (videoconference)  
GNMLS - 8:30am  
NWAR - 10:00am

Meetings are (usually) the third Thursday of each month - Members welcome!



The National Association of REALTORS® MVP Program encourages members to take actions that will benefit NAR and members while rewarding them for being active within their association.

If you download NAR's free "Ultimate Guide to Instagram..." or "Recruiting Top Agents Using Technology" eBooks by 4/30, you will earn a free **Ultimate Instagram Content Pack for REALTORS® (\$149 value!)**.

**Claim your MVP reward at:**

**[MVP.REALTOR.ORG](http://MVP.REALTOR.ORG)**

**NWAR Committees, Chairpersons & Duties:** <https://northwoodsrealtors.org/committees>

## Northwoods Association of REALTORS® & Greater Northwoods MLS®

PO Box 377 Phone: 715-356-3400  
320 Oak St, Suite B Fax: 888-399-2118  
Woodruff, WI 54568 [Staff@NorthwoodsRealtors.org](mailto:Staff@NorthwoodsRealtors.org)

Our office hours are 8am-5pm Monday through Friday

**Board Office Location:** [bit.ly/NWAR-Map](http://bit.ly/NWAR-Map)

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 480 brokers, agents and appraisers.

### NWAR & GNMLS on the Web:

**NWAR Homepage:** [NorthwoodsREALTORS.org](http://NorthwoodsREALTORS.org)

**Member FB Group:** [Facebook.com/Groups/NorthwoodsREALTORS](https://Facebook.com/Groups/NorthwoodsREALTORS)



[bit.ly/NWAR-FBK](http://bit.ly/NWAR-FBK)



[bit.ly/NWAR-TW](http://bit.ly/NWAR-TW)



[bit.ly/NWAR-YT](http://bit.ly/NWAR-YT)



[bit.ly/NWAR-LI](http://bit.ly/NWAR-LI)