

### The Realty Review

Volume 11, Issue 4



April 2021

Northwoods Association of REALTORS® & Greater Northwoods MLS®

#### **President's Message**

#### Andrea Krueger, NWAR

Hello again everyone and after an unseasonably warm March, it is my honor to welcome you back to winter! Fortunately we know it's fleeting since all the budding trees prove that spring has indeed sprung!

It has been over a year since we had a dinner event, and we

plan to ease back into it with an outdoor BBQ picnic following our golf scramble on June 3rd at Trout Lake Golf Club. Please read on for details and even if you aren't a golfer, I hope you will join us for an outdoor BBQ dinner - especially if you're a new REALTOR within the past year who has been waiting patiently to be inducted so you can enjoy a free meal and get your REALTOR pin! While we have had good luck with weather at our golf outings for some time, we will have a big tent setup just in case!

Last year's elections and RPAC auction were held online, and separating them from the golf-dinner event worked well so we plan to do it again. The NWAR and GNMLS elections will be done online on June 7th and June 9th respectively, and



the RPAC auction will be held online in August. We are hopeful that we will also have an indoor Installation Dinner event in late September.

April 29th from 1-3pm is the first of two special guest speaker events in 2021: a "Waterfront Concerns" panel

discussion **webinar** with three experts on riparian matters. Please register ASAP and Matt will email you a link to join!

Another big event was just docketed for **November 4th** at Cabaret Cove in Rhinelander: A special "**From Burned Out to Bada\*\***" LIVE seminar with well-known real estate speaker **Marguerite Crespillo**. Save the date and watch for more info in a future newsletter.

Fishing season opens soon and while you have to wait a few more days to fill your stringer with walleye, there's no time like the present to cast a line out to potential sellers looking to feast on historically high home values!

Happy fishin!

Andrea

#### The Buzz:

- "Waterfront Concerns" Panel Webinar - Apr 29 1-3pm
- Earn At Home With Diversity Certification for Under \$20!
- Save the Date! LIVE Guest Speaker Seminar - Nov 4th

\*New\* Affiliate Spotlight



Peoples State Bank opened in 1962 as an independent bank dedicated to customer satisfaction.

Tori is ready to help you with the intricacies of purchasing or refinancing your dream home. Tori will put her banking experience to work for you.



Tori Dunlap NMLS# 1883066 Eagle River 715.337.2614 bankpeoples.com

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#### Golf Scramble & BBQ Picnic - June 3rd

Scrub your clubs and call your bubs for the annual **NWAR/GNMLS Golf Scramble** on **June 3rd** at **Trout Lake Golf Club**. Golfers will enjoy 18 holes of world-class best-ball competition for a chance to engrave your name on the James B. Tait Memorial Cup! Prizes for top teams in multiple flights and individual skills, and you can win CASH by competing in our putting contest. Tee time is high noon and those arriving early can hit a free bucket of balls, but please make sure your team is ready to roll at 11:30!



Non-golfers are welcome to join us for an outdoor BBQ picnic starting at 4:30pm with all -you-can-eat BBQ beef brisket and chicken breast, baked beans, broccoli/cauliflower salad and Grandma's tater salad. While our magic 8-ball forecasts beautiful weather, we will have a big tent ready just in case! New REALTORS Jan 2020 - present: This is your chance to finally get a FREE dinner and REALTOR pin after reciting the REALTOR Oath!

See page 6 or click here for registration info - HOLE SPONSORS APPRECIATED!

#### Inside This Issue:

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#### President's Message

Jerry Burkett, GNMLS

All I can say this month is make hay when the sun shines. List and sell, and please, be nice to one another. The toes you step on today may be attached to the derriere you have to face tomorrow to make a deal.



DO UNTO OTHERS AS YOU WOULD HAVE OTHERS DO UNTO YOU.

God Bless.

Jerry

# "WATERFRONT CONCERNS" PANEL DISCUSSION WEBINAR THURS 4/29/21 - 1:00-3:00PM

Live Google Meet webinar with:

Pat Goggin, UWEX Lakes Bob Martini, OCLRA James Yach, WI DNR

Details & Registration: bit.ly/NWAR-Seminar21

#### Summer Ad Campaign

GNMLS is shifting their digital marketing effort toward attracting more sellers, so keep an eye out for new Facebook ads in that regard courtesy of our friends at **Kim Swisher Communications**. NWAR is hitting the airwaves to promote working with a REALTOR

via a WRJO Saturday morning news sponsorship now thru October and our special thanks to **Kim Brixius** who lent us her voice for the radio ad.

At right are print ads we are running in May thru September in Home Showcase and Summer Times. We hope you like since we spent quite a while making these from scratch to mimic NAR samples so we could add our association logo and consumer search portal!





# EXPERTS. NEIGHBORS. COMMUNITY LEADERS. Your ally in opening the

Your ally in opening the right doors for you.

TORS® are members of the National Association of REALTORS®.





#### AHWD Certification - BIG Discount!

NAR is currently offering a 20% discount on the "At Home With Diversity" Certification 6-hour online course. For just a \$79.20 course fee and 1-time application fee of \$40 (discounted from \$75 thru 5/31), you can earn a certification that shows your expertise transcends cultural barriers.



What's more, NWAR Members who earn a new NAR designation/certification in 2021

will receive a \$100 educational incentive award. Thus if you complete this course and earn your AHWD certification by 5/31, your out-of-pocket cost is less than \$20!

Register today to earn this valuable NAR Certification at the link below!

AHWD Certification: <u>bit.ly/AHWD-21</u>

#### **Tech Helpline NWAR Member Benefit**

We just had our largest REALTOR Orientation class in recent memory with over a dozen attendees. Therefore, now



is an opportune time to remind NWAR Members new or tenured that Tech Helpline is available to help solve your technology troubles!

With just a phone call, online chat or email, Tech Helpline can help you speed up your computer, fix a fritzing printer, unbreak a browser, solve your smartphone woes, get Outlook to cook and much more!

Take advantage of this FREE NWAR Member benefit at:

Tech Helpline: bit.ly/THL-NWAR

#### **NWAR Affiliates**

Affiliate Company	Location	Affiliate Name	Phone
AmeriSpec Inspection Services	Rhinelander	Brad Francis	715-493-0185
Associated Title & Closing Services	Ironwood MI	Roy D'Antonio	906-932-6340
Big Moose Home Inspections	Bessemer MI	Tom Ruemenapp	906-663-2221
CoVantage Credit Union	Antigo	Michelle Brettingen	715-627-4336
CoVantage Credit Union	Antigo	Pam Jansen	715-627-4336
CoVantage Credit Union	Crandon	Angela Retzlaff	715-478-5100
Gowey Abstract & Title	Minocqua	Mike Brandner	715-356-3000
Home Warranty Inc.	Rock Rapids IA	Jason Probst	877-977-4949
<u>IncredibleBank</u>	Minocqua	LeAnn Hayden	715-358-9319
Knight Barry Title Service	Minocqua	Patrick Hugunin	715-439-4114
Knight Barry Title Service	Rhinelander	Al Mancl	715-365-5000
<u>mBank</u>	Eagle River	John Hletko	715-477-3841
<u>mBank</u>	Eagle River	Cathy Humbaugh	715-477-3885
Northwoods Property Inspections	Park Falls	Michael Weidman	715-934-9105
Northwoods Title & Closing Srvcs	Eagle River	Maryann Fath	715-479-6459
Oneida Title & Abstract	Rhinelander	Jeanne Smith	715-362-3348
People's State Bank	Eagle River	Tori Dunlap	715-337-2614
People's State Bank	Minocqua	Tim Sanderson	715-358-7070
Shoreline Title Services	Rhinelander	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
Tomahawk Community Bank SSB	Tomahawk	Deb Duncan	715-453-5354
Tomahawk Community Bank SSB	Tomahawk	Jennifer Nerva	715-453-5354
Vilas Title Services	Eagle River	Rick Ernst	715-479-4070
Wisconsin Benefit Planning	Minocqua	Charlie Ouimette	715-356-2300

#### **NWAR Sponsors**\*

ENV Property Solutions Fifield Barbara Flietner Ph: 715-661-0561

Ph: 715-661-0561 ENVPropertySolutions.com

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

Kizorek Photography LLC

Minocqua

John Kizorek

Ph: 715-356-9955

KizorekPhotography.com

Real estate interior, exterior, drone photography and video.



loanDepot.com Schaumburg, IL

Larry Poteshman
Ph: 847-668-1441
loanDepot.com

Personalized mortgage loans ontime, every time at loanDepot.com



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

#### **MLS Memo**



Right now properties are selling fast. We all know what happens next—things slow down. Good comps will be needed by brokerages, appraisers, and underwriters to justify sales prices (as they are needed now). You have one opportunity to get a listing entered that will help the process when it is needed, and that time is now while you have an active listing.

Please enter complete and accurate data. Your buyer might be waiting several weeks for the appraisal before they can close. They wait longer because poor data slows the process for those required steps. Please provide multiple photos. It is best if you can upload at least 2 views of the exterior and 1 of each room. Lots must have a unique photo of the specific land for sale. Prepare to replace the snowy or brown photos with green ones in the next few weeks.

**MLS Tip:** Make sure to label the rooms in photos to help customers and appraisers.



Episode 4: The Color of Wisconsin Property Law

w/ Brian Anderson, General Counsel - ERDMAN

Sneak preview: bit.ly/3nyRZ5t

Details & Registration: bit.ly/3vsiOuQ



In the latest Capitol Insights podcast, Senator Dan Feyen joins Tom Larson to discuss ongoing efforts to address the need for more workforce housing in Wisconsin. A <u>2019 WRA Housing Study</u> found 3 Northwoods counties - Vilas, Oneida & Forest rated barely or not affordable - and that was two years ago! Watch another insightful episode at:

www.wra.org/capitolinsights



#### **AE Corner**

Matt Seegert - <u>matt@northwoodsrealtors.org</u>

While Fair Housing Month is almost over, all year is the right time to uphold our commitment to equal opportunity. We added Fair Housing resources on our website, and I encourage you to display the FH poster, complete the WRA quiz and NAR Fairhaven simulation - both are free and well worth the time! Remember also that NAR in November updated the Code of Ethics to prohibit REALTORS from harassing/hate speech based upon FH protected classes at ALL times - not just on the job. Read more about this at bit.ly/3udl60Z and/or watch a webinar replay at bit.ly/3xvQE43.

Thank you to all who attended mediation/ombudsman training last week, plus Prof Stnds Chair **Rick Zoerb** and soon-to-be successor **Tynan Anderson** who spent an additional full day at PS administrator training. Thank you as well to **Kim Brixius** for recording our radio ad and last but not least, thank you in advance to all who support our upcoming golf event by sponsoring a hole!

New REALTORS, make sure to sign up to be inducted and enjoy a FREE dinner!

**AE Tip**: Have buyers looking to build? Check out a wealth of "timeless" home plans at: bit.ly/3t2gWrb

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#### **REALTOR Anniversaries**

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

#### 35 Years:

Ray Weber - Eliason Realty of the North, St. Germain

Victor Bruss - The Real Estate Brokers, Hazelhurst Pete Tenderholdt - Coldwell Banker Mulleady, Rhldr

Sutten Stephan - Coldwell Banker Mulleady, Eagle Rvr <u> 15 Years:</u>

Jason Bredemann - Re/Max New Horizons, Phillips Tony Frisch - Woodland Lakes Realty, Tomahawk Jeremy McCone - Coldwell Banker Mulleady, Rhldr

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.

#### Jerry Meyer Passing

We received sad news that longtime former REALTOR Jerry Meyer passed away peacefully at home on April 18th at age 90.

An avid pilot, Jerry flew up north often with wife Loraine before opting to plant roots and launch

Jerry Meyer Realty in the early 70s. He was 1975-77 NWAR President, earned a 1977 Distinguished Service Award, and remained a REALTOR for 20+ more years before retiring 1998. Jerry also served as EO in the development of Beacons of Minocqua and was the first REALTOR to advertise in the Lakeland Times.

We extend our sincere condolences to Jerry's family, friends and former colleagues. View his obituary and share your fond memories at: bit.ly/2QsW2V6 Rest in peace, Jerry.

#### **YTD Sales Update**

On/Off	Median Price		Units	
Water	2020	2021	2020	2021
SFH Off	115,500	128,500	220	271
SFH On	269,500	275,000	133	231
Land Off	40,000	25,000	83	218
Land On	79,000	69,900	56	151

While material prices are soaring, buvers remain undeterred since land sales continue at a torrid pace of 165% higher volume through March versus Q1-2020. Existing home volumes are up a slightly less staggering 23-73% - most likely reflecting our historically low existing home inventory.

GNMLS is shifting gears in social media marketing to hopefully attract more sellers given that buyers are plentiful, and we recommend pulling a few reports at the link below to show any sellers hoping to "sell high" that the day they've been waiting for is TODAY!

#### **Lockbox Leaders**



Active Listings (exc land/comm): 819 LB Participants Active List: 697 (85%) Eligible Listings w/LBs: 267 (38%)

63%

62%

Re/Max Action North

**Bolen Realty** 

View GNMLS lockbox forms, training & resources at: bit.ly/GNMLS-LB

#### More stats at: bit.ly/NWAR-Stats

## May 12

Lunch & Learn Course - Location

Home Inspections (Webinar) w/ Michael Weidman

School is almost out for summer! Sign up for our last webinar of the season below and if you have any ideas for L&L classes you'd like to attend when we start up again in October, send it to matt@northwoodsrealtors.org and we will try to make it happen!

Lunch & Learn Interest Poll: bit.ly/NWAR-LNL

#### **REALTORS®** on the Move:

New GNMLS Subscribers:

Name	Office
Bethany Anderson	First Weber - Bessemer
Deborah Cappello <sup>1</sup>	EXP Realty - Minocqua
Stephen Conway <sup>1</sup>	Century 21 Burkett - Three Lakes
Susan Fuller	Century 21 Ace - Appleton
Linda Hulstrom	Re/Max Excel - Schofield
Amy Humecki	Haven Real Estate Co - Appleton
William Kessler	Century 21 Affiliated* - McFarland
Tiffany Matuszewski <sup>1</sup>	CR Realty - Antigo
Peter Meyer <sup>1</sup>	Redman Realty Group - Minocqua
Erik Mikkelsen	EXP Realty - Minocqua
Jacob Mizgalski <sup>1</sup>	EXP Realty - Minocqua
Angela Moreno <sup>1</sup>	Northwoods Community Realty - Tomahawk
April Rosemurgy	EXP Realty - Minocqua
Amanda Rainer <sup>1</sup>	Century 21 Burkett - Eagle River
Jeff Schraml	Century 21 Affiliated - McFarland
Brooke Veldt <sup>1</sup>	Century 21 Pierce - Manitowish Waters

#### Transfers & Releases:

1:	= New NWAR Member
*:	= New GNMLS Office
۸:	= Closed MLS Office



Name	From	То
Andrew Barnes	EXP Realty - Minocqua	
Barbara Connelly	Re/Max Northern Lakes - Three Lakes	Re/Max Property Pros - ER
John Morris	LakePlace.com - Vacationland - Mnq	
Alyson Petersen	Weichert REALTORS Jarpo Grp - Wausau	
Michelle Powell	RealHome Services & Solutions - Chicago	
Elli Soder	Re/Max Northern Lakes - Three Lakes	Re/Max Property Pros - ER
Scott Soder	Re/Max Northern Lakes^ - Three Lakes	
Mary Van Essen	Signature Realty - Lakewood	
Kia Xiong	Keller Williams - Stevens Point	Haven Real Estate Co - Appleton

"Surely the flowers of a hundred springs are simply the souls of beautiful things!" - L.M. Montgomery

#### **Board of Directors 2020-21**

(Area code 715 unless otherwise noted)

Northwoods Association of REALTORS®

#### Greater Northwoods MLS®

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

Officers (Term^):

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Andrea Krueger, President	453-3365	Jerry Burkett, President	479-3090
Pete Rondello, President-Elect	358-0450	Ed Choinski, President-Elect	493-7827
Joyce Nykolayko, Treasurer (2)	546-3900	Dan Pudlo, Treasurer (2)	547-3033
Jon Long, Past President	453-4910	Jackie Leonhard, Past President	453-2673

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

•	•		•	•	
Tynan Anderson	(0-1*)	453-3365	Bonnie Byrnes	(1-1)	686-2481
Tom Bird	(1-2)	356-9521	Sandy Ebben	(2-2)	365-3000
Kim Brixius	(1-2)	453-1188	bandy Lbben	(2 2)	000 0000
Ryan Hanson	(1-1)	358-5263	Joe Flanders	(1-2)	420-1100
Andy Harris	(2-2)	543-8900	Adam Redman	(1-1)	358-0450
Ed Raasch	(2-1)	224-3800	Mark Wagner	(0-1*)	762-3291
Cassi Rupnow	(1-1)	356-4457		(0 - )	102 0201
Ashlei Smith	(1-2)	966-9280	Julie Winter-Paez	(2-1)	480-4333

<sup>^</sup> 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

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

Next Board Meetings:
Thursday, May 20th
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 watch a brief video on how to calculate turnover rates and use RPR to set up your farm area by April 30th, you will earn *T Streams of Lead Gen Success Webinar* download (\$30 value), PLUS a chance to win a new Apple Watch!

Claim your MVP reward at: MVP.REALTOR

#### 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

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

#### Board Office Location: <u>bit.ly/NWAR-Map</u> Use East entrance (double doors by drive-up window)







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 160 Member offices comprised of over 590 brokers, agents and appraisers.

#### **NWAR & GNMLS on the Web:**

NWAR Homepage: NorthwoodsREALTORS.org
Member FB Group: Facebook.com/Groups/NorthwoodsREALTORS



bit.ly/NWAR-FBK



bit.ly/NWAR-TW



bit.ly/NWAR-YT





## 2021 NWAR/GNMLS GOLF SCRAMBLE

Thursday June 3<sup>rd</sup>, 2021 Trout Lake Golf Club Arbor Vitae





OUTDOOR BBQ PICNIC NON-GOLFERS WELCOME!

#### **Jim Tait Memorial Cup Golf Tourney**

4-person scramble – Shotgun start at noon Please be ready at your cart @ 11:30am
18 Holes w/cart, team & individual skill prizes Singles & pairs fine – we'll team you up!
Putting contest - win CASH!



#### **Schedule of Events**

10:30 - Registration open, free driving range bucket

11:30 - Announcements & golfers sent to starting holes

12:00 - PLAY BALL

**4:30 - Outdoor Picnic Dinner:** AYCE BBQ brisket & chicken breast (w/ buns), baked beans, broc/caulif salad, Grandma's tater salad

**5:00** - New REALTOR Inductions & Scholarship Recipient Recognition Putting Contest Finals

~5:30 - Golf Individual & Team Prizes

Return form below w/ payment by May 24th or call 715-356-3400 for Paypal invoice NOTE: Cancellations after 5/27 are nonrefundable

2021 NWAR/GNMLS Golf Scramble & BBQ Picnic Dinner Registration			
Attendee Names:	Golf & Dinner or Dinner Only? (sorry, no golf-only option):	** NWAR Inductee / Scholar or Timely Renewal Credit?:	
1.	Golf & Dinner (\$85): Dinner Only (\$25):	Inductee/Scholar?: NWAR Renewal Credit?:	
2.	Golf & Dinner (\$85): Dinner Only (\$25):	Inductee/Scholar?: NWAR Renewal Credit?:	
3.	Golf & Dinner (\$85): Dinner Only (\$25):	Inductee/Scholar?: NWAR Renewal Credit?:	
4.	Golf & Dinner (\$85): Dinner Only (\$25):	Inductee/Scholar?: NWAR Renewal Credit?:	

- \*\* New REALTOR Inductees (Joined Jan 2020 or later) & Scholarship Recips: Subtract \$25 from total (free dinner)
- \*\* NWAR Renewal Credit redemptions: Subtract \$35 if golfing or \$25 if attending dinner only

** Members with NWAR Renewal Credits list:
https://northwoodsrealtors.org/NWAR_Renewal_Credits.pdf
Total Enclosed: = \$

Remit w/ Pymt by 5/24 (or call for Paypal) to: NWAR, PO Box 377, Woodruff WI 54568 Cancellations after 5/27 nonrefundable

Τοται Εποίοσεα. – ψ		
Contact Name:	Email or Phone:	
	rs will have a color 18x24" sign at a tee with your info and logo etter. Contact matt@northwoodsrealtors.org with questions.	o, plus you will
Company Name:	Top 3 Hole Preferences:	(1st come 1st serve)